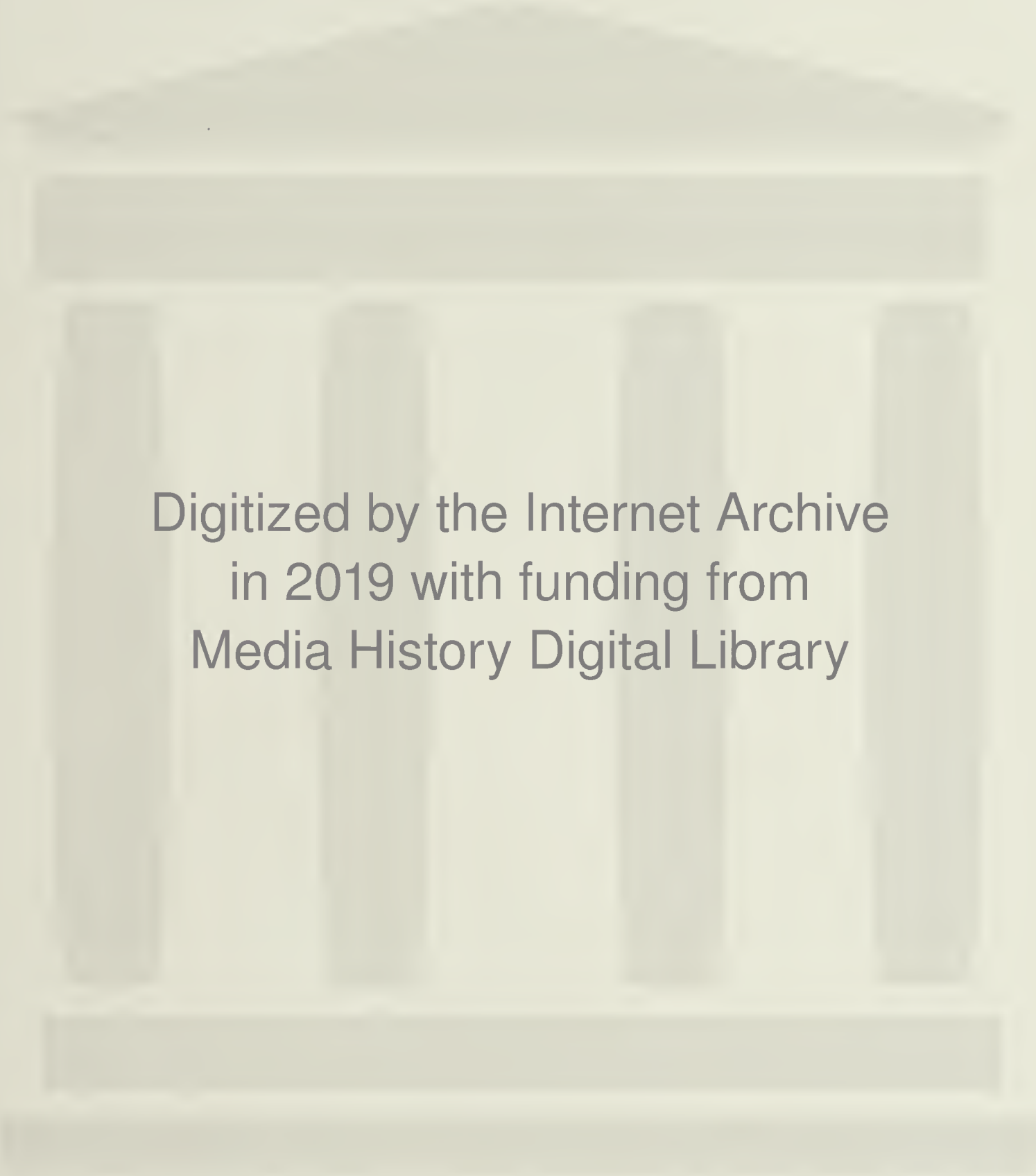




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THE EXHIBITS

SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE

AUGUST 11, 1948



VOLUME 40
NUMBER 14

NOT SOLD

Discussing the bow of "The Babe Ruth Story," a Roy Del Ruth production for Allied Artists, at the Astor, New York, recently are AA prexy Steve Broidy, Astor exec Maurice Maurer, and AA vice-prexy Harold Mirisch.

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

IN THIS ISSUE: *The Industry's Most Informative Department on Confection Merchandising*

EXTRA PROFITS



*And watch your grosses multiply when
you play M.G.M.'s Hit of Hits!*

IRVING BERLIN'S

EASTER PARADE

starring

JUDY GARLAND ★ FRED ASTAIRE

PETER LAWFORD • ANN MILLER

COLOR BY *Technicolor*

Screen Play by SIDNEY SHELDON, FRANCES GOODRICH and ALBERT HACKETT • Original Story by FRANCES GOODRICH and ALBERT HACKETT

Lyrics and Music by IRVING BERLIN • Musical Numbers Directed by ROBERT ALTON • Directed by CHARLES WALTERS • Produced by ARTHUR FREED

A METRO-GOLDWYN-MAYER PICTURE

THE
EXHIBITOR
ALL
EDITIONS

AUG. 11--NOV. 3, 1948

VOL. 40

THE
EXHIBITOR



AUGUST 11, 1948

The ASCAP Decision

WHILE it is a bit early to predict the final outcome of the victory won by the Independent Theatre Owners Association of New York City over ASCAP in a far-reaching decision several weeks ago, no one can deny the fact that it is a distinct feather in the cap of those who sponsored the six-year-old case, and that it represents one of the most important verdicts in the history of the industry.

DUE CREDIT must be given to Harry Brandt, who headed the group which pushed the case, and Milton C. Weisman, of the law firm of Weisman, Celler, Quinn, Allan, and Spett, which represented the plaintiffs.

It was not surprising, but disappointing, to note that no applause came, following the decision, from the Theatre Owners of America, which predicts that there is a possibility that the exhibitors may find themselves in a worse situation than before. Allied States Association, while still clinging to its legislative form of relief from ASCAP, hailed the decision as a distinct victory, and indicated an appreciative trend.

WE REFUSE to join those who think the eventual result will not be advantageous to theatremen. While the individual copyright holders lost no rights through the decision, it is quite possible that eventually the exhibitor will find himself paying only one fee, and that to the distributor, without an additional seat tax.

WITHOUT A DOUBT, there will still be a long legal road to travel, particularly since the victors have already served notice that they will appeal with an eye to damages under the Sherman Anti-Trust law. Perhaps arbitration, which might have avoided the litigation, may still supply a solution to this phase of the proceedings.

REGARDLESS of the outcome, the decision is to be hailed as a milestone. It is unfortunate that there is no unanimity of opinion among exhibitors, but, judging from past developments, this could hardly be expected.

HOWEVER, if, when the end of the legal road is reached, and there are benefits for exhibitors, it is certain that all will participate, regardless of present viewpoints.

"Twas ever thus.

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★
UA's "Texas, Brooklyn, and Heaven" may be retitled "Brooklyn, Texas, and Heaven" when it has its world bow in Brooklyn. As yet no protests have been heard from Heaven.

★
PETE SMITH is going back to the production of those shorts about cooking, with the new one titled "International Dishes." However, this can always be changed if the overseas situation tightens up too much before release.

★
A TEXAS DRIVE-IN has become a center of political activity. Each candidate gets an opportunity to talk, entertainment is free, and a film show is included. It may become a matter of whether the political oratory is funnier than the screen fare.

★
IT HAS BEEN announced that Osa Massen has decided to change her name to Stephanie Paull. The net effect of all this will be that when patrons see her in a picture, they will undoubtedly declare, "She certainly looks a lot like Osa Massen."

★
NOW that it has been decided that "Hamlet" won't be cut in Boston, this will allow such selling lines as "Uncut," "Unabridged," or "Exactly as Shakespeare wrote it."

—H. M. M.

I N D E X

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ALLIED ARTISTS EXECS HOWARD STUBBINS, SCOTT DUNLAP, GEORGE BURROWS, AND STEVE BROIDY POSE ON THE COAST WITH BABE RUTH.

The Story Behind "The Story"

Allied Artists Tackled Something Really Big, And The Results Are Gratifying

WHILE in the past there have been feature motion pictures based on important figures in the world of sports, many of these have either been hurriedly concocted affairs—taking advantage of a couple of hot names—or else memorializing a personality who had passed on.

It remained for producer Roy Del Ruth and Allied Artists to construct a show based on a living luminary who is certainly the greatest and most beloved in his field. Of course, that means Babe Ruth.

Thought, time, and great expense went into the production. Three times, trips were made from Hollywood to the east coast to take advantage of real back-grounds, and the last trip found William Bendix, who plays Babe Ruth, on hand to appear in the Yankee Stadium before a crowd of 40,000 to duplicate Ruth's record-breaking 60th home run.

The picture is based on "The Story of

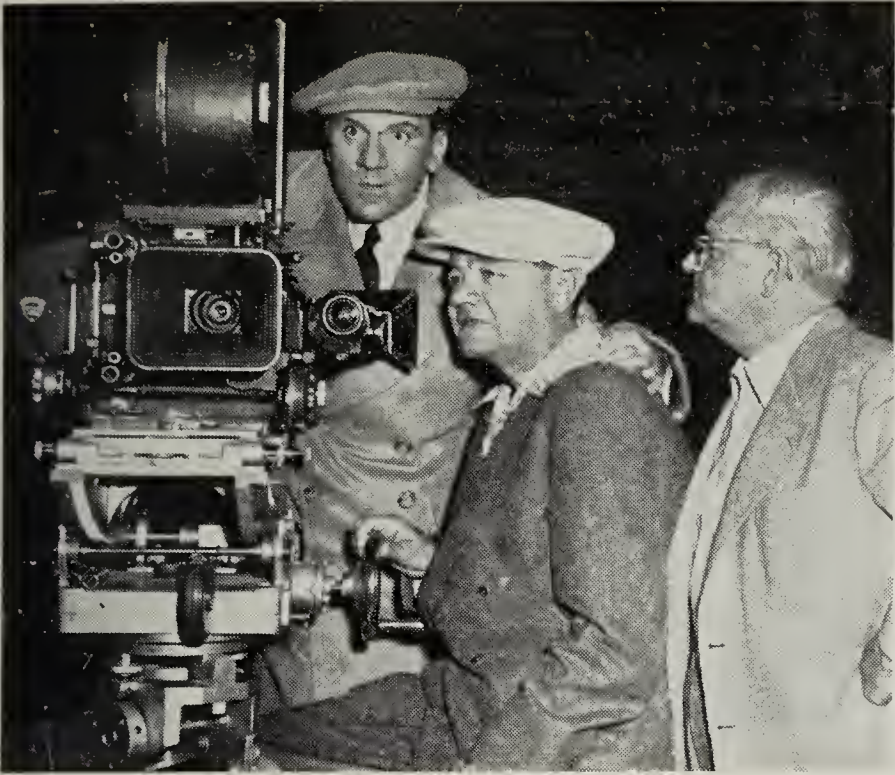


William Bendix, who portrays Babe Ruth in "The Babe Ruth Story," gets together on the set with the Bambino for a few batting pointers.

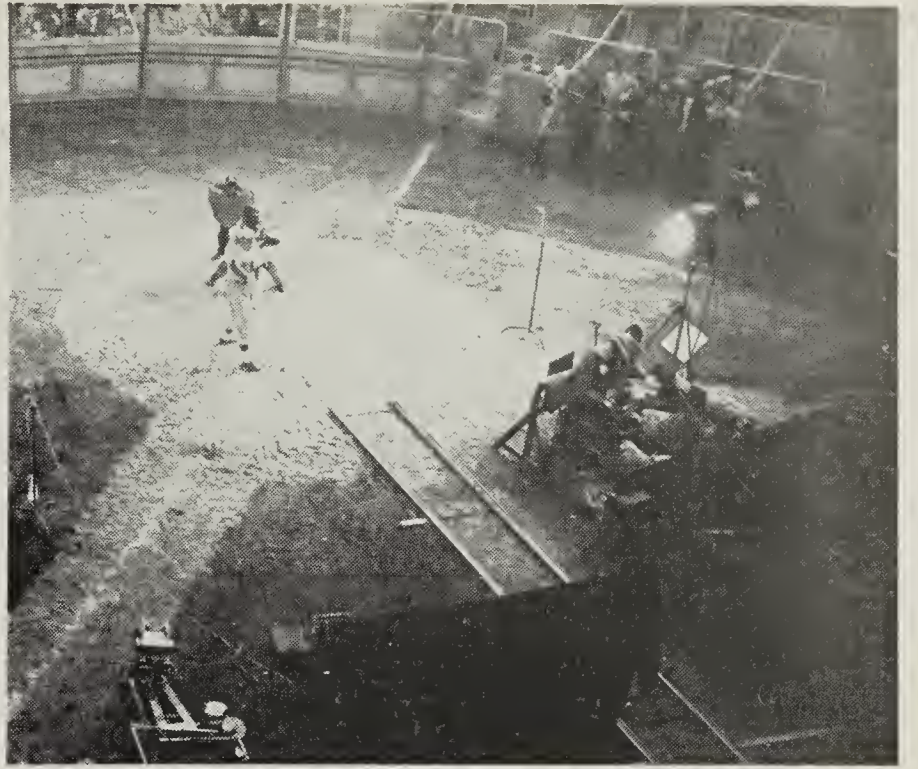
Babe Ruth," written by Bob Considine. To check the authenticity of the film, Ruth visited Hollywood, and for three weeks during production was a daily figure on the movie set, conferring with Del Ruth and the latter's associate producers, D. Ross Lederman and Joe Kaufman.

Great personalities come and go, to be revered by one generation, and to be just a name in the history books to another. Not with The Babe. It's been some time since he's been throwing his hefty bat around but every kid today, as long as he can shape a few words, knows about him.

And aside from the commercial value of "The Babe Ruth Story" itself, Del Ruth and Allied Artists deserve loads of credit for recreating the story of The Babe as inspiration for the new young generation, and to furnish the older folks with great cause for heart warming remembrances of things past.—BEN BELSHAM.



On the studio set, Ruth visits around to see how pictures are made, and he gets some dope from Bendix and the film's producer, Roy Del Ruth.



A spectacular overhead shot made for one of the baseball scenes shows Bendix having just connected for one of the Babe's immortal blows.



The night of the New York premiere was a big event. In the lobby of the Astor are Danton Walker, Senator and Mrs. Claude Pepper, and Broidy.



Posing at the premiere in New York are Edward Morey, vice-prexy; Morey Goldstein, sales; Harry Goldstein, publicity, and Harold Mirisch, vice-prexy.



At the Hotel Warwick cocktail party following the world bow, Mrs. Babe Ruth, right, and Mrs. Mary Moberly, sister of The Babe, are snapped.



Seen at the party hosted by Broidy are Eddie Albert, Julian and Herman Rifkin, the Norton Ritchys, the Lloyd Linds, the Lou Liftons, and Gale Storm.

It's a
GRAND new idea
for **FUN!**

THE MONSTERS OF MENACE
vs
THE MASTERS OF MIRTH!

UNIVERSAL-INTERNATIONAL presents

LOW

BUD

"**ABBOTT & COSTELLO**
meet
FRANKENSTEIN

WITH

The Wolfman • Dracula • The Monster

PLAYED BY

LON CHANEY

PLAYED BY

BELA LUGOSI

PLAYED BY

GLENN STRANGE

Lenore Aubert

Jane Randolph

Original Screenplay by ROBERT LEES • FREDERIC I. RINALDO • JOHN GRANT • Directed by CHARLES T. BARTON • Produced by ROBERT ARTHUR



It's a GREAT new idea for BUSINESS!

Blasting every previous A&C record with powerhouse grosses topping even "The Killers," "The Egg and I" and "Naked City"!

HELD OVER at Loew's Criterion, New York! **HELD OVER** in five-theatre day-and-date run in Los Angeles! **HELD OVER** in San Francisco... Cincinnati...Syracuse...Oakland...Seattle...Kansas City...Buffalo...Albany...Oklahoma City! **TERRIFIC** in Baltimore! **BIG...BIG...BIG...everywhere!**

Ride high
with U-I



MEL KONECOFF'S NEW YORK

TO YOU who missed us, we say howdy. To you who didn't, we say Ah, yer fadder's mustache. When we arrived back in lil' ol' won'erful New York, what do you think we found awaiting us besides a bagful of mail, bills, and assorted trivia? An interview. How pleasant to take up where we left off, and, so soon, too. The interview was with Fred Brisson, head, Independent Artists, Inc., which makes films for release by RKO, his first and latest being "The Velvet Touch" with his wife, Rosalind Russell.



He told us how he went to Europe not only to help the RKO organization sell his film but also to appoint representatives in London and Paris and to complete filming arrangements of properties abroad, import talent, etc. In the selling of his film, Brisson opined that his personal attention to distribution in Europe has increased the amount of playing

time and at top terms.

Brisson thought it wrong for American producers to write off the foreign market generally, preferring instead to feel that when a film has a suitable foreign theme, that greater attention should be exerted personally by the producer. He would not, however, produce solely for the foreign revenue, preferring instead the American market, if a film has to be limited.

Brisson couldn't find any anti-Hollywood feeling among the people in the countries he visited, stating that everyone was infatuated with the American movie capital and its emissaries.

Touching on production plans here, he stated that his company will try to make on an average of one-and-a-half pix per year, and that it was all financed and work was being readied on the scripts.

Among the features planned are the story of Barney Barnato, discoverer of the Kimberly mines, to be called "King Of The Diamonds"; a comedy love story by Dudley Nichols; an idea by Rosalind Russell, "Madly In Love"; a story of the automobile, "New Model," and a film biography of Carl Brisson, his father and noted stage star.

MAIL DEPT.: H. M. Richey, MGM's goodwill ambassador, is sending out a needle, button, and thread to each branch manager with a note which, in part, said: "This needle, thread, and button are to remind you that the sales department is committed to back up the advertising department's promise in the trade show advertisement for "A Southern Yankee" to replace all the buttons your exhibitor friends lose from laughing when they see the new Red Skelton picture at your tradeshow . . ." . . . A perfumed note on pink stationery was awaiting our return which stated: "Dear Mel, I know all about you—your business is my business. We must get together and at my house as soon as possible. Please don't tell anyone—keep our relationship a secret. Love, Mona Stevens. P. S. I'll contact you very soon."

A note from Dick Powell followed the latter up to announce to our relief and slight disappointment that Mona Stevens was a character played in "Pitfall."

TRIVIA OF THE TIMES: A single perfect rose arrived in town last week from England enroute to Hollywood for presentation to Greer Garson. It was a prize-winning "Mrs. Miniver Rose" sent her as a tribute after a special permit was granted by the U. S. Department of Agriculture for importation of the rose. . . . When actor Robert Preston recently received a request for an autographed foto from China, a bale of Chinese money totaling 430,000 yen accompanied for postage. In America it amounted to 17 cents.

20th-Fox Takes Bids In Philly

PHILADELPHIA—It was learned last week that 20th Century-Fox was taking bids on four of its "A" films, "The Walls Of Jericho," "Escape," "Anna Karenina," and "That Lady In Ermine." This development, plus the fact that the local Fox was playing an MGM show, was interpreted by local tradesters as meaning that the theatre may no longer be used exclusively as a 20th-Fox showcase.

CINEMA REPORT: From London comes the report that the CEA doesn't think much of their own films and especially so since British filmmakers have tried to rush production to make numerically instead of qualitywise. The Association's viewers reported that since Jan. 1, 1948, of the films seen, it classified two as good, five as moderate, five as poor, and three as very poor, which comes to a total of 72 per cent classified as moderate to very poor. In the period of five to six months prior to Jan. 1, 1948, the same reviewers classified five as very good, four as good, two as moderate, and one as poor, or a percentage figure of 25 moderate to poor with none very poor.

To sum it all up concisely and precisely, "Haste Makes Waste."

THE METROPOLITAN SCENE: Mayor William O'Dwyer was scheduled to attend the opening of Radio City Music Hall's new stage show, "Jubilee," saluting New York's 50th anniversary, and Gus Eyssell was to welcome him. . . . Monty Salmon wants it known that he is not leaving the Rivoli and the Gay White Way. . . . Watch for a new releasing deal to be announced by United Artists involving production in the east (not New York City). . . . Over 30 circuits the country over have written in for the format being used by Walter Reade Theatres in the present courtesy campaign. . . . There was big excitement when Paramount opened "Without Glory," and had some 350 West Point cadets and the band in and around the theatre. . . . Thanks to the Motion Picture Theatre Owners of Connecticut for the invite to attend the annual golf tournament. . . . EL's "Northwest Stampede" received the Parents magazine medal for August. . . . High rating pressbooks are out on "The Time Of Your Life" and "So Evil My Love." . . . The Canadian Minister to the U. S., his staff, and State Department representatives attended a

"Judy" Gross Broadway's Peak

NEW YORK—A general improvement in Broadway first-run grosses was noted over the weekend with the Paramount doing very good indeed and the other houses all garnering returns indicative of a general upsurge. According to usually reliable sources reaching THE EXHIBITOR, the breakdown was as follows:

"KEY LARGO" (WB). Strand, with stage show, hit \$30,000 for Friday through Sunday, the fourth week sure to top \$58,000.

"FOUR FACES WEST" (UA). Globe had a \$15,000 opening week.

"THE WALLS OF JERICHO" (20th-Fox). Roxy, with stage and ice show, claimed \$95,000 for Wednesday through Sunday, the opening week sure to go above \$130,000.

"A DATE WITH JUDY" (MGM). Radio City Music Hall, with stage show, reported \$93,000 for Thursday through Sunday, the opening week bound to exceed \$155,000.

"RETURN OF THE BAD MEN" (RKO). Mayfair garnered \$25,000 on the opening week.

"ON AN ISLAND WITH YOU" (MGM). Capitol, with stage show, hit \$50,000 for Thursday through Sunday, the second week heading toward \$85,000.

"ABBOTT AND COSTELLO MEET FRANKENSTEIN" (U-I). Criterion had a \$28,000 second week.

"BEYOND GLORY" (Para.). Paramount, with stage show, had a very good opening week, going over the \$100,000 mark.

"SO EVIL MY LOVE" (Para.). Rivoli claimed \$30,000 for the fourth week.

"EASTER PARADE" (MGM). Loew's State reported \$43,000 for the sixth week.

"THE BABE RUTH STORY" (AA). Astor had a \$38,000 second week.

Charles Perry Mourned

CINCINNATI—Charles Perry 55, well known publicist, died on Aug. 5. He had been a Paramount exploitation man here for the past several years. Funeral services were held at Riverside Memorial Chapel, New York City. Perry, who had been ill for quite some time, is survived by his son, three brothers, and two sisters.

Green Settlement Due

PITTSBURGH—It was expected last week that the suit of David N. Green against the majors would be settled out of court. Reports had it that Green would settle for \$40,000 plus improved clearance and run for his two nabe theatres.

special screening of the Paramount short release, "Neighbor To The North," in Washington, arranged by Bob Denton, Paramount. . . . Joe Burstyn, Mayer and Burstyn, foreign film distribs, was off for a visit to France, Italy, and England for six weeks to buy foreign pix for distribution. . . . Congrats go to George Spires, trade scribe, who became a proud father for the first time.

FC Bonus Plan Highlights Meet

NEW YORK—With Film Classics meeting in its first international sales session last week, Joseph Bernhard announced a permanent bonus plan beginning on Jan. 1, 1949. Bernhard said that the company will be a cooperative organization, with profits shared by "all who help to make them."

Under the new setup, all personnel will share in the profits independent of special sales drives.

B. G. Kranze, vice-president-general sales manager, presided over the three-day meeting, and announced that territorial increases in business amounted to 70 per cent over mid-February of this year.

Also speaking were Jules Chapman, assistant general sales manager; Al Zimbalist, ad-publicity head; Eugene Arnstein, executive assistant treasurer; David Horne, foreign sales manager; Ted Birnbaum, assistant to Kranze; Herbert S. Stern, general counsel; Albert Mannheim, exchange operations chief, and William Markert, print department head. Among the guests were A. Pam Blumenthal, FC and Cinecolor board chairman, and Albert Gundelfinger and Karl Herzog.

Eight promotions were announced as follows:

Jake Lutzer, from Dallas exchange manager to southern division manager; Jules K. Chapman, from assistant general manager to assistant general sales manager; Ralph Peckham, from Atlanta branch manager to Dallas branch manager; George Lefko, from Indianapolis branch manager to Detroit branch manager; John McKenna, from salesman in the New York exchange to head same office; Lou Bernhard, formerly salesman in St. Louis and New Haven, to head, home office playdate and liquidation department; Ed Spiers, from branch manager, Milwaukee exchange, to branch manager, Chicago exchange, and Bob Bernhard, from salesman, New York exchange, to assistant to David Horne, foreign sales manager.

J. J. Payette Mourned

WASHINGTON—The trade was shocked to learn last week of the death of John J. Payette, Warner Theatres' zone manager. Payette died at his home after a lengthy illness.

Payette first came into the industry as an usher at the old Academy of Music, and, at the age of 17, was appointed manager of the Rhode Island. He served in World War I, and, during the last war, was chairman for the District for the War Activities Committee, and was a member of the executive committee, Civilian War Services, and other groups.

He is survived by his wife; four children, a brother, and two sisters.

It's A Boy

NEW YORK—A son was born on July 31 to Mrs. John H. Rugge at the Hackensack Hospital, N. J. The father is assistant to Warners' personnel director Ralph W. Budd. The baby, John H. Rugge, Jr., weighs six pounds, two ounces.

"Writers Must Offer More," Says Schary

BOULDER, COLO.—Dore Schary, MGM's new production chief, last week told the University of Colorado Writers Conference that with the film industry facing "tough days," writers aiming at work in Hollywood will have to offer something more than just a talent to rewrite.

According to Schary, the film capital stimulates and subsidizes more new talent than any other creative art.

"Bingo" Bill Fought

TRENTON, N. J.—Public hearings on the Reiffin "Bingo" Bill, which would legalize the game when conducted by religious, fraternal, or war veterans organizations for charity, were held yesterday (Aug. 10). The bill provides for a state-wide referendum vote on the "Bingo" proposition at the general elections on Nov. 2.

The minority Democratic party members of the House and Senate advocate enactment of the measure. The Catholic War Veterans, the AMVETS, VFW, and many Catholic churches also favor the bill, which is strongly opposed by the Council of Churches of New Jersey representing the Protestant denominations, the New Jersey Taxpayers' Association, and the atreman.

Industryites declare that legalizing of "Bingo" will permit professional promoters from outside the state to come into New Jersey, and enter into an arrangement with organizations to conduct the game for charity, while splitting the cash receipts for themselves for running the game. Theatre men are, of course, concerned with theatre attendance which may drop with "Bingo."

Edward Lachman, Allied Theatre Owners of New Jersey president, called an emergency meeting to discuss the problem. George Gold, chairman; Walter H. Jones, and Bernard Vogel, legislative committee, were to present the attitude of the organization.

20th-Fox Settlement Delayed

NEW YORK—Judge Ferdinand Pecora last week reserved decision on the proposed settlement of the 20th-Fox stockholders' suit. Pecora heard testimony, and ordered briefs of contending parties to be in no later than Aug. 16. Key issue is the proposed amendment of the existing contract between Charles P. Skouras and National Theatres under which he would receive compensation of \$480,000 annually. Complainant attorneys battled against the proposed settlement on the grounds of its not being "a real and substantial concession."

Defending attorney Samuel Rosenman said that National Theatres must net \$6,400,000 in any year for Skouras to receive the maximum proposed salary, and added that the corporation would net about \$9,000,000 this year.

France Cites RKO Man

NEW YORK—Marcel Gentel, RKO general manager for France, has been awarded the Medaille Militaire by the French Government, for "action above and beyond the call of duty during time of war," it was announced last week.

Reveal Winners In RKO Sales Drive

NEW YORK—Winners of the 11th annual Ned Depinet Drive were announced last week by Robert Mochrie, RKO vice-president in charge of domestic distribution.

Salt Lake City, Giff Davison, manager, won first place in the capitol prize group. Oklahoma City, Ralph Williams, manager, took second place with Denver, Joseph Emerson, manager, third, and Charlotte, Rovy Branon, manager, fourth.

Toronto, Jack Bernstein, manager, won first place in Canada, with Montreal, Murray Devaney, manager, second.

The three group division prize winners, with two winners in each group, are as follows: Group one: First prize, Atlanta, Hubert Lyons, manager; second prize, Dallas, Sol Sachs, manager; Group two: First prize, Pittsburgh, Dave Silverman, manager; second prize, Minneapolis, Fay Dressell, manager; Group three: First prize, Sioux Falls, Sherman Fitch, manager, and second prize, Des Moines, Max Rosenblatt, manager.

District managers' prizes were: First, Al Koltz, Rocky Mountain; second, Leo Devaney, Canadian, and third, Dave Prince, southeastern.

Best salesman in each of the districts was: R. Richardson, eastern central; Earl Dyson, prairie; Harry Levinson, western; Maurice Basse, southwestern; Morris Anderson, midwestern; William Canelli, northeastern; Tom Watson, southeastern; Herman Silverman, metropolitan; James Rea, Canada, and David Silverman, eastern.

Home office representatives were: first, Frank Duffy; second, Paul Back-Milton Yeoman, and third, George Jacoby.

Field supervisors were: First, Robert Hickey; second, David Cantor, and third, Harry Reiners. Field exploitation winners were: T. B. McCormick, Denver; Ed Terhune, Dallas; William Prager, Washington; Gene Gaudette, Minneapolis; Charles Kinney, Atlanta; Ed Holland, Des Moines; Alan Wieder, Pittsburgh; George Degnon, Toronto; Los Angeles, Fred Calvin; Cincinnati, Hugh MacKenzie; Chicago, Wally Heim; Philadelphia, Doug Beck; Vancouver, Lloyd Muir, and San Francisco, Joe Longo.

C. P. Skouras Honored

LOS ANGELES—Charles P. Skouras was last week named recipient of the Great Heart Award to be made by the Variety Club of Southern California at a testimonial banquet on Aug. 16 at the Ambassador Hotel.

The award, to be made for the first time this year, will be given annually by the showmen's organization as a tribute to an outstanding citizen for his "unselfish contributions to community betterment, patriotic endeavors, and leadership in public welfare projects."

More than 900 top executives from every branch of Southern California business life, city, state, and federal government figures, as well as film industry personalities from Hollywood, New York, and Chicago, will attend. Bob O'Donnell, Dallas, Chief Barker, Variety Clubs, International, will come to Los Angeles to make the presentation to Skouras.



ACTION

Big

Big-scale western. Well-stocked with actionful moments.

— HARRISON'S REPORTS

ACTION

Superior

Head-and-shoulders above routine western. Production, camera, acting, story, direction unquestionably superior.

— MOTION PICTURE HERALD

ACTION

Super

Sufficiently impressive to easily earn designation of super-western. Highly-competent cast. Spectacular production values. Hair trigger direction.

— BOXOFFICER

ACTION

Suspense

Good western. Generous helping of suspense.

— THE EXHIBITOR

ACTION

First Class

More men, more horses, more shooting, all help make this western more effective than usual. First class production.

— SHOWMEN'S TRADE REVIEW

THE

GALLANT

with **ANDY DEVINE • JACK HOLT** and **GRANT WITHER**

Screen Play by Gerald Adams Original Story by John K. Butler and Gerald Geraghty As

A R E P U B L I C P I

ACTION

Tops

Well plotted western. Top production. High satisfaction.

— FILM DAILY

ACTION

Strong

Tightly-woven story. Tense and credible outdoor drama. Will bring strong boxoffice results. High above average appeal for entire family. Sure bet.

— INDEPENDENT FILM JOURNAL

ACTION

Wallop

Big brawling western that will stand up in any situation. Solidly based story. Director has given a wallop that spells sturdy entertainment.

— DAILY VARIETY

ACTION

Slam Bang

Slam-bang oater. Will be big hit with action fans and all who like good entertainment. Lots of suspense.

— HOLLYWOOD REPORTER

REGION

LE MARA • JAMES BROWN

Director JOSEPH KANE

R E



starring
WILLIAM ELLIOTT
ADRIAN BOOTH
JOSEPH SCHILDKRAUT
BRUCE CABOT

Smith Distrib Chief For "Youth Month"

NEW YORK—Charles P. Skouras, national chairman, "Youth Month" committee, Theatre Owners of America, last week announced that Andy W. Smith, Jr., general sales manager, 20th Century-Fox, has consented to serve as distribution chairman of the drive.

Smith is in charge of the distribution of the two-reel subject, "Report For Action," and arrangements for cooperation of national distributors and Film Exchange groups, with local state and theatre chairmen participating.

Hailing "Youth Month" as a time in which emphasis is placed upon youth and its significance to the future of America, Attorney General Tom C. Clark asked public cooperation in "Saluting Young America" during a September celebration.

Attorney General Clark launched his plea at a meeting of newspaper, radio, magazine, advertising, and motion picture representatives at the headquarters of Theatre Owners of America.

The Attorney General outlined that "Youth Month" is an outcome of the National Conference for Prevention and Control of Juvenile Delinquency convened in Washington at the call of the Department of Justice in 1946.

Brazil Controls Suspended

NEW YORK—The Central Price Commission Order Number 78, suspending all price controls on both theatre admissions and film rentals throughout Brazil, was published in the official Gazette July 31, and is now in effect, according to a cablegram received last week from Rio de Janeiro by the Motion Picture Association of America.

The order provides that the suspension will continue in effect until a final decision has been handed down on the application of the American motion picture companies for judicial relief.

The American film companies have instructed their branches to resume normal operations in Brazil.

"Power" Donation \$50,000

NEW YORK—Warners last week turned over \$50,000 to Walter Winchell, secretary-treasurer, Damon Runyon Memorial Fund, representing the profits from its two-reel Technicolor film, "Power Behind the Nation." The film, which was produced by Warners, and distributed by MPAA, played over 10,000 theatres throughout the country.

Miss Barko Honored

NEW YORK—Dorothy Barko, Century Theatres' legal staff, has been invited to present a paper at the Second International Conference of the Bar Association, to be held at the Palace of Peace in The Hague on Aug. 16-21.

Miss Barko will present her paper, "Modern Trends In The Law Of Succession" to the conference.

Arthur Fisher Passes

NEW YORK—The trade was sorry to learn of the death of Arthur Fisher, well-known vaudeville booker. He is survived by his widow, a daughter and son.

PCCITO Trustees Hold Sept. Session

LOS ANGELES—The annual meeting of the trustees of the PCCITO will be held at the Ambassador Hotel on Sept. 14, 15, 16, it was announced last week.

A full attendance, including observers, is expected, with reservations already having been made by L. O. Lukan and Leroy Johnson, Seattle; Clarence Severson and J. M. Suckstorff, Montana; Harold Chesler, Roy Firmage, Jay Christensen, and Hugo Jorgensen, Utah; M. W. Mattechek and William Graeper, Portland; Rotus Harvey and Ben Levin, San Francisco, and Hugh Bruen, George Diamos, Stanley Steck, and R. H. Poole, Los Angeles.

John Balaban Named TOA Convention Head

NEW YORK—Ted R. Gamble, president, Theatre Owners of America, last week announced the appointment of John Balaban, Chicago, secretary-treasurer, Balaban and Katz, as general chairman, and Edward G. Zorn, president, United Theatre Owners of Illinois, as vice-chairman, TOA convention committee. The convention will be held at the Drake Hotel on Sept. 24 and 25, with some preliminary meetings scheduled for Sept. 23.

Stanley W. Prenosil, assistant to Gael Sullivan, executive director, TOA, left for Chicago to confer with Messrs. Balaban and Zorn on preliminary convention plans, the setting up of convention committees in Chicago. In addition to the general committee headed by Balaban, the following sub-committees will be appointed from among Illinois exhibitors—hotel reservations, registrations, transportation, entertainment, luncheons and dinner, publicity, and finance.

IA Readies Meeting

CLEVELAND—Among the top figures scheduled to attend the 39th convention of the IATSE next week are Eric A. Johnston, MPAA president; William Green, AFL chief, and Thomas J. Herbert, governor of Ohio. The Alliance's general executive board held pre-convention meetings last week with International President Richard F. Walsh presiding.

More than 1,100 delegates are expected from Canada and the U. S. for the five-day convention, which will be held from Aug. 16 to Aug. 20 at the Hotel Hollenden.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"A Southern Yankee"—Skelton fans will eat it up.

RKO

"Rachel And The Stranger"—Pleasing program.

"Variety Time"—For the lower half.

WB

"Two Guys From Texas"—Should get the dough.

Warners Profit Shows Sharp Drop

NEW YORK—Warner Brothers Pictures, Inc., and subsidiary companies last week reported for the nine months ending on May 29, 1948, a net profit of \$10,321,000 after provision of \$7,400,000 for federal income taxes.

The net profit for the nine months ending on May 31, 1947, amounted to \$19,134,000 after provision of \$11,900,000 for federal income taxes.

The net profit for the nine months ending on May 29, 1948, is equivalent to \$1.41 per share on the 7,295,000 shares of common stock outstanding. The net profit for the corresponding period last year was equivalent to \$2.60 per share on the 7,341,680 shares then outstanding.

Film rentals, theatre admissions, sales, etc., after eliminating intercompany transactions, for the nine months ending on May 29, 1948, amounted to \$112,415,000, as compared with \$125,078,000 for the corresponding period in the previous year.

Selznick Clarifies Plans

NEW YORK—David O. Selznick last week announced that this coming winter he would make "The Greatest Show On Earth," in Technicolor, with an all-star cast plus the Barnum & Bailey and Ringling Brothers Circus.

Daniel T. O'Shea, president, Vanguard Films, revealed the above in a statement which follows:

"It is not true that David O. Selznick has transferred his interests from motion-picture to television. Selznick has in mind, and he is looking forward to, what promises to be the most expensive picture ever made in Hollywood."

The statement came following reports that Selznick was abandoning big picture production for the next six months to devote his time to his newly-organized television company, The Selznick Television Corporation, because of the uncertainty of the market on big pictures.

O'Shea also denied that Selznick would only furnish talent for, and be consultant on, the four-picture Alexander Korda deal. He said that on the contrary Selznick would take a most active part in the production of the films.

Cohen Suit Settled

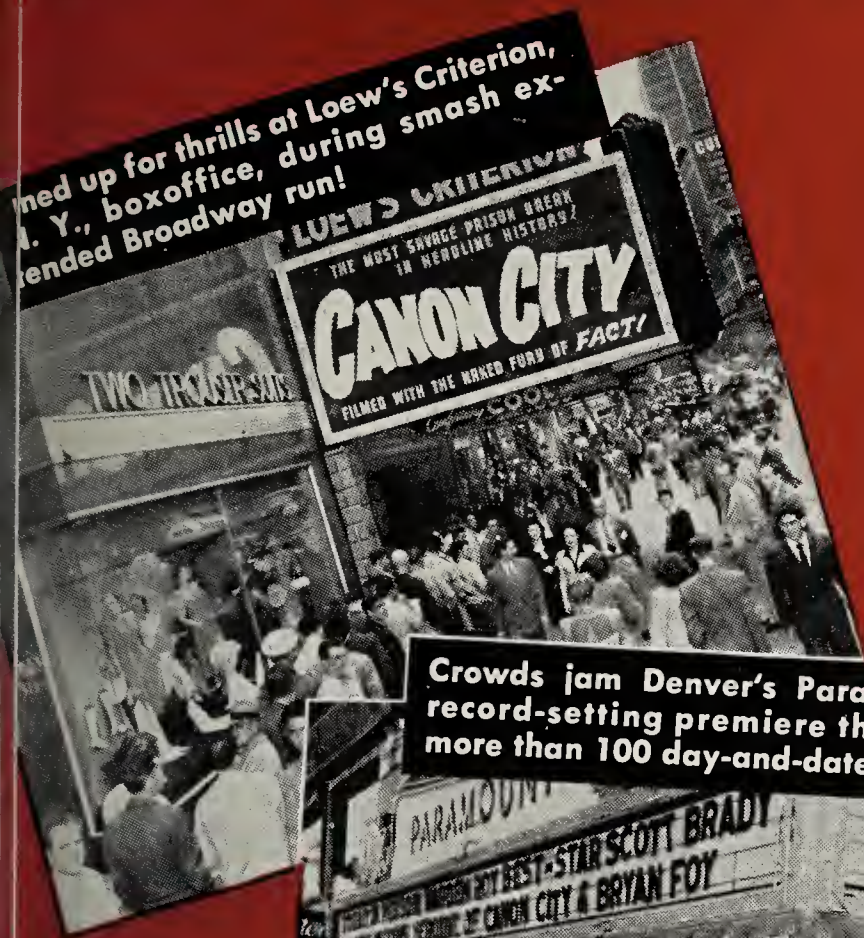
NEW YORK—The suit of Max A. Cohen Enterprises against RKO, Warners, and 20th Century-Fox, claiming \$1,800,000 treble damages for alleged anti-trust law violations in connection with the New Amsterdam, was reported settled last week.

The settlement involves the theatre getting product of the defendants day and date with the RKO Palace and other phases undisclosed pending court action terminating the litigation.

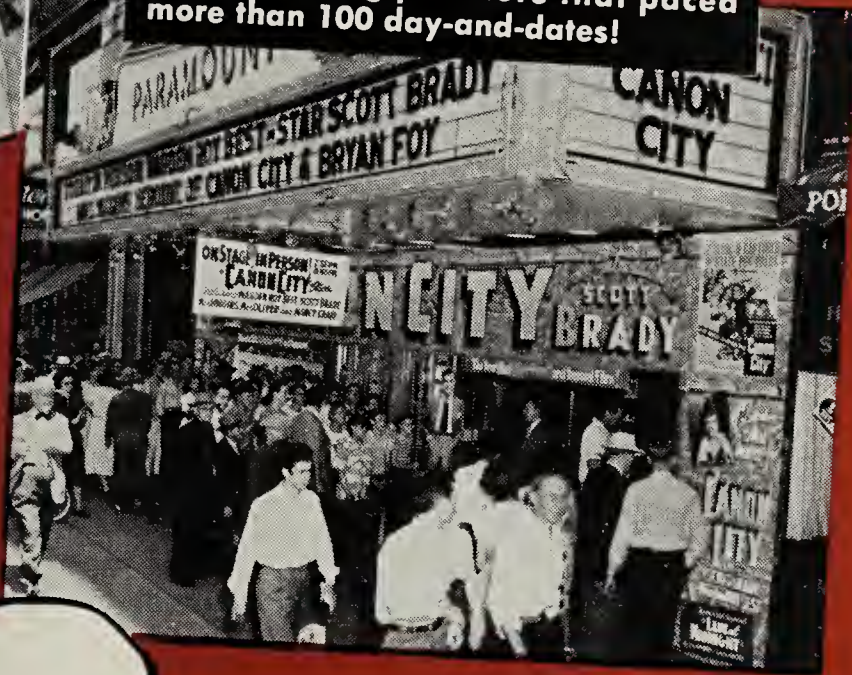
L. O. Herb Mourned

PHILADELPHIA—Lew O. Herb, 76, father of Lew Herb, THE EXHIBITOR's roving correspondent, died last week in Somers Point, N. J. Burial was in Mount Laurel, Va. In addition to his son, he is survived by two daughters.

**WITH THEATRE MEN WHO KNOW BEST--
IT'S "CANON CITY"--
EAST AND WEST!**



Crowds jam Denver's Paramount at record-setting premiere that paced more than 100 day-and-dates!



CANON CITY

**Opening
after opening,
"Canon City"
is one of the
top grossers
of the year!**



"Better than 'Brute Force,' 'Naked City' and 'The Killers'!"
—N. Y. Enquirer

"A hay maker among hard-hitting mellers!"
—Walter Winchell

"3 Bells! Shoots and punches its way to position among the best action films of the year!"
—Jimmie Fidler

"One of most stirring pictures ever made!"
—Alton Cook, N. Y. World-Telegram

"More exciting than a headline... has 'Brute Force' wallop!"
—Erskine Johnson, National Columnist

"Eagle Lion has a winner!"
—Variety

"'Canon City' brilliant!"
—Hollywood Reporter

"Plenty of opportunities to cash in!"
—The Exhibitor

An EAGLE LION FILMS Picture

Introducing SCOTT BRADY with Jeff Corey · Whit Bissell · Stanley Clements · Charles Russell · DeForest Kelley · Ralph Byrd · Mabel Paige and Warden Roy Best, himself · A Bryan Foy Production · Produced by Robert T. Kane · Written and Directed by Crane Wilbur



PEOPLE

ALBANY—The resignation of Leo Rosen as assistant general manager, Fabian-Hellman Drive-In Theatres, and the subsequent appointment of Leo Young was announced last week. Rosen entered a hospital for an operation. Young was formerly RKO exploiter in Buffalo, Albany, Philadelphia, and other spots, and also was a district manager with the Snider Circuit.

WASHINGTON—Lieutenant Colonel John E. Horton has been named chief, Motion picture unit, Pictorial Section, Public Information Division of the Army, it was announced last week. Lieutenant Colonel Horton, formerly in the industry on the coast, will assist the trade in all matters concerning the army. He succeeds Major Stuart Palmer.

NEW YORK—New duties for two of his staff were announced last week by Charles Schlaifer, director of advertising and publicity, 20th Century-Fox. Under the change, Ira Tulipan, trade publicity representative, and Lou Frick, press book editor, exchange positions.

NEW YORK—The appointment of William M. Pizor, Screen Guild foreign department, general manager, as vice-president of the company was announced last week by Robert L. Lippert, president. Pizor's headquarters remain in New York.

Singer Leaves Business

OMAHA—Will Singer is leaving show business after 52 years in every phase from play production, vaudeville to films, it was revealed last week. Singer has headed the RKO-Brandeis, formerly the Brandeis, since 1934. Before his arrival, the house had a spotty record, and never had been open steadily for an entire year. He built it into one of the most successful small houses. It has 1,100 seats.

Singer stepped out on Aug. 3, being replaced by Larry Caplane, who comes here from Columbus, O., where he managed the Grand. Caplane started with RKO in 1933 at Cleveland, and served three years overseas in World War II.

A. J. Kearney Dies

NEW YORK—The trade last week mourned the death of Alexander "Dick" J. Kearney, assistant general manager, Shea Theatrical Circuit.

Kearney, who passed on at the age of 69 at Medical Arts Hospital, came to New York in 1901, and as general manager-booker for the late Mort Shea booked many well known entertainers. He is survived by his wife, two brothers, and three sisters.

S-W Offer Progresses

PHILADELPHIA—It was divulged last week by William Ehrenberg, who heads a syndicate of business men and bankers, that a preliminary offer of \$5,000,000 was to have been made last weekend to Stanley-Warner Theatres for their purchase of houses in the local area. It was divulged, at the same time, that David B. DeMany, furrier; Mrs. Robert Iodine Brown, society matron, and James Cromwell were some of the parties interested.

NCA-20th-Fox Plan Waits For Complaints

MINNEAPOLIS—North Central Allied invited exhibitors last week to call on the NCA-20th-Fox conciliation committee if he "feels that he has a grievance against Fox which he cannot adjust himself to . . ."

NCA reported that after one month of the plan, "there have been no complaints which the committee has been able to label meritorious and process as originally planned."

Four complaints are before the committee which, however, were registered before the actual launching of the conciliation plan. To non-subscribing producers and distributors, "big or little," NCA said that "the door is wide open to come in for 'the water's fine'." Ben Berger's headquarters announced that possibly the reason for lack of complaints is that Fox "is bending over backwards" to eliminate cause for grievances.

P.A. Powers Passes

NEW YORK—P. A. Powers, 84, died last week at Doctors Hospital after a brief illness. A multi-millionaire motion picture pioneer, he maintained homes here and in Westport, Conn. He had been president of Powers Film Products Company, Rochester, N. Y., also was treasurer of Universal Motion Picture Company, and had also served as treasurer of the National Association of the Motion Picture Industry. He is survived by his daughter and a sister.

It was while working with the late Thomas A. Edison that he first became interested in the motion picture industry. He produced some of the first animated cartoons, and made a fortune backing Walt Disney's initial Mickey Mouse films. He was married and divorced twice.

"Television Booms"

SAN FRANCISCO—Television has boomed beyond the expectations of even the most optimistic leaders in the industry, according to Frank M. Folsom, executive vice-president, Radio Corporation of America last week. He declared that by the end of the year, the industry should produce more than 850,000 receivers and more than 60 television broadcasting stations expect to be in operation. Currently, about 400,000 television sets are in the hands of the public, and 31 television stations are on the air.

Folsom predicted that, with the public's enthusiastic acceptance of television, the industry in 1949 can be expected to turn out 1,600,000 receivers, representing a potential retail business of more than \$400,000,000.

May Taxes Up

WASHINGTON—The U. S. Bureau of Internal Revenue reported last week that general admission tax collections in June, on May business, amounted to \$31,639,479, almost \$4,000,000 over the \$27,829,982 taken for the same month in 1947. This was the first time in three months that current year figures were higher than comparable 1947 collections.

Screen Guild Lists 1948-49 Productions

NEW YORK—Robert L. Lippert, president, Screen Guild Productions, Inc., announced last week following a regional meeting attended by franchise holders, bookers, and salesmen from Albany, Boston, Buffalo, New York, Philadelphia, and Washington, that the 1948-49 product would consist of "The Mozart Story"; two exploitation specials, "Harpoon" and "I Killed Jesse James"; six 'Boxoffice Winners,' "The Return Of Wildfire," "Grand Canyon," "Last Of The Wild Horses," "Police Force," "The Blackmailers," and "The Ravagers"; eight 'Showman's Group,' including "The Prairie," "S.O.S. Submarine," "Shep Comes Home," "Jungle Goddess," "Redwood Empire," "Sky Liner," "The Return Of The Saint," and "City Hospital"; the 'Anniversary Group' of eight, including "Rimfire," "Police Woman," "Great Truck Mystery," "Trail's End," "No Escape," and others; six Lash La Rue westerns, divided into two specials, "Son Of Jesse James" and "Son Of Billy The Kid," and four others; six proven pictures (reissues), and 12 Hop-along Cassidy western reissues.

Arthur Greenblatt presided.

WB Offices Realigned

NEW YORK—Wolfe Cohen, vice-president, Warner Brothers International, announced a realignment of the company's sales supervisory staff at the opening session last week of a two-week sales meeting of the company's Latin American heads in the home office.

The entire territory will be divided into three divisions, Atlantic, Pacific, and Caribbean, with a division manager in charge of each.

Ary Lima who has been supervisor over Brazil, Argentine, Chile, Uruguay, and Paraguay, will be district manager for the Atlantic division, comprising those same territories, with headquarters in Rio de Janeiro.

Peter Colli, who has been supervising the Caribbean area, will be manager of that division, which includes Cuba, Puerto Rico, Trinidad, Venezuela, Haiti, Santo Domingo, Jamaica, British and Netherland West Indies, and the Guianas. He will head-office in Havana.

New appointee is James V. O'Gara, until recently eastern sales manager for Republic in the U.S., who has been named manager, Pacific division, including Mexico, Panama and Central America, Colombia, Ecuador, Bolivia, and Peru, with headquarters in Mexico City.

Max Milder Mourned

LONDON—Max Milder, whose long illness forced him to retire after 17 years as managing director of Warner Brothers Pictures, Ltd., in England last month, died at his home on Aug. 1, at Netherfield House, The Heath, Weybridge, Surrey, England. He is survived by his widow, Mrs. Madelaine Milder.

Milder had been in the industry for 36 years, the last 30 of which were with Warners. He was eastern division domestic sales manager before going to England in 1931 as managing director for the company's interests there.

Artist Hirschfeld recreates the uproarious rough-house when the GI's throw discretion to the wind—
and Jean Arthur to the ceiling—

That **FUNNY** Affair
is a **MONEY** Affair
in
LOS ANGELES
and
HOLLYWOOD



where neat figures go up and business is "Excellent" says Variety and where every review is a rave with Los Angeles Examiner's Ruth Waterbury reporting that with "Such gay laughter . . . such sizzling romance . . . such superb acting, I wouldn't be surprised if it sticks around until Christmas."

JEAN ARTHUR
MARLENE DIETRICH
JOHN LUND

in

"A Foreign Affair"
is a funny affair

with

Produced by

MILLARD MITCHELL • CHARLES BRACKETT

Directed by **BILLY WILDER**

Screenplay by Charles Brackett, Billy Wilder and Richard L. Breen

Adaptation by Robert Harari • Original Story by David Shaw



**A PARAMOUNT
SUMMER HIT-
WAVE HIT!**

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

New York City: Greatest airport inaugurated. Ludwigshafen, Germany: Blast disaster. London: Olympic Games.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 62) Washington: Ex-communist spy testifies. New York City: Broadway show flies to Colorado to aid fete (Denver only).

NEWS OF THE DAY (Vol. XIX, No. 296) Washington: Ex-communist spy testifies.

PARAMOUNT NEWS (No. 99) Tel Aviv: "Nation Day" celebrated.

UNIVERSAL NEWSREEL (Vol. 21, No. 166) See "In All Five."

WARNER PATHE NEWS (Vol. 19, No. 101) Washington: Ex-communist spy testifies. Tel Aviv: "Nation Day" celebrated.

MOVIETONE NEWS (Vol. 31, No. 61) Washington: Congress reconvenes. Canada: Ship runs aground. Fort Bragg, N. C.: Army uses rubber weapons. Canada: Whaling revived. Argentina: Grasshopper plague. Chicago: Railroad centennial (except Los Angeles). Sydney, Australia: Dog show. Seattle: Skiing. California: Horse racing (Los Angeles only).

NEWS OF THE DAY (Vol. XIX, No. 295) Berlin: East-West crisis. Argentina: Grasshopper plague. Canada: Calgary stampede (except Los Angeles and Chicago); ship runs aground. Fort Bragg, N. C.: Army uses rubber weapons. Germany: Horsemanship hurdle test. Seattle: Skiing. Long Beach, Cal.: Speedboat regatta (Los Angeles only). Chicago: Railroad centennial (Chicago only).

PARAMOUNT NEWS (No. 98) Canada: Ship runs aground. Chicago: Railroad centennial. West Point, N. Y.: "Oscars" awarded. Washington: Congress reconvenes. Silver Springs, Fla.: Underwater aquaplanes. USA: Stymie retires. Cheyenne, Wyo.: Rodeo. Canada: Calgary stampede.

UNIVERSAL NEWSREEL (Vol. 21, No. 165) Washington: Congress reconvenes. Canada: Whaling revived. Wildwood, N. J.: "New look" at beach. Argentina: Grasshopper plague. Germany: Horsemanship hurdle test. Fort Bragg, N. C.: Army uses rubber weapons. Canada: Calgary stampede.

WARNER PATHE NEWS (Vol. 19, No. 100) Washington: Congress reconvenes. Palestine: Truce. Paris: Trygve Lie inspects site of UN General Assembly meeting. London: Royal wedding. Germany: Historic flight completed. Canada: Calgary stampede. Fort Bragg, N. C.: Army uses rubber weapons. Canada: Beauty contest.

NATIONAL LEGION OF DECENCY

Aug. 5, 1948

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Arkansas Swing" (Col.); "The Babe Ruth Story" (AA); "Daredevils Of The Clouds" (Rep.); "Das Maedchen Irene" (Casino); "Frontier Agent" (Mono.); "Partners Over Sunset" (Mono.); "Silent Conflict" (UA); "The Strawberry Roan" (Col.). UNOBJECTIONABLE FOR ADULTS: "The Black Arrow" (Col.); "Eyes Of Texas" (Rep.); "The Gay Intruders" (20th-Fox); "Good Sam" (RKO); "Moonrise" (Rep.); "Mr. Peabody And The Mer-

Radio Bally Starts "Youth Month" Program

NEW YORK — "Youth Month"—Saluting Young America," will receive an auspicious send-off on Aug. 31 with a coast-to-coast broadcast over the Mutual Network, it was announced last week by Charles P. Skouras, national chairman, "Youth Month" committee.

Originating in Hollywood, topflight stars of the screen and radio will hail the campaign in a half-hour program.

The program has won the complete approval of the Hollywood Coordinating Committee, according to Stanley Richardson, director, and the cooperation of every Hollywood studio has been assured.

Details for the gala broadcast will be arranged among Jack Paige, Mutual's special events director in New York; Bruce Fowler as theatre chairman of a special Hollywood talent committee, and Bob Forward, Mutual west coast executive.

All through September, the "Dr. I. Q." program will stress the benefits of the campaign. The Ted Malone-Westinghouse program will have a "Youth Month" program on or about Sept. 20. The Campbells' Soup programs will salute youth activities during the month.

"Triumph" In Reading Bow

READING, PA.—Key event of Reading's bicentennial celebration will be the world premiere of Eagle Lion's "Hollow Triumph," which has been set for the Astor on Aug. 18, with Paul Henreid, star, heading the great galaxy of stars making personal appearances for the event. Pennsylvania's Governor James H. Duff and mayors of Reading and surrounding cities will also attend.

In its world premiere, "Hollow Triumph" will be given the full "Hollywood klieg-light and glamour" treatment as arranged by Max E. Youngstein, EL vice-president in charge of advertising, publicity, and exploitation.

maid" (U-Int.); "Rachel And The Stranger" (RKO); "Sorry Wrong Number" (Para.); "Thunderhoof" (Col.). OBJECTIONABLE IN PART FOR ALL: "That Lady In Ermine" (20th-Fox).

ARBITRATION

Boston

The arbitrator last week killed clearance on films available but not played within 21 days by the Guild and Norwood, Norwood, Mass., over the Park, East Walpole, Mass. With all the "Big Five" involved, the arbitrator allowed the clearance of 21 and 35 days enjoyed by the Guild and Norwood on pictures played by them within the 21-day limit to remain.

NATIONAL BOARD OF REVIEW

July 31, 1948

SELECTED FEATURES: "The Black Arrow" (Col.); "Good Sam" (RKO); "Mr. Peabody And The Mermaid" (U-Int.); "Rachel And The Stranger" (RKO); "The Saxon Charm" (U-Int.).

TRADE SCREENINGS

MGM—"Julia Misbehaves" (Greer Garson, Walter Pidgeon, Peter Lawford), in all exchange centers on Aug. 12.

A. B. Morrison Passes

MEMPHIS—A. B. Morrison, one of the south's most beloved theatremen, died last fortnight. He had been confined to his bed since he broke his hip in a fall in the office of the Warner, where he was in 1943.

Since a youngster of 12, when he played with Edwin Booth in the old Memphis, Morrison had been connected with show business. He was manager, Old Grand Opera House, and later the Orpheum, both of which were on the site of the present Malco owned by M. A. Lightman.

Morrison managed shows in the days of stock companies, and through the height of vaudeville when Eddie Cantor, Jack Benny, and other notables of today were trouping on the circuits. Following the accident from which he never recovered, he also lost his eyesight, but not his friendly smile and quiet, genial manner that won friends for him throughout the world of show business.

His popularity was proved when a benefit performance, given for him during his illness, removed financial worry from his home. He leaves his widow and a sister, Mrs. John Reid, Arcadia, Cal.

Kirsch Aids Drive

CHICAGO—Jack Kirsch, president, Allied Theatres of Illinois, Inc., will serve as this year's chairman of the theatre and entertainment division, Community Fund Drive, it was revealed last week.

A. J. Shumow, branch manager, Warners, will assist Kirsch as co-chairman, handling solicitation among the film distributors in Chicago.

City-wide quota of the 1948 Community Fund drive is for \$8,679,000.

WB Drops Arlington House

NEW YORK—The operation of the Lincoln, Arlington, N. J., has been taken over by I. B. West and Gary Lerner, New York exhibitors, it was announced last fortnight. Warners had run the house for the past 14 years, but declined to renew lease on the property. Robert Schell, who managed the theatre for WB, becomes manager, Roosevelt, Union City, N. J.

Mono.-AA In Meetings

CHICAGO—The joint meeting of Allied Artists-Monogram branch managers and franchise holders opened at the Drake Hotel last weekend with Maurice Goldstein, general sales manager, heading the New York delegation. Goldstein, who presided, was accompanied by Edward Morey, Harold Mirisch, Lloyd Lind, and Sol Francis.

C. R. Reagan Mourned

NEW YORK—Arrangements were being made last week for the shipment of the remains of C. R. Reagan to the U. S. Reagan, 56, was a former associate chief of the OWI's bureau of motion pictures, and president, Film Council of America. He died in Paris, where he was to attend the UNESCO meeting.

SWEET AND LOWE-DOWN

AT A RECENT THEATRE convention in Boston, James Ryan, C. F. Simonin and Sons, Inc., was your consultant's guest. Jim Ryan is, of course, well known to you by



SAMUEL L. LOWE, JR.

virtue of his written remarks in this EXTRA PROFITS section with reference to the problems of popcorn and popcorn seasoning. His remarks addressed to the convention, however, were of very real interest to me, and I take this opportunity to repeat some of them here, plus amplifications which

he made to me personally.

First, with respect to solid seasoning, coconut oil is the traditional choice for popping corn. It has certain definite assets, including resistance to rancidity, and imparting no foreign taste to the corn. Second, with respect to liquid seasoning, it is definitely a happy result of wartime experimentation. It, too, has certain definite assets, including a higher flash point (which is a safety factor for on-the-spot popping) and great economies in usage.

However, many so-called liquid seasonings are, in fact, not liquids since they are not liquid at normal room temperatures. Most of the advantages of liquid seasoning naturally only apply to true liquid seasonings.

But the main point in popping corn is not what particular type of seasoning is used, providing only that a good seasoning is used. What is most important is quality produced.

Too great stress cannot be placed on sanitation in popping corn. Dirty equipment such as the kettle proper will transmit offensive odors to the end product. The same goes for inferior quality sales containers. Too much or too little seasoning is bad. Optimum test results from Iowa State indicate 30 per cent by weight as the optimum amount of seasoning with a 25 per cent-33 1/3 per cent effective

(Continued on page EP-4)

The Smyrna, Smyrna, Del., boasts of an especially attractive extra profits department. Patrons not only pass by it on their way into the theatre, but also may enter it from the street. A complete shop, with soda fountain, is a feature of the recently opened house, operated by Mrs. Reba Schwartz and daughter, Muriel.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS



ONLY *Manley* DELIVERS THE "COMPLETE PACKAGE"

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- 2 THE HIGHEST QUALITY SUPPLIES

Plus 3 A NATIONAL ADVERTISING CAMPAIGN TO INCREASE POPCORN SALES IN YOUR THEATRE ...

Popcorn is a national habit and you can cash in on it, but... make sure you get Manley's "complete package." Manley Popcorn Machines are dependable, big capacity, and sturdily constructed—but, Manley adds another important feature... EYE APPEAL. Eye Appeal means "extra" profits for the operators of Manley Machines.

Combine a sparkling-bright Manley Popcorn Machine with choice Manley Supplies—the finest popcorn, bigger, fluffier, more delicious, plus Manley's rich, pure, popcorn seasoning, Manley's Popcorn Salt and famous candy striped Bags and Boxes and you'll make amazing profits per hundred pounds of corn popped. But, in addition to all this Manley is building tremendous consumer demand for Manley's Hi Pop Popcorn with 72,240,437 individual advertising messages in national magazines during 1948 and 1949. Mail the coupon below for our new booklet, "How to Make Big Profits From Popcorn."



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The Ever Seeing Eye

The Slug Rejector, Ever Important Part

Of The Vending Machine, Performs

An Important And Necessary Service

By R. L. Budde

A. B. T. Manufacturing Corporation

EVERYONE of us has, at one time or another, inserted money into a vending machine, and the result was a service performed or a product dispensed. Cigarettes, candy, hot sandwiches, soft drinks, music, silk hose, toothbrushes, soap, hair oil, a shoe shine, anything that can be packaged in fact, may be obtained today through automatic channels.

The general public, to date, has taken automatic merchandising for granted, but rare is the person who will stop to consider what keeps the "silent salesman" from being cheated by phony coins.

BASICALLY, most humans are honest, and will seldom consider a sharp deal with a fellow man, but psychologically, a mere coin machine presents an ever-ready challenge to all humans, and if it is possible to out-do "Mr. Vending Machine," most people consider it a moral victory.

WHAT is the Ever Seeing Eye that keeps John Q. Public from cheating the coin machine with phony money? It really is not a mystery. In fact, it is the essence of simplicity, and its efficiency is amazing!

The manufacturers of coin control equipment call it a slug rejector. This rejector tests a coin in three ways, for size, weight, and metallic content, and, after the insertion of a coin, all tests are completed by the time you can blink an eye!

The size and weight of the coin are measured respectively by an off-center weighted cradle with prongs. The prongs of the cradle measure the coin's diameter for size, and the off-center cradle checks to determine whether the weight of the coin is correct.

If so, the cradle tips the coin through a magnetic field set up by a permanent magnet. This magnet, which is called

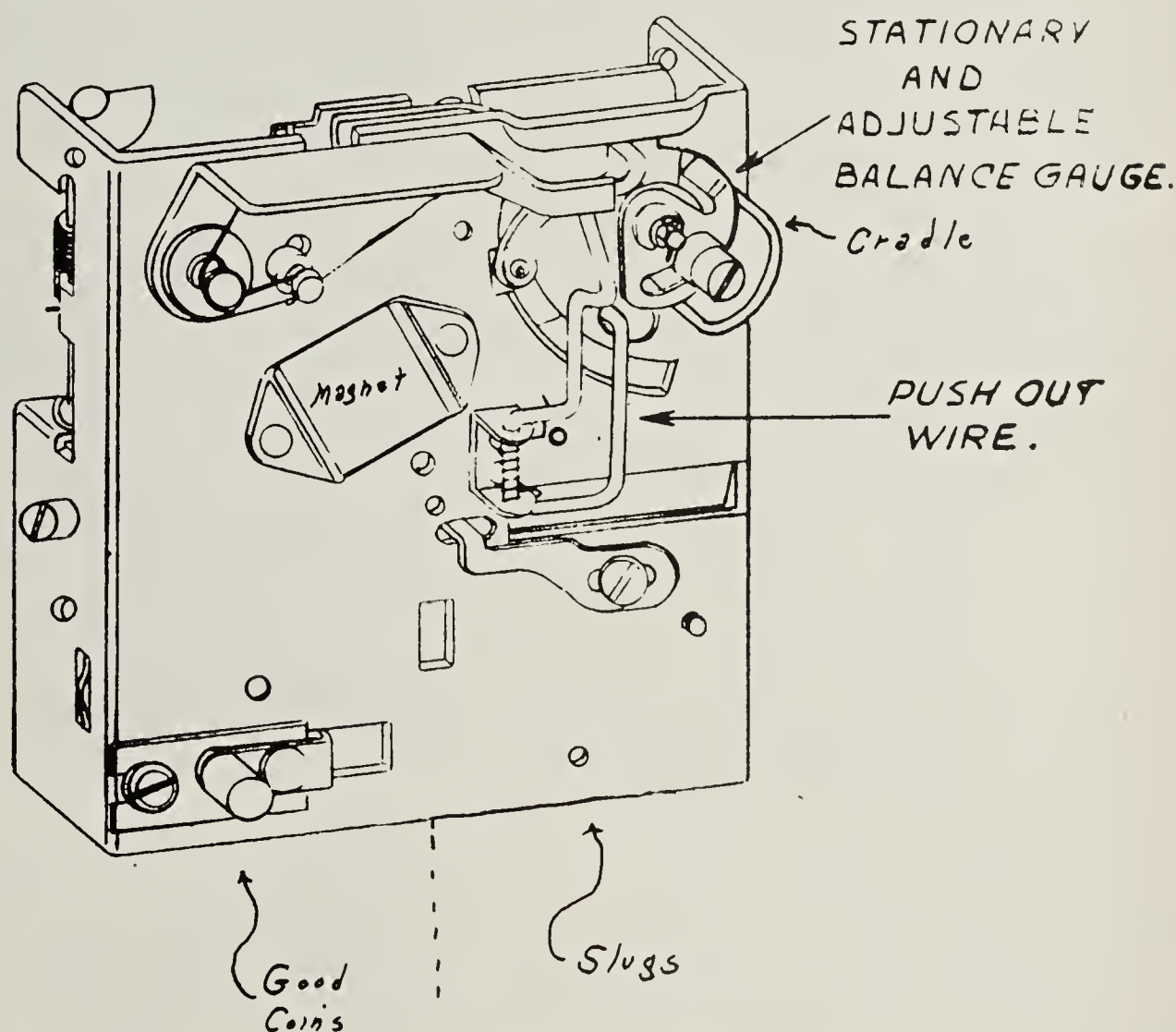
Alnico, tests the metallic content of the coin in question by the different degrees of attraction that each coin has to the magnet, thus causing each coin of different metallic content to fall in unlike arcs, the good coins falling to one side of the rejector, and the spurious coins to the other.

In a broad sense, nickels contain 75 per cent copper and 25 per cent nickel, while dimes and quarters contain 90 per cent silver and 10 per cent copper. Slug rejectors are made to accommodate individual coins or multiple coins. In other words, rejectors are made for nickels only, dimes only, and quarters only; or a slug rejector with one opening, measuring approximately five inches wide, six-and-a-half inches long, and one inch deep will test nickels, dimes, and quarters as to their validity with 98 per cent accuracy.

THE ONLY POSSIBLE WAY to cheat a slug rejector is to fuse together the same metals in the same proportions as are contained in legal coins, which, of course, is unlawful, and, if this is done, the slug rejector will not be able to determine the legal from the non-legal tender. That is the reason for my above statement of only "98 per cent accuracy."

The above mentioned slug rejectors for either single or multiple coins are the heart of every vending machine. From the

(Continued on page EP-4)



Illustrated above is one of the A. B. T. slug rejector models.

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of THE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address THE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 923 Alandale Avenue, Los Angeles 36, California. Editorial Consultant: Samuel L. Lowe, Jr.

Advisory Boards—
Composed of executives and heads of the concessions and vending departments of theatre circuits:
Loyal Halght, Paramount Theatres Service Corporation; Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City;

EXTRA PROFITS

Vol. 3, No. 5

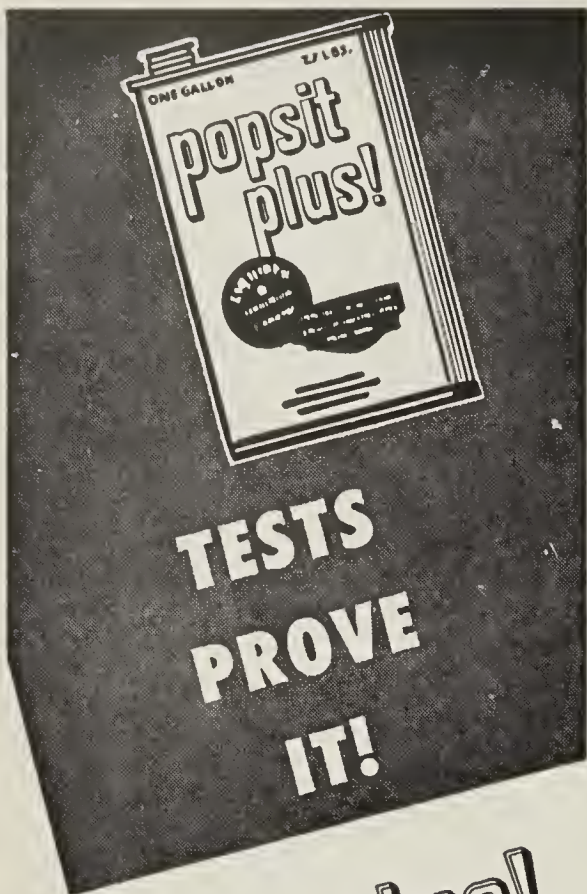
August 11, 1948

C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, George Theatre Company, Atlanta; William O'Donnell, Interstate Circuit, Dallas; Raymond Willie, Interstate Circuit, Dallas; George C. Shepherd, Mindako Theatre Supply Company, Minneapolis; A. J. Krappman, National Theatres Amusement Company, Los Angeles; William England, RKO Theatres, New York; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wil-Kin Theatre Supply, Inc.,

Atlanta; Van Myers, Wometco Theatres, Miami.

Composed of manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:

A. F. Rathbun, Fred W. Amend Company, Chicago; Richard C. Fowler, The Coca-Cola Company, New York; LeRoy J. Wilden, Paramount Candy Company, Clinton, Ia.; Raymond J. Showe, Theatre Candy Company, Inc., Pittsburgh; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Lawrence B. Goyer, W. R. Schrafft and Sons Corporation, Boston; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; W. H. Foo'e, Queen Anne Candy Company, Hammond, Ind.; Charles O'Malley, Paul F. Beich Company, Bloomington, Ill.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Foughkepsie, N. Y.; C. M. Said, McPhail Chocolate Company, Oswego, N. Y.



popsit plus!
LIQUID POPCORN SEASONING
GIVES YOU

- ★ BETTER FLAVOR
- ★ GREATER POPPING VOLUME
- ★ FEWER DUDS

Here's positive proof that Popsit Plus costs less than substitutes — judged by final results. Tests by a leading agricultural college reveal that Popsit Plus liquid seasoning (1) pops more corn by volume (2) leaves fewer duds (3) gives corn the flavor your customers demand.

That's why Popsit Plus costs less. It gives you more for your money than so-called cheaper substitutes. Avoid substitutes and save money.

popsit plus!
means profit plus

Simonin of Philadelphia
SEASONING SPECIALISTS TO THE NATION

Replacing The Candy Stand Worked Wonders For Mr. and Mrs. Forsano

FOR YEARS NOW, theatremen have been tirelessly seeking the best spot to place a candy stand, and it looks like Mr. and Mrs. Forsano, Cummings, Fitchburg, Mass., have come up with a new high in strategic effectiveness.

It took a bit of altering to achieve this, but it was inexpensive, and the results have more than justified the small expense involved. Back in the real old days, when theatres just showed movies, the Cummings lobby had the boxoffice centrally located, as can be observed in the "before" photograph. However, when the Forsanos hopped on the extra profits bandwagon, they decided to set the candy stand where the boxoffice was, placing the ticket window on the left.



Before



After

The "after" shot shows how much the change has added to the appearance of the lobby, as well as putting the counter in an extremely accessible location. The stand has sliding glass doors above the case to close off the candy room, while the case is of the standard six foot variety, with a catchy Schrafft decal used for display purposes.

The Ever Seeing Eye

(Continued from page EP-3)

slug rejector, we branch off to the coin changer, which, upon insertion of a coin will dispense the merchandise and give change. An example of this is a changer on a soft drink vendor, where upon deposit of a quarter, the drink is vended, and 20 cents is given in change.

THERE ARE ALSO coin changers which will dispense five nickels for a quarter and two nickels for a dime, but, regardless of the service performed, the vending machine must be protected against the insertion of illegal monies.

The vast new field of automatic merchandising could not have been made pos-

sible if it had not been for the development of the Ever-Seeing Eye, the slug rejector.

Sweet And Lowe-Down

(Continued from page EP-1)

range satisfactory. Bringing raw corn to room temperature before actual popping is good economy.

As in most fields of business, quality of product is important. Both Jim Ryan and your consultant cannot stress this fact too strongly with respect to popcorn.

Samuel L. Lowe, Jr.



Coca-Cola in the Fox Rivoli Theatre, Van Nuys, California

MAKE YOUR LOBBY FATTEN YOUR PROFIT

Coca-Cola in the lobby has increased revenue and profit for every type of theatre in the United States.

How could it be otherwise? Everybody likes Coca-Cola. When people are having a good time, Coke fits naturally into the picture. Exhibitors have found that there is a pretty definite percentage of their patrons who will pause and enjoy Coca-Cola.



Vendorlator 242
Coin Cooler

Let us give you ALL the facts about this new source of profits. Write National Sales Department, The Coca-Cola Company, 515 Madison Ave., New York 22, N. Y., or get in touch with your Coca-Cola bottler.

* * *

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.

PROFIT ITEMS

Of special interest to theatremen are these units, a few just introduced, some on the market for some time, but all offering extra sales opportunities



... costs less than substitutes because Seazo keeps indefinitely ... won't go rancid in the container ... and pops corn that stays fresh longer.

- For those states where colored oil is not sold —use **SIMKO** brand.

By the makers of POPSIT PLUS!



SEASONING SPECIALISTS TO THE NATION

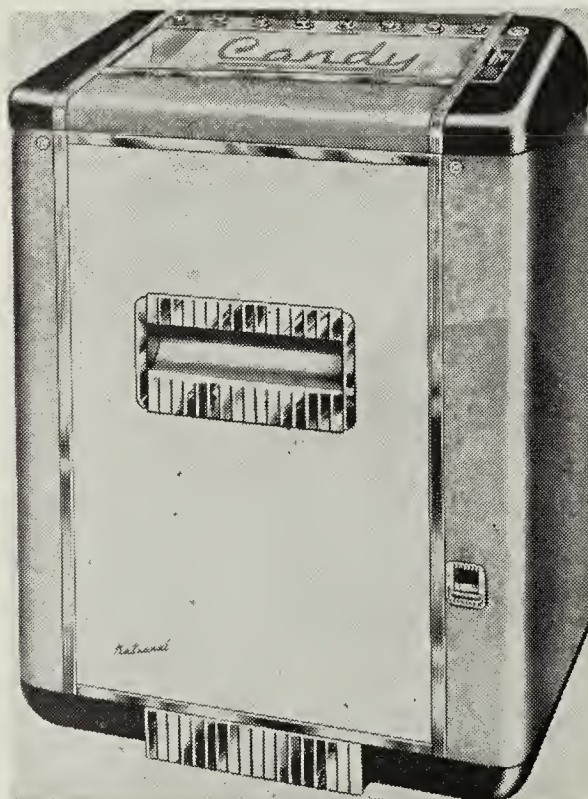
Pronto Warmer

A new Junior Model Pronto Pop Corn Warmer was announced recently by Pronto Pop Corn Sales, Inc., Boston, Morton Ladge, president. According to Pronto, the new model assures delivery of hot corn all the time, thanks to the new improved Hot Blast Forced Air Heating System. It is eye-catching and colorful and brilliantly illuminated to attract attention, and is easily operated, requiring no service, according to the company. The model measures 16 inches square by 35 inches high, making it ideal for installations where space is limited, for multiple installations, or alongside the present popcorn setup. It holds over 120 10-cent servings, and is easily refilled from the top. All parts that come in contact with the corn are stainless steel and plastic. Prices and full information may be obtained from Pronto Pop Corn Sales, Inc., 702 Beacon Street, Boston 15.

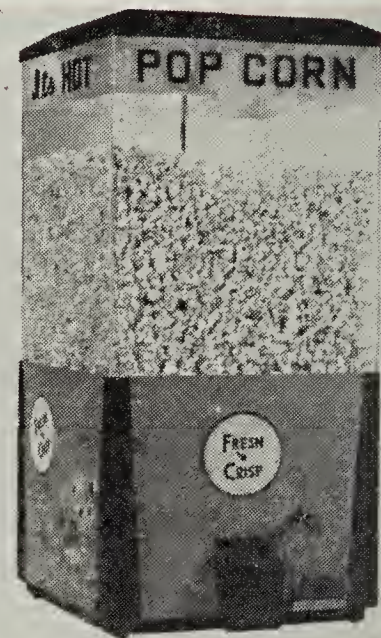
National Vendor

Another National Vendors' merchandiser which is exclusive in its field is the National 8CE, the only electrically-operated, console-type automatic merchandiser for candy, cigarettes, and other items. The St. Louis concern has designed the equipment to incorporate the latest improvements in the dispensing field.

The machine has a price setting up to 40 cents, operates on nickels, dimes, and quarters in any five-cent differential, and has such other distinctive National features as display of actual merchandise to



This attractive automatic merchandiser for candy, cigarettes, and other items, the National 8CE, designed and manufactured by National Vendors, Inc., St. Louis, should prove a really welcome addition to practically any theatre extra profits department.



Pronto Pop Corn Sales, Inc., Boston, is now offering this attractive, convenient, and easily operated warmer. The size is comparatively small, and is especially suitable in places where the space is limited.

be delivered, and automatic rotation, which assures fresh merchandise.

Popcorn Supply Good

OMAHA—West coast exhibitors apparently can look forward to a good supply of popcorn from Nebraska's Tri-County irrigation area, it was learned recently.

Popcorn is maturing on more than 2,000 acres of irrigated land, most of it in Phelps County. The Holdrege Seed and Farm Supply Company said it has enough land under contract to produce 2,000,000 bushels. Most will go to the west coast.

Extra Profits Up

NEW YORK—A survey by a large circuit recently revealed that for the first six months of 1948 extra profits in theatres were responsible for 51 per cent of the theatres profits, as compared to 30 per cent for 1947.

JOLLY TIME POP CORN

ENORMOUS VOLUME
AMERICA'S FAVORITE
MORE PROFITS FOR YOU!

AMERICAN POP CORN CO., SIOUX CITY, IOWA



OUTDOOR REFRESHMENT CONCESSIONAIRES
from Coast to Coast
over 1/4 Century

Now Specializing in Refreshment Concessions for DRIVE-IN THEATRES

SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

NEWS OF THE

Territory

BRANCHES

Atlanta

Ralph McCoy, branch manager, Film Classics, returned to his office after the sales meeting in New York City... Back on the job after a vacation in Florida is Spence Pierce, 20th Century-Fox publicity. After his return, Emery Austin, MGM, went to Florida for a vacation, and got the same beach apartment that Pierce had.

Harvey Smith, coowner-manager, Tower, was off on a trip to New York City... Mel Brown, manager, Peachtree Art, was back after a booking trip to New York.

Ben Jordan and Jimmy Campbell, Monogram salesmen, were in for a sales meeting... Guy Brown, Film Row executive, recalled a sage piece of advice given him once upon a time to the effect that "You can never be more than 100 per cent wrong."

Recent visitors included D.R. Kessler, Anchor Litho Company, Lakeland, Fla.; Frank Merritt and Harry Curry, Acme, Birmingham, and C.P. Cohen, Lincoln, Key West, Fla., and Royal, Panama City, Fla.

Jack Jackson, special representative, Sack Amusement Enterprises, was in.

Visiting were E.F. Ray, Rex, Alexander City, Ala., and R.D. Baker and Gene Hicks, Lake, Loudon, Tenn.... Jim Squires, Knoxville Scenic Studios, Knoxville, Tenn., was visiting Wilson Enterprises.... Visiting Charlie Durmeyer, Southern Automatic Candy Company, was W.F. Wells, owner, Wells and Opera House, Newberry, S.C., a real old-timer.

Jimmy Wilson, Wilson Enterprises booking agency, was off to Florida... A step toward compliance with city and state building and fire safety laws has been taken by the owners of eight neighborhood theatres here, who received bids for installation of sprinkler systems in the theatres. The following properties of the Community Theatres Company were listed as involved in the sprinkler installation project, the Cascade, Euclid, Gordon, Little, Five Points, Plaza, Sylvan, Techwood, and West End.

Babe Cohen, former manager, Monogram Southern exchange, left with his wife to take over his duties as co-owner, New Orleans branch, Screen Guild. He takes with him the well wishes of everyone on Film Row.

Nell Argue, Pilot Club, is a super sales-woman of U.S. Security Bonds. She recently won a \$100 prize in a

contest for individual bond sales, selling \$205,231 worth. The prize was donated by William K. Jenkins, president, Georgia Theatres, Inc.

John M. Outler, Jr., general manager, WSB and WSB-TV, predicted recently before the Kiwanis Club that television, like radio, will hit its stride when low-priced receiving sets are on the market.

Harry Whitestone, the Georgia tent showman and magician for Phillip Morris, was on Film Row.... Another tent showman visiting was Ralph Johnson.... Hap Barnes, the Alabama and Tennessee drive-in theatre operator, was on Film Row booking.

Crescent Amusement Company reacquired the Rialto and Gem, Kingsport, Tenn., from Wilby Theatres. Wilby continues to operate its own house, the State, Kingsport.

Altec signed sound service deals with the Parrish, Parrish, Ala.; Ritz, Scottsboro, Ala.; Ritz, Bridgeport, Ala.; Ritz, Arab, Ala., and the Drive, Hallandale, Fla.

Monogram Southern Exchanges has a new branch manager in the person of Jimmy Hobbs, who succeeds "Babe" Cohen. Hobbs was former Republic manager. Cohen is now managing Screen Guild in New Orleans.

Florence Chamlee, head, accounting department, Monogram Southern Exchanges, returned to her desk after a visit to Greensboro, Ga., with Dorothy Edmonds, formerly with the company.... Ralph McCoy, Film Classics, was off to Florida on a business trip.... Mrs. Blanche Hicks, MGM, was off to South Georgia, and Myrtle Dillard went to Florida on vacation.

Back from a Florida vacation at Monogram with a beautiful sun tan was Mrs. Leona Delong.... Frank Jene, formerly with U-I, was visiting from Florida... Gene Kinard, Fox projectionist, was taking a vacation at Jacksonville Beach, Fla.

Sonny Shepherd, the Miami showman, was renewing friendships at the Variety Club.... Lois Johns is new at the Tower.... Everyone is pulling for William M. "Bill" Kemp, business agent,



Noted impressionist Dean Murphy and his wife, Dorothy Day, famed Florida columnist, are seen in the lobby of the Astor, New York, on their arrival for the recent world premiere of the Allied Artists production special, "The Babe Ruth Story".

operators' union who works at the Tower, who is running for House of Representatives.

On a visit to Harvey Smith, coowner and manager, Tower, was James Cartledge, manager, Wilby-Kincey's Palmetto, Spartanburg, S.C. Smith put Cartledge to work so he didn't have much of a vacation.

Congratulations go to Harvey Smith, Tower, who celebrated another birthday recently by taking the whole family down to Anderson, S.C.... The Tower had its first "owl" show recently, and played to SRO, so it looks like it will be a regular Saturday night affair from here on in.... Back after a trip to Birmingham, Ala., were R.J. Ingram, southern district manager, and George Roscoe, branch manager, Columbia.... Jack Pries, business agent, Local 225, and Fox projectionist, was reelected president at the recent meeting. The organization will meet in Birmingham next year.

A.C. Bromberg, president, and Jimmy Hobbs, branch manager, Monogram Southern Exchanges, are back after attending a Chicago sales meeting.... Jimmy Wilson, Wilson and Moore Enterprises, returned from a trip to Tennessee.... Film Row was glad to welcome back George Bell, who returned to Monogram after illness.

Jimmy Freu, branch manager for U-I in Charlotte, has been transferred to the Atlanta branch replacing Jim Partlow, who resigned recently to go to Florida in the drive-in theatre business.

Mrs. Bettie Ginn, Republic, returned to her post after a vacation.... Mrs. Kate Waits, Benton Brothers, returned from her vacation.... Eddie Addison, Eagle Lion publicist, was recently in Birmingham working on "Canon City". The Mrs. went with him.

Charlotte

The Morris announced that it would be closed for three days each week, Tuesday, Wednesday, and Thursdays, for the duration of the polio restriction.

Altec signed sound service deals with the Pastime, Monroe, N.C., and the Pendleton, Pendleton, S.C.

L.R. "Jimmy" Gilland, Jr., is the new booking manager, Everett Enterprises. He assumed his new duties on Aug. 9. He is in charge of all booking for the circuit's 50-odd theatres, and also is an assistant to E.G. Stellings, buyer.

Baseball is one of the prime "business hurters" in this territory. One exhibitor writes of the "evil" in this way: "Everybody is staying away from the theatre and going to the ball games, including myself."

J.V. Frew, U-I branch manager, has been transferred to Atlanta, and J.W. Greenleaf, salesman, has been promoted to branch manager, while Bill McClure, head bookkeeper, has been made salesman.

A Page from LEW HERB'S SCRAPBOOK



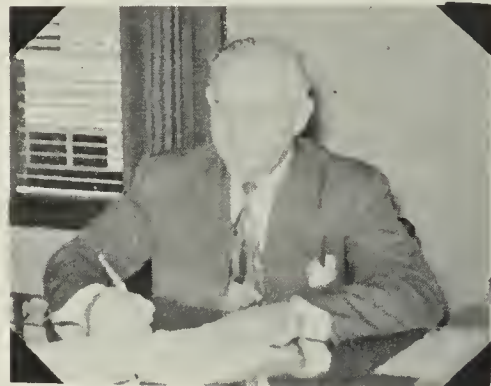
Received a hearty welcome at the offices of Monarch Theatre Supply, Memphis, and obliged by snapping manager Neil Blount and M. Sliman, owner, Lux, Luxora, Ark., who visited Film Row that day.



Snapped Grover Wray, Exhibitor's Services head, with Paramount's Bob Kilgore in Memphis..



Continuing along Film Row in Memphis, I visited the Warner exchange where Tom Ballis, Madison, Memphis, was having an important business confab with popular office manager Earl Hertzog.



Another stop in Memphis was to see M.A. Lightman, Sr., well-known Malco Circuit president.

George Royster, U-I Booker, is the proud father of a five pound, four ounce boy, born on July 30.

Salesmen of the various exchanges organized a union with Dave Williams, EL, president; Raleigh Good, U-I vice-president; Gene Dyer, RKO, secretary, and Bill Lawrence, WB, treasurer.

Marsh Funderburke resigned from Republic as salesman to open a drive-in between Smithfield and Selma, N.C. Robert Finlayson, Republic head bookkeeper has been promoted to salesman to fill his place, and Mitchell Little, Everett Enterprises booker, resigned to accept the job as head booker at Republic.

Robert Brannon, RKO branch manager, says that he hopes to get the new RKO "This Is America", short, "Letter to A Rebel", on every screen in this Charlotte territory.

Raleigh Goode, 7-I salesman, returned from a short stay in the hospital, and was notified that he was to be returned to South Carolina, from which he was taken less than a year ago to sell western North Carolina.

Memphis

Co-workers and other Film Row employees were passing around the exciting information of the unusual vacation trip by Miss Ophelia Gauding, booker, MGM. A planned trip to Chicago was suddenly changed for London, England. She made the trip by plane, and spent two weeks with friends overseas.

Roland Adams, Boonville, Miss., and J.H. Morrow, Hamilton, Ala., was exchanging shop talk with Sam Kirby, Little Rock, Ark., and W.H. Gray, Rutherford, Tenn. Gray reported his young two-month old son in a local hospital for treatment.

C.E. Hilgers, district manager, Eagle Lion, Dallas, was visiting.... R.M. Hammond, Jr., branch manager, Film Classics, attended a convention in New York.... Jake Lutzer, division manager, Film Classics, Dallas, was in.

One of the Row's oldest representatives, Edward Patrick Doherty, salesman, Columbia, resigned, effective on Sept. 1, to join the new Exhibitor Service, opened recently by Grover Wray, long-time salesman with RKO. The company has increased its service to 26 houses in Mississippi and Tennessee. Doherty will devote time to handling new accounts in Missouri and Arkansas. He will be a partner in the new booking and purchasing company.

Booking on the Row were: John Mohrstadt, Hayti, Mo.; W.H. Ruffin, Sr., Covington, Tenn.; C.R. Kreig, Perryville, Ark.; W.H. Peel, Kenton, Tenn.; John T. Ray, Palace and Ritz, Kenneth, Mo.; Don Landers, Harrisburg, Ark.; G.H. Goff, Parsons, Tenn.; K.H. Kinney, Hughes, Ark.; W.R. Tutt, Tunica, Miss., and L.B. Bays, Grenada, Miss.

Altec signed a sound servicing deal with the Fox, Jospers, Tenn.

Charley O'Donnell, general manager, Dixie Theatre Corporation, New Orleans,

and S.M. Perrin, Little Rock, Ark., salesman for Monarch Theatre Supply, conferred with N.B. Blount, Monarch manager, who made a business trip to Nashville, Tenn.

Paul Wilson, 20th Century-Fox, Atlanta, Grace Simpson, secretary to the Paramount branch manager, and Frances Wilson, picture reporter, were vacationing.... Martha Hickey steno, Republic, was vacationing.

Travis Carr was receiving sympathy on the death of his father, Milton D. Carr, who died in Dallas. Carr is office manager for Paramount... Eugene Boggs, manager, Flexer, New Albany, Miss., House, was in on business.... Miss Alta Mae O'Neill, availability clerk, Warners, was vacationing in New Orleans.

Mrs. Ray Cooper, Crenshaw, Miss., was the winner of the all-vacation trip to New Orleans in manager Cecil Vogel's "Summer Holiday" promotion for Loew's Palace. Mrs. Cooper's letter recalled her love for her native city.

New Orleans

Robert O'Donnell, Dallas, vice-president and general manager, Interstate Theatres, and Chief Barker, Variety Clubs, International, and Mrs. Vinnie Pearson DeCasasus, Spooner, Wis., and Mexico City, were married here recently in a ceremony in the International suite of the Roosevelt Hotel. Seymour Weiss, president, Hotel corporation, was best man and Mrs. J.H. Lutzer, Dallas, was matron of

honor. Judge William V. Seeber, First City Court, performed the ceremony. The couple left for Beverly Hills, Cal., for their honeymoon.

Allied Theatres of the Gulf States were scheduled to move into its new offices shortly. The board of the organization met recently at Arnaud's Restaurant, where the mechanics were set up for the national convention of Allied to be held in historic New Orleans in November. Some 900 members of the national group are expected to attend. The Roosevelt will be convention headquarters.

The petition of Leeco, Inc., seeking a change in zoning from "A" residential to "E" commercial to construct a motion picture theatre in suburban New Orleans, was taken under advisement by the City Planning and Zoning Commission. T.A. Pittman, president, Leeco, Inc., said his firm planned a theatre and commercial center estimated to cost \$300,000.

Maurice Artigues, general manager, Gulf States group, states that work on the organization's year book is now underway.

Film Row heard that Joy Houck would dispose of his interest in Screen Guild, which means that he will quit the distribution field... Mary and Mike Pisciotto, genial operators, Film Row Grill, will be missed by the Filmmites. The popular rendezvous was sold to the Boulion brothers... Milton Dureau went to New York for a sales meeting of division managers and managers of Film Classics... Tex Guinan, Eagle Lion auditor, was here... Governor Earl Long signed a bill making Saturday a legal holiday in the state. Movie folks hereabouts hailed the action... Florence Cuccia is back with Theatre Service... Lydia Newmann resigned from RKO, and joined SRO... Doyle Menard, Don George Circuit, and Max Connett, Connett Circuit, were recent visitors... A new theatre is planned for suburban Metairie Ridge, just over the Orleans parish line... Mamie Lass, Film Classics office manager, was dividing her time between her job and caring for an ailing sister... Gaston Dureau, Paramount-Richards exec, flew to Pensacola, Fla., on business.

Outdoor sports events, night baseball, and cultural events, not to mention free vaudeville attractions at Pontchartrain Beach, have kept many customers from the movie box-offices... H.C. Montgomery, head man, Joy, recently opened the Tiger, a drive-in at Baton Rouge, La.

Altec signed sound servicing deals with the following Louisiana houses: Rio, New Orleans, Grove, Shreveport; Lake, Lake Providence, and Fiske, Oak Grove.

STATES

Alabama

ABBEVILLE

Archie Walker, former theatre owner, died recently.

AUBURN

The Alabama Polytechnic Institute is showing free movies every Saturday night on the college tennis courts.

BESSEMER

Howard Walker, State, and Sally Sansing, former aide at the theatre, were married.

BIRMINGHAM

Off for a New Orleans vacation was Mrs. Betty Crum, secretary to R.M. Kennedy, district manager, Wilby-Kinney Theatres... Harry Roberts returned from a trip to Atlanta... Maynard Baird, special representative of the MPMO and AFL organizer, was in from Atlanta.

DOTHAM

S.C. King and C.K. Merrill, owners, Houston, announced plans for a new theatre to be built in Red Level, Ala.

EAST GADSDEN

The Dixie has a new one for mothers who bring their children along. They leave them in care of the theatre, and the management guarantees that they will be amply taken care of.

FLORENCE

The best of luck goes to Stanley Rosenbaum, Muscle Shoals headquarters here. He is a member of the Exchange Club.

SYLACAUGA

E.D. Martin, president, Martin Theatres, Columbus, Ga., announced that a new house to cost \$250,000 will be erected here. Martin Theatres already has two other houses, the Ritz and Sylacauga.

TUSCALOOSA

Bill Call, manager, Ritz, is back after a Tennessee vacation.

Florida

DANIA

E.E. Doerflor and associates announced that they will start construction of a new drive-in on a 20-acre site, with a 500-car capacity.

FERNANDINA

C.E. Beach, owner of the new theatre being erected here, stated that work is moving along nicely on the house, which will seat 800. Southern

Construction Company, Augusta, Ga., has the contract, and the theatre will be fireproof, hurricane proof, and vermin proof, as it is to be constructed entirely of steel, concrete, and plastics. The theatre will have the new type, semi-fabricated building manufactured by Great Lakes Steel Corporation, and it is said that this will be the first of its kind in the southeast, although several have been erected for the Paramount and Fox Circuits.

FORT PIERCE

Work will soon start on improving the State. Seating capacity will be increased to 800.

HAVANA

Dan Blackman, manager, Havana, installed new equipment at a cost of \$7,000.

MIAMI

Wometco Circuit let the contract for the construction of the first television studio here... Arthur Schwartz, manager, Paramount Colony, Miami Beach, and Charles Whitaker, manager, Paramount, Miami, were off for a vacation in the Wisconsin woods... Back on the job is Carl Jamroga, manager, Paramount's Sheridan, Miami Beach, who spent his vacation in New Orleans with his wife.

Good window tieups with shops and stores were made by Wometco for "Give My Regards To Broadway." Radio tieups figured big for "Up In Central Park."

Miami Springs, Fla., is looking forward to the announced construction of a 1000-seat house to be called the Springs. Paramount Enterprises, Inc., has architects Kemp, Bunch, and Jackson, Jacksonville, Fla., working on the project in association with the Miami firm of Steward and Skinner. The theatre will have all the latest structural developments and facilities, including air-conditioning, push-back seats, special acoustical design, candy and snack bars, an inner lobby equipped for television, and a large parking area to accommodate 300 cars.

The Miracle, the modern, luxury theatre which Wometco is building in Coral Gables, Fla., is coming along. Completion is hoped for by Thanksgiving, when a gala opening is planned,



Jack Dumestre, Southeastern Theatre Equipment Company, recently entertained members of Atlanta Local 225, IATSE projectionists, in honor of Wayne Brenkert. Pictured from left to right are: Jake Pries, business agent; Brenkert, Bill Sneider, Local president, and J. M. Morris, secretary-treasurer of the Local.

and the expected attendance should fill its 1600 seats.

For those who feel the need of an oasis at the halfway mark, the Surf and the Strand have newly installed Drincolators dispensing Coca-Cola and root beer.

The confection contest at Wometco wound up with a whirlwind finish with the Parkway "the winnah." Manager Ray Toemmes and his missus and candy vendoress Dorothy Tierney won trips to gay Havana. Biltmore manager Walter Klements and sweet seller Betty Petty each received a swell Farnsworth radio as runners-up. In show place came the Tower with candy gal Ruth Thompson and manager Bill Goller pocketing \$20 each. The Grove was fourth, manager Dana Bradford and confection girl Gloria Maestro getting a \$10 handout. At the Harlem, the fifth placers, the prize was \$5 to manager Walter Toemmes and the bon-bon babe, Willie Mae Linder.

The Lincoln is very proud of Alfred J. Shootes. He was one of the two people in Florida to receive an all-expense fellowship from The National Tuberculosis Association, based on his outstanding work in tuberculosis control. A leave of absence was granted Shootes, and he is on his way to the University of Michigan, for six weeks of study. The best wishes of his fellow workers go with him.

More than 500 Wometco staffers and their families had agala day at Crandon Park Beach recently at a company sponsored picnic. The gang had their fill of surf, sand, sun, soda, sandwiches, fried chicken, pardon the burp, coconuts 'n' everything. Games and entertainment rounded out the program, and a super good time was had by all.

A minor auto crash had Cameo manager Eugene Race out of the running for a short time....The "out of this world" look on Mayfair assistant manager Joe St. Thomas's face, is due to the announcement of his engagement to Ann Felui. The wedding is scheduled for November. Meanwhile, his fellow workers bear with him....Ray Toemmes, manager, Parkway, is looking forward next month to the arrival of his 1948 model. Mr. Stork cannot name the date of delivery, but promises the latest model.

Wometco's Old Guard, composed of members with more than seven years with the organization, is arranging for the mobile blood donating unit to take its contribution as a group. You're setting a wonderful example, gang.

The FCC cancelled the construction permit for television station WTVJ of The Wolfson-Meyer Circuit. The Commission charged that Wolfson-Meyer was brought into the licensee corporation after the permit had been granted, without FCC okeh. It also alleged that a year later, a financial statement was filed dated six months back, which did not disclose the circuit as holder of stock in the corporation.

PENSACOLA

For the first nine months ending on June 30, amusement taxes collected here amounted to \$37,305.26, much higher than last year.

SEPHYRHILLS

A new 500-seat theatre will be constructed here by I.A. Krusen, with opening set for Sept. 1.

TALLAHASSEE

On recommendation of the County Zoning Board, A.J. Talley was denied a permit for the construction of a drive-in on the Berry Highway.

TAMPA

Elmer W. Hecht, manager, Park, recently staged an outstanding campaign on U-I's "Mr. Peabody and the Mermaid," the highlight of which was a bathing beauty contest to find "Miss Mermaid of Florida," and a tank erected in court house square where swimmers and divers cavorted under water, ate lunch, and smoked under water, etc. This stunt created traffic, stopping attention, and resulted in newsreel coverage. Hecht promoted seven co-op. advance ads and two full page ads at no cost to the theatre on the contest. Also, all prizes for the contest were promoted at no extra cost to the theatre.

WEST PALM BEACH

There will soon be two new theatres here. One is already started, and the other will be started soon.

The New has installed Simplex mechanisms, Herner transverter, Simplex sound system, and a Walker screen.

Georgia

BUCHANAN

Mr. and Mrs. W.D. Bell, Cave Springs, purchased the Buchanan, and will improve the building and equipment.

COLUMBUS

Chingler and Holliday announced that they have taken over the local drive-in.

CORDELE

Chingler and Holliday started their new theatre, and hope to have it ready by Nov. 15.

HAWKINSVILLE

Martin and Thompson recently opened the new Thompson. The new 1,000-seat house and home office quarters for the circuit were erected on the site of the old Princess, destroyed by fire some time ago. The new building, of brick and concrete construction, is one of the most modern theatre buildings in the state. It is 52 feet by 160 feet in size. An elaborate opening program was arranged followed by a cocktail party and buffet supper at the home of J.H. Thompson, a partner in Martin and Thompson Theatres. Thompson and E.D. Martin, and Roy Martin, Jr., were joint hosts to those participating in the opening ceremonies. The Thompson is the first of four new theatres to be built by Martin and Thompson Theatres in the current building program. Other towns in

which new theatres will be built are McRea, Cochran, and Perry, all in Georgia.

North Carolina

ASHEVILLE

Health officers, as a precaution against further spread of polio, ordered the closing of theatres and churches. At the same time, it ordered discontinuance of all athletic contests and civic club meetings. County health officers restricted movies outside the city limits to persons over 16, but did not order closing.

KING

Jim Booth announced a policy of refusing to sell tickets to all under 16 because of the polio situation.

WINSTON-SALEM

The Lincoln was ransacked, and approximately \$25 in change taken from the office cash register, according to W.H. Tapp, manager.

South Carolina

FAIRFAX

A.F. Floyd will soon start work on his new drive-in,

JOHNSON

H.B. Ram announced that he hopes to get his new 650-seat theatre open about Oct. 1.

SPARTANBURG

The Junior Chamber of Commerce show was cancelled due to the polio epidemic which has spread throughout the city. All public events at which crowds gather were ordered cancelled until further notice.

Tennessee

FOUNTAIN CITY

G.D. Barker has opened his modern drive-in, with a capacity for 450 cars.

KNOXVILLE

Hap Barnes says that he will have his new drive-in here opened about Aug. 15. The spot has a 550-car capacity. He is also building another drive-in near here.

Taxes paid on amusements in this city were \$1,204, according to a recent report.

The Skyline Drive-In has been opened by G.D. Baker, Morristown, Tenn. It is located on Highway 33, and has a capacity for 700 cars.

LAKEMONT

Another drive-in to open is the one with a capacity for 500 cars, erected by Foree and McMillian.

MC MINNVILLE

The new Park, owned by Cumberland Amusement, recently opened. The new house cost approximately \$200,000, and replaces the old theatre.

RED BANK

The Fix, being constructed here by W.W. Fincher, Jr., and Dr. R.H. Bradley, will seat 752.

NEWS OF THE

Territory

Chicago

Hal Stevens, Paramount exchange manager, came out sparkling from his recent operation.

Miss Dorathy Veness, secretary to William J. Devaney, MGM resident manager, enjoyed vacation gardening at her home....Frank Rogers, Jr., Amp-pro eastern division manager, came in for conferences....Rockford, Ill., theatres paid \$3,000 to the city treasurer for the first month's amusement tax, recently voted by city council.

Sylvia Adelman, secretary to Henry Stickelmier, Great States Theatres, Inc., was married to Irving Feingold....John Dromery, mayor of North Chicago, majored in the opening of the town's new 700-seat De Luxe, at which Sydney Schatz, owner, was greeted by many friends from Film Row...Les Walrath, Uptown manager, vacationed in Iowa in his brand new car.

The La Salle, Les Stepner manager, reopened with beautiful decorations and a new fireproof, acoustic ceiling...E.F. Jelinek commissioned the Hood Construction Company to build a 600-car drive-in at Elmhurst, Chicago suburb.

Van Nomikos, theatre circuit head, took a west coast business and pleasure trip.

Mrs. Gertrude Fischer, Norshore, won a six-week battle with virus infection through blood donation aid from Ted Regelin, Norshore manager; and Tom McEvily, assistant; Lee Eastman, Varsity manager; Harvey Shapiro, Granada assistant, and Johnny Weber, Valencia....John Miljan, Jr., son of the actor, joined the staff of the Varsity, Evanston, Ill....George West, Monogram official, was here en route to Hollywood with his bride, the former Elsa Hock of Detroit.

Betty Gleason, (Mrs. Bill Conroy), Paramount office staff, is taking time out for the stork.

ASCAP moved to larger space at 8 South Michigan Avenue....Ruth Shirley Lemasky, daughter of Sam Lemasky, business agent, IATSE Film Row unions, was married to George H. Werner.

About nine neighborhood theatres advertised triple features to push apparently sagging business. The Star, West End, Midway, Woodlawn, Ray, Chelton, Harvard, Atom, and Ace advertised the three-in-one shows.

J.H. Hoffberg, vice-president, Cinema Stamp Collectors Club, announced the acceptance of Leonard Utecht, manager, Essaness' Lake; Oak Park, Ill., as a new member....Nicholas Butera, assistant manager, Southern,

Oak Park, Ill., resigned....Jimmy Smith, assistant manager, Lake, Oak Park, Ill., returned from vacation.

Dallas

Altec signed sound servicing deals with the following Texas houses: Elmwood Skyline, Abilene; Rivoli, Strand, Waco; Ucca Drive-In, Lamesa; Chief, Midland; Delman, Lincoln, Ervay, Dallas; Tojas Drive-In, Victoria; Reel Drive-In, Rockdale; Ritz, Floydada; Texas, McGregor; Colonial, Rialto, Texas, Greenville; and Select, Mineola.

R.J. O'Donnell, vice-president and general manager, Interstate, was in Mayo Brothers Clinic for a check-up....Herb Pickman, Warners, New York office, was helping George Bannan, southwestern exploiter, arrange the Texas premiere of "Two Guys From Texas" at San Antonio on Aug. 4.

The Boys Ranch Foundation of the Variety Club has been bequeathed \$2,500 from the estate of W.G. Underwood. Underwood was senior partner of Underwood and Ezell.

Denver

Dore Schary, Metro vice-president in charge of production, vacationed at Troutdale-in-the-Pines, and put the finishing touches on "Hollywood and the Writer", delivered by him at the University of Colorado Writers' Conference, Boulder, Colo.

Theatre and film men were prominent on the initial week-long ride of "Roundup Riders of the Rockies", an annual event, taking in the mountains and ranches west of Denver. Theatre men were prime organizers of the event, and predominated in the number riding. Among the theatre and film men on the ride were Frank Ricketson, Jr., Al Gould, Mel Glatz, and R.J. Garland, Fox Intermountain Theatres; Joe Dekker and Tony Archer, Civic Theatres; Claude Granes, Albuquerque, N.M., theatre owner; Fred Knill, Gibraltar Theatres, and Kenneth MacKaig, branch manager, United Artists.

Mrs. Lee Mote, former Acme, River-ton, Wyo., owner, is recovering her eyesight following a cataract operation. She was in Denver recently being fitted for glasses.

Tom Baily, Film Classics district manager, went to New York for a sales meeting following a Salt Lake City trip....Al Kolitz and Joe Emerson, district and branch manager, respectively, went to San Francisco to attend an RJO sales meeting....C.M. Alderson and J.W. Barton expect to open their drive-in near La Junta, Colo., about Aug. 15.

Colorado, because the light, scenic, and weather conditions are well-nigh perfect for outdoor filming, can expect to be the scene of more and more technicolor westerns, according to Louis King, who at present is directing "Sand" near Durango, in the state, for 20th Century-Fox.

Dan Thyne is building a 400-seat

\$55,000 Poblocki and sons quonset type theatre at Cheyenne Wells, Colo., to be called the Wells, and opening on Aug. 15. He has engaged Ross Bluck as manager, film buyer-booker.

Al Andersen, Paramount head shipper, has been promoted to assistant booker, and is succeeded by Roy Hopkins from U-I, whose job goes to Malcolm Snapp, Denver Shipping and Inspection Bureau.

William Albright, assistant booker, U-I, resigned...W.J. Porter, Monogram, home office representative, was viewing accounts at the Monogram exchange.

Al Clark, student booker, RKO exchange, resigned, to set himself up as a piano instructor at Hugo, Colo....Civic Theatres, after a thorough remodeling job, will reopen the Rex, closed several years, about Sept. 1, as the Coronet.

Des Moines

The Variety Club will hold a benefit dance, and give away a new automobile and other merchandise, on Sept. 3 at the Val-Air ballroom, it was announced by Nate Sandler, Chief Barker. The money will be used for the general charity program of the club including Arlington Hall and the YMCA summer camp. The club will also sponsor the Horace Heidt NBC broadcast from the KRNT radio theatre on Nov. 7, with the club members handling the sale of tickets and publicity. Proceeds from the show will be divided with the Raymond Blank Memorial Hospital and the nurses home at Mercy Hospital.

The Iowa C.I.O. labor organization's executive board is urging theatres to adopt an "in-between" age admission price for children between 12 and 15 years of age....The Strand, Cedar Rapids, Ia., has been sold by W.A. Olson to Sara E. Miller....The Paramount is being remodeled without the house being closed.

Bill Sobel and Arnold Berger, Mid West Drive-In Theatres, were visitors....Edwin Sandbloom, formerly associated with Paramount, joined Warners as a salesman....Ruthven, Ia.'s new theatre, Palo Alto, will be completed about the middle of August....Carl Benson, Benson Circuit, purchased the Anita, Ia., theatre from Tom Brooks, Des Moines.

Kansas City

Altec signed sound service deals with the following state houses: the Drive-In, Great Bend; Anthony, Anthony; Southwest, Johnston; Electric, Kansas City; Lakin, Lakin; Electric, Larnad; Meade, Meade, and Drive-In, Dodge City.

Los Angeles

The Pacific Coast Conference of ITO was awaiting word from its attorney, Robert Graham, regarding the impact of decision and status of the anti-ASCAP decision in N.Y. PCCITO had filed to intervene in the New York ITO suit against ASCAP....William M. Pizor, new Screen Guild vice-president, was due in for a vacation.

A \$561,000 trust suit was filed by Long Beach, Cal., exhibitors, Mr. and Mrs. Ivan C. Hanson, who own the Atlantic. The suit is asking for damages as well as injunctive relief from nine distributors, four theatre circuits, and two individuals. Fred A. Weller, formerly in charge of film cases in the Department of Justice anti-trust division, prepared the suit, which attacks the first run moveovers of Cabart Corporation and Fox West Coast. The action charges that the defendants conspired to maintain an arbitrary and unreasonable clearance schedule in the city of Long Beach. It is also alleged that a conspiracy has forced the plaintiffs' theatre to play films on a long delayed subsequent run while houses run by the defendants have had a monopoly of all first-run exhibitions. Also in the complaint is the allegation that distributors have granted the circuit theatres a lower rental fee than charged against the Hanson outfit, and that the buying power of the St. Louis Amusement Company has been injected there in order to obtain better treatment for Cabart. The St. Louis circuit and Cabart have been named through Milton and Harry Arthur, who have been named defendants.

A Hollywood Ad Club meeting discussed television, with Rodney Pantages issuing a challenge for exhibitor cooperation only if the shows are put on film.

Cascade Productions closed a deal with Fox West Coast to make 13 shorts on safe driving, which FWC is financing.

SCTOA board is studying a conciliation plan recently put into effect by 20th Century-Fox in various sections of the country. The board will see if it is adaptable in this area for dealing with exhibitors. The SCTOA is also sponsoring a survey to determine the advantages of blanket fire and public liability insurance policies for its members.

The Gilmore Drive-In opened. The structure will have capacity for 650 cars and 600 seats for walk-in patrons. William K. Oldknow, president, Los Angeles Drive-In Theatre Corporation, says that the new unit has been furnished with the most modern in equipment.

Private services were held for Leslie Prince, seven year old daughter of Frank Prince, FWC booker. A request was made that no flowers be sent, and instead that donations go to the Leslie Prince Memorial Fund for Scientific Research at the University of Southern California.

Sam Decker arrived from the sales convention of Screen Guild in Chicago....Ralph Perkins and A.U. Soderburg, who operate the Perkins Theatre Corporation, are set for a new 1,000-seat theatre to be constructed in the beach town of Corona Del Mar, Cal.

Charles P. Skouras was host at a banquet at the Ambassador Hotel honoring the Most Reverend Archbishop Athenagoras, head of the Greek Ortho-

dox Church in North and South America.

Milwaukee

The Ringling Brothers circus again managed to lure many theatre patrons....Exhibitors report a slight upturn in business....The Riverside temporarily reverted to straight pictures for a short time.

Both the 41-Outdoor and the oldest drive-in in the territory, the Drive-In, Blue Mound Road, report good business....There are reports that a few portable drive-ins are operating in the exchange territory. Theatrical equipment sales firms report sales of 16mm. projection and sound equipment increasing rapidly....Jesse T. McBride, Paramount manager, was on a sales trip....Harold Pearson, Independent Theatres of Wisconsin and Upper Michigan field man, was in....F.J. McWilliams, Portage, Portage, Wis., was a caller....Jack Bannan, U-I manager, made calls on exhibitors....Minor remodeling of the U-I building, preparatory to the fall move by Monogram into those quarters, is well along....Donald Weisfeldt, 41-Outdoor assistant manager, was married. His father, Edward Weisfeldt, well known in the local theatre managerial field in early days, attended. The latter is an executive for a Michigan theatre group, headquartered at Detroit.

Judy Stewart, 11, Mukwonago, Wis., girl, has been chosen from 8,000 4-H Club entrants in a nationwide contest for an acting spot in "The Green Promise". Robert Paige interviewed Miss Stewart, after a long search in which through error her entry was lost.

Film Service, operated by Charles Trampe, is working on the proposed expanding of delivery services by a relay that will handle the western fringe of the exchange area. Exhibitors are provided delivery service now by Railway Express trucks. Among the Wisconsin territory exhibitors to be served in the new setup are the Rose, Melrose; Pix, Whitehall; Salem, West Salem, and Falls and Avalon, Black River Falls.

The date of the Reelfellows Club golf outing, Port Washington Country Club, Port Washington, Wis., was changed to Aug. 2. Prizes for the golfers were donated by the industry and trades selling to the industry.

William Benjamin, Screen Guild manager, and the family enjoyed a west coast vacation....Roland Koutnik, Palace manager, was spending his vacation in Bermuda, Miami, and New York....Jerome Beres, Princess manager, was vacationing at his home in Port Washington, Wis.

The Empress, burlesque, run by Charles Fox, dispensed with live talent for the summer....Remodeling of the Comet neared completion.

The Towne filed suit in Chicago federal court for \$1,050,000 triple damages naming eight film distributors and an individual. The theatre charged

violations of the Sherman and Clayton antitrust acts. T.C. McConnell, Chicago attorney, charged that in the alleged conspiracy of the defendants, the Towne registered loss of \$350,000 from the day the theatre opened, May 1, 1946, to date. The complaint asked that the defendants should be perpetually enjoined from declining to give the Towne a break on first-run pictures.

Minneapolis

Paramount star Alan Ladd attended the Aquatennial and world premiere of "Beyond Glory" at Radio City. Aquatennial officials and "queen" of the celebration shared the stage with Ladd, who was guest of honor at a series of fetes, including luncheon with 300 northwest editors and dinner with State Legislators. Ladd was made honorary commodore for the celebration, and headed a huge cavalcade of cars in the annual festival parade.

David Nederlander and associates, Detroit, purchased the Lyceum, combination legit and film house. For the past two years, the house has been owned by the Nicollet and Eleventh Company, Detroit, of which Alex Schreiber and associates were principal stockholders. The Nederlander interests, which operate legitimate theatres in Detroit, Chicago, and Toledo, O., took over the Lyceum property on Aug. 1.

Floyd Perkins is the new owner, Lyric, LeCenter, Minn. Perkins formerly operated the Mora, Mora, Minn., now dismantled.

August W. "Gus" Baehr, veteran exhibitor, died recently in St. Paul, Minn., following a long illness. Funeral services and interment were at Wadena, Minn., his home town, and were heavily attended by showmen. Baehr owned theatres at Bemidji, Brainerd, International Falls, Thief River Falls, Alexandria, Ely, and Park Rapids, Minn., and at Wahpeton, N.D. Survivors include a brother, Edward J. Baehr, Minneapolis, heavy owner of property housing the Baehr Circuit, now operated by the Home Theatres Circuit....Mrs. Fan Dryer, 55, wife of Harry Dryer, Minneapolis exhibitor, passed away recently.

The Orpheum, large loop house owned by RKO, was getting a complete face-lifting job.

Property has been purchased, and a permit granted, for a 500-car drive-in to be erected on the outskirts of Austin, Minn. Clem Jaunich, who heads the project, expects to be operating by September. Cost has been estimated at \$100,000. Jaunich also is planning other drive-ins.

The West Park Drive-In, Huron, S.D., has been opened by Alva Taylor, Edward Taylor, and Charles Steinborn. Facilities include space for 100 cars and car-hop service....Weather and obstacles delayed opening of the drive-in at Rochester, Minn., which Ralph Green is building. Green's outdoor theatre at Madison, Wis., was progressing on schedule.

More than 60 residents of St. Louis Park, Minneapolis suburb, appeared at a meeting of the village council to protest the proposed construction of a drive-in by the Minnesota Entertainment Enterprises, Inc. The firm had asked rezoning action by the council to permit the outdoor theatre on a 36-acre tract in the extreme northwest corner of the Park. The objectors said the theatre would create a traffic hazard, noise, and other undesirable conditions in this residential neighborhood. The council has taken the matter under advisement.

Oklahoma City

Altec signed sound servicing deals with these Oklahoma houses: Criterion, Sapulpa; Starlite, Shawnee; Skyway Drive-In, Seminole, and Leachman, Stillwater.

An armed robber held up the cashier and assistant manager of the Home, and escaped with nearly \$700.

Morris Loewenstein, owner, Majestic, president, Theatre Owners of Oklahoma since 1915, and one of the industry's veterans whose career dates back to 1909, received an autobiographical write-up in The Oklahoma City Advertiser recently.

Omaha

C.M. Worrl sold his Royal, Dunlap, Ia., to J.P. Broderick, Dunlap, his first exhibitor venture. Henry Saggau, Denison, Ia., was vacationing at Dorset, Minn. John Fisher set the opening of his Valley, Valley, Neb. Bill Youngclaws returned from a California stay to take over the helm of his Grand Island, Neb., house.

Tri-States arranged a tieup with Crystal River Lodge in the heart of the Rockies for "The Dude Goes West." Travel agencies, windows, and lobby displays were used. H.B. Johnson, U-I manager, was vacationing at his cabin in Minnesota.

Gerald F. McGlynn, MGM branch manager in Des Moines, returned here to confer with his successor, William Gaddoni. Al Newhouse, Polk, Neb., and Otto Schneider, Osceola, Neb., visited Film Row. There are reports that there will be another house put up in Benson, a part of Omaha.

An MGM crew started shooting a short, "City of Little Men," at Boys Town. Erection of a drive-in has started south of Omaha, near Offutt Air Forces Base.

Leo Blank, former manager, Warners, died at his home at Oakland, Cal. Charles J. Feldman, U-I western sales manager, visited his mother here. The Knights of Ak-Sar-Ben, Omaha civic organization, will finance a 30-minute film on Nebraska irrigation and soil conservation practices.

Tri-States Theatres bought the Sioux City, Ia., drive-in from L.W. Davidson, former Tri-States city manager, and John P. Kampmeyer. Vernon Carr, manager, Iowa, will direct the drive-in.

Arthnr Nielsen was moved from the Hipp managership to the Iowa. C.V. Burneson, former Capitol assistant manager, runs the Hipp. Jacob Wilk, Warners, and Sid Luckman, producer, visited.

Portland

Jack Partin, Film Classics branch manager, went to New York for a sales meeting. Jack Flannery, Portland and Seattle branch manager, National Screen Service, and Berney Wolf, district manager, were in to change the office setup. Orders are to be sent by teletype to the Seattle office, to facilitate handling advertising and trailers.

Bill Katsky, manager, Music Box, was back from a vacation in southern California and Mexico. Dick Brill, publicity man, Eagle Lion, was in to work on "Capon City." Harry Wood, auditor, 20th Century Fox, was in.

Altec signed sound servicing deals with the following state houses: Robin Hood, Sherwood; Oak, Oakridge, and Pix, Ontario.

Salt Lake City

Altec signed a sound service deal with the Ideal, Heber City, Utah, and the Opera and Glenns Ferry, Idaho.

The new Hyland Drive-In opened in Salt Lake's southeast residential area despite attempt of some citizens to prevent it. Many claimed it constituted a traffic hazard. The Salt Lake County Commission granted a license despite this protest. G.P. Wright is manager.

Vern Austin, veteran showman from Colorado, has been named manager, Rialto. Herb Bonifas will open the Blaine, Chinook, Mont., on Aug. 19.

Fox-Intermountain Theatres will remodel the Rainbow and Liberty, Great Falls, Mont., in the near future. Hall Baetz, district manager, announced upon his return from a tour of the area. Lon T. Fidler, franchise holder for Monogram, confined to a local hospital since his arrival in Salt Lake, was allowed by his doctor to continue his convalescence at a downtown hotel.

St. Louis

Gus Gieselman, shipper, Eagle Lion, left on his vacation, an extended tour through Texas. Allen Crawford, booker, Warners, returned from a delightful vacation touring Montreal and Toronto, Canada, then through New York State, and back to St. Louis.

Eagle Lion salesmen are fighting hard, slowly improving their position in the Bill Heineman Drive.

Out of meetings held July 20 and 21 in St. Louis, Mid-Central Allied Independent Theatre Owners was formed. An executive committee was chosen, and after meeting in separate session the following officers were elected: President: Henry Halloway, Overland, Mo; vice-president: A.B. Jefferis, Piedmont, Mo., and secretary-treasurer: H.M. Graham St. Louis. Besides

the new officers, the following members were elected to serve on the board: C. Beninati, Carlisle, Ill.; C. Berutt, Sullivan, Ill.; A. Dietz, St. Louis; E. Vandiver, Kennett, Mo.; A. Weicks, Staunton, Mo., and W. Zimmerman, Warrenton, Mo. The executive committee established dues, and set a date for the next regional meeting to be held at Colonial Tavern, Cape Girardeau, Mo., on Aug. 18.

Film row bookers will remember the pleasant Bookers Barbecue and Outing, sponsored by the following exhibitors: Ceaser Berutt, Dean Davis, L.J. Williams, and W.A. Wandel. Berutt has theatres at Sullivan and Lebanon, Ill.; David has theatres at West Plains, Mo., Mt. Group, Mo., Maplewood Park, Ill., and Dupo, Ill., and Williams owns the Williams, Union, Mo. Most of the film exchanges were represented at the outing, held at the Franklin County Country Club, five miles north of Union, Mo. Everyone feasted royally on chicken, ribs, and all the trimmings. Beer and other cool drinks allayed the summer thirst. Bookers, their wives, and sweethearts enjoyed games of golf, badminton, and ping pong. Among those present were: Sanford Berns and Mark Steinberg, Eagle Lion; Joe Bowles, Film Classics; Bill Thomas, Ray McAfferty, and Florence Patky, 20th-Fox; Bill Emas, Columbia; Marcella Divenn and Grace Inglehart, Republic; Ed Locke, United Artists; Aldo Conners, Warners; Jerry Bohner and Edna Boeyner, Paramount, and Al Coco, Henry Stephan, and Frances Hoffman, Metro.

San Antonio

Robert Shelton, manager, Josephine, announced that the recent experiment of showing two British films, "Odd Man Out" and "Black Narcissus", was entirely successful. George Watson, city manager, Interstate Theatres Circuit, announced that construction work has started on the remodeling of the city offices in the Majestic building. Clyde Zaltsman is at the Palace.

Charles Wolf has been named manager, Harlandale, part of the Southern Theatre Company, of which Eph Charninsky is local head. Henry Bergman, present manager, Empire, was reminiscing over the fact that he and his wife introduced the song, "Snooky Ookums", heard in "Easter Parade", more than 30 years ago.

Among the out-of-towners in booking Latin American Films were Ray Jones, Interstate, Dallas; Jose Garcia, Jr., Nacional, Asherton, Tex.; Frank Fletcher, operating the Ritz, Houston, Tex., in partnership with Mr. and Mrs. Edward Miller, and Frank Trevino, Ideal, Pearsall, Tex. New film salesman for the south Texas territory include Walter Weins, Eagle Lion; Clarence Wilson, for RKO, and Charles Houston, Republic. Clara Cadena, accessories clerk, and Raquel Guerrere, assistant booker, both members of the Clasa-Mohme staff, were spending their vacation in Mexico.

Rubin Frels recently opened his new Texas Drive-In, Victoria, Tex. Van

Chamberlain started construction of a new theatre at Freer, Tex....The Moran, Moran, Tex., closed for some time, has been reopened under the management of W.D. Robbins....Charles Wise and M. Mitchell purchased the Edge, Edgewood, Tex. Wise is general manager, Phil Isley Theatres, while Mitchell has the Spann, Forney, Tex. H.S. Cole, owner, American, Bonham, Tex., announced that a \$30,000 modernization program is under way at the house....C.J. Musselman has taken over the Lamar and Dixie, Paris, Tex., from the Interstate Theatres Circuit under the recent U.S. Supreme Court ruling....The Gem, Wichita Falls, Tex., has been returned by Interstate to Aaron McIlheran.

A special screening of "The Street With No Name" was held at the Majestic, Houston, Tex., arranged by James Gillespie, 20th Century-Fox....Ralph Dodge, manager, Uptown, Houston, Tex., is being featured in a program of organ melodies weekly over KTRH, Houston....M. Sargeant, manager, Winkler Drive-In, Houston, Tex., has installed seats, and a playground in a fenced in area for small children and walk-in patrons...George Bannon, publicity man, Warners, was spending his vacation together with his family in Galveston, Tex.

Jimmy Gillespie, promotion man with 20th Century-Fox, and Paul Hochuli, amusement editor, The Houston Press, conducted a novel contest to exploit "Green Grass Of Wyoming."

The Sylvia, owned and operated by Charles Weisenberg, Seagoville, Tex., was destroyed by a fire. Weisenberg contemplates rebuilding. Jack Weisenberg, manager, Sylvia, has been transferred to the Palo Duro Drive-In, Amarillo, Tex....Convalescing after a recent appendectomy was Jo Rita Saunders, North Main, Houston, Tex.

According to articles which are appearing in various dailies throughout the state, there is a possibility of Texas theatres facing a municipal levy on admissions by the larger cities. Such a tax is at present prohibited by Texas law, which forbids cities' and towns from collecting any special tax from business. The cities are in need of revenue and, therefore, are studying new ways and means. According to one article, city ticket taxes were possible, and might come about.

San Francisco

Realizing more than \$6,600 from the recent personal appearance of Horace Heidt and his Musical Knights, the Variety Club continues its nursery home funds drive with a varied program of theatrical enterprises. The Heidt offer was a \$16,500 sell-out four days before the event with, Variety receiving 40 per cent of the proceeds.

Members of 20th Century-Fox conducted a local drive to send "Sugar" Sagner, a swimming star who barely missed the Olympics and who is employed as an executive secretary in 20th-Fox office, to the London matches to support her teammates. Gene New-

man, local exchange, handled the campaign in conjunction with sports editor of a morning newspaper.

With a premiere opening scheduled for Aug. 17, Trans-California Theatres, Inc., the new Rex Stevenson-Dave Bolton organization, launches its first new drive-in, the Starlite, in South San Francisco. City officials, including Mayor Elmer Robison and leading members of the film industry, will attend the special preview of the \$200,000 project. The Starlite will be open to the public on the following night. The drive-in has a car capacity of 580 cars.

A new deluxe house of 1500 seats is slated for construction by the Excelsior Amusement Company, owned by Eugene Emmick, Robert McNeil, and Michael Naify, in one of San Francisco's newly established residential sections. Bids are now open to contractors with the completion of plans by Alex Compton, architect. House will be located adjacent to 19th Avenue, a main parkway of the city.

Alexandria, deluxe neighborhood house of San Francisco Theatres, Inc., so impressed George Skouras, president, Skouras Theatres, on his recent visit here that upon return to New York he wired for a complete set of photographs of the Alexandria.

Russell Wheeler, manager, Metro, was on vacation....The Variety Club held a party on Aug. 5 at its Eddy Street Tent for Bob O'Donnell, Dallas, a national official....Blumenfeld Circuit opened a new 900-seat house in its northern California circuit at Belmont.

Stanley R. Lefcourt, former booker, with Golden State and San Francisco Theatres, Inc., was named office manager, Film Classics. Lefcourt works with Sam Sobel, recently appointed branch manager....Suffering a heart attack, Jack Keegan, manager, Del Oro, Grass Valley, Cal., Golden State Circuit, was hospitalized.

The Paramount gave its marquee an extensive renovating job....John Peters, manager, Granada, Oakland, Cal., returned to his home after being hospitalized...Jack Frazier, Film Messenger Service, returned from a vacation at Lake Tahoe, Cal.

Malcolm Kingsberg, executive vice-president, RKO, was here to oversee extensive reconstruction job on the Golden Gate's outer lobby and foyer...Ira Epstein, public relations, Warners, was here to establish new publicity headquarters for Warners in northern California....Harry Buxbaum, new assistant branch manager, MGM, came in from Washington.

Jay Golden, division manager, RKO, served as a judge in selecting the Farmers' Market Fiesta Queen.

Three Golden State executives, Roy Cooper, film buyer; C. V. Taylor, general manager, and John McCollum, statistician, made a one-day flier south to meet with MGM officials re-

garding purchase of product. MGM films have not been shown by Golden State houses during recent years.

Seattle

Theodore W. "Ted" Galanter, publicity representative for MGM on the coast and assistant to George A. Hickey, west coast sales manager, came in from San Francisco, and it became known that he will be married shortly to Mildred Blatt, booker, MGM. Galanter was formerly MGM exploitation man in the northwest. James Bateman, booker for Paramount, with Mrs. Bateman, left on a vacation trip to Vermillion Lake, Minn., their former home....Donna Sherer, cashier's department, 20th Century-Fox, was married on July 17 to Edgar Aubuchon, assistant shipper....Dixon Murphy, son of Harold Murphy, manager, Egyptian and Neptune, for Evergreen, University district, has been named manager, Liberty, Dayton, Wash., for Midstate Amusement Company, to succeed Bill Hughes, resigned.

W.A. Slater, Northwest Film Service, with Mrs. Slater and their guests, Mr. and Mrs. Paul Grunewald, left on Slater's cruiser for a vacation in British Columbia waters. L.A. Gillespie, Eastern Washington exhibitor, from Okanogan, signed on as "cabin boy." The Slaters were joined in the north by W.B. McDonald and party on his cruiser, from Olympia, and Harold McDonald and party, on a third cruiser from Seattle....Speaking of cruising, Jack Kloepper bought a new speedboat....Walter Coy hosted his Hi-Line and White Center employees on his cruiser for an outing on The Sound.

Barney Rose, western district manager, Universal-International, was here from San Francisco....Ed Lamb, branch manager, RKO, left for San Francisco to attend a sales conference...Murray Lafayette, exploiter, 20th Century-Fox, staged invitational previews of The March of Time, "The Case of Mrs. Conrad", for The Blue Cross and King County Medical Society....Maury Saffle, Saffle Theatre Service, with Mrs. Saffle and son, Dean, is back from a vacation in Idaho....Sue Nilsson, Tacoma exhibitor, was visiting friends at Long Island, N.Y.

Among state out-of-towners on The Row were: R.A. Gardner, with theatres in Burlington, Grand Coulee, and Oak Harbor; El Keyes, booker for Midstate, Walla Walla; G.O. Spencer and son, Proctor Street, Tacoma; Mickey DeLeo, Port Townsend; Junior Mercy, Yakima; Keith Beckwith, North Bend, and Mrs. W.A. Cochrane, Snoqualmie....Agnes Dempsey, inspection department, 20th Century-Fox, left on vacation to Victoria, B.C.;...Dorothy Brainard, U-I contract department, was vacationing at Sun Valley, Idaho...Clarence Baur, manager, Roxy, Bremerton, Wash., returned from a motor trip to New York and Los Angeles....Ruth Christenson, contract department, 20th Century-Fox, was spending her vacation with her family in Powell, Wyo...Jack Hazlett, B.F. Shearer office, won a trophy in the annual Northwest Open golf tournament. He topped the second division.

NEWS OF THE

Territory

BRANCHES

Cincinnati

The trade last week mourned the passing of Charles C. Perry, veteran Paramount publicist, who was beloved by all. Experienced in all phases of the industry, he came here several years ago from the Philadelphia territory, where he was with United Artists for some time. He will be missed.

Louise Vincent, ledger clerk, Paramount, began her vacation, which included a trip to Pennsylvania....Bob Morrell, one of the salesmen for Metro, returned from New York. He motored there with his family to visit in New York City....Mannie and Louis Shor, from Williamson and War, W.Va., were visitors.

Edna Hahn, head inspectress, MGM, returned from two weeks spent visiting her niece in Saginaw, Mich....Another MGM inspectress, Mrs. Henrietta Schulz, has a new grandchild, Christine Connors. The infant is the grandniece of Kay Mersch, also with MGM....June Beck, assistant cashier, MGM, left for Daytona Beach, Fla....Ruth Yuengling, bookkeeper, MGM, received a diamond from Robert Kohls. She has just returned from Daytona Beach, Fla....Helen Eberhart, secretary to the branch manager of U-I, returned from her vacation....Another vacation was in order for Ida Drees, 20th-Fox inspection department. She expected to remain at home....Clarence Hill, in charge of branch operations for 20th Century-Fox, visited the Cincinnati.

Edythe Tieman, secretary to the branch manager, 20th-Fox, began her vacation.

Jim Neff, head booker, 20th-Fox, began his vacation the same day.

Ruth Hoffman, telephone operator, 20th-Fox, returned, sporting a beautiful tan, from her vacation in Chicago and Kansas City....Mickey Meale, booker's secretary, 20th-Fox, was on vacation....Irene Sagel is carrying on as the capable office manager at 20th-Fox. Her predecessor, William Gunzelman, has become a member of the traveling auditing department, working out of the home office.

J.M. Carroll, 20th-Fox traveling auditor, was in at the local exchange....Terry Stenger, secretary to the branch manager, Film Classics, left on vacation.

July 15 was the grand opening date for the Forest Auto Theatre, Route 125, Forestville, O., outside the Cincinnati suburb of Mt. Washington. Midwest helped outfit this theatre, which is owned by Robert L. Fitzwater, who also owns the West Hills, Queen City Avenue.

Altec signed sound servicing deals with the Skyway Drive-In, Springfield; Troy Drive-In, Troy; Drive-In, Wilmington, and Goodale, Columbus, all in Ohio; Mill Creek, Mill Creek; Community, Valley Head; Elkins Drive-In, Elkins, and Lewis, Lewisburg, all in West Virginia.

Max E. Youngstein, Eagle Lion vice-president in charge of advertising, publicity, and exploitation, arrived last week the first stop on the fourth leg of his nationwide tour of all 31 company exchanges as captain, Bill Heineman Drive. Youngstein was also to confer with sales executives and personnel and leading independent and circuit exhibitors in the territory covered by exchanges in Cincinnati, Pittsburgh, St. Louis, Omaha, and Des Moines. In each city, he appoints a deputy drive captain.

Cheers and applause from dancers at Moonlite Gardens greeted the awarding of first prize in a contest sponsored by the RKO Capitol and The Times-Star in connection with "Easter Parade". Leonard P. Goorian, manager, Astaire Studios, was assisted in presenting the awards by J.E. Jones, manager, RKO Capitol, and his assistant Fred De Laney, as well as by Edward L. Schott, president and general manager, Coney Island; Ralph Devore, manager, Moonlite Gardens, and Walter Hanlon, Moonlite Gardens floor manager.

An appeal to youngsters was made in the contest sponsored by the RKO Albee in connection with "Melody Time". A series of four cartoon-type pictures was printed in The Enquirer, and children were to color them in any medium they liked.

Cleveland

Bert Lefkovich, Community Circuit, held on to the championship cup at the Variety Club golf tournament, Pine Ridge Country Club. With 250 attending, the camp came up with a low score of 79. The high score champ turned out to be Realart franchise holder Rob Snyder. Other winners included "Doc" Elliott, Lima, O., city manager for Warners, guests' low score; Gilbert Lefton and Bill Bokar, low net; Lefton and Elliott, tied for most birdies; Elliott for most 3's; Ray Essick, most 7's; Eddie Johnston, Louis Gross and their sons for low foursome, and Bernie Rubin and Sam Abrams tied for "blind bogey". General chairman was Nat Wolf, Warner Theatres' Ohio zone head.

Bob Feller, star pitcher for the Cleveland Indians, has made a 15-minute short subject, "How To Pitch". The subject has been acquired for worldwide distribution by Emanuel J. Stutz and Robert Snyder, Realart franchise owners. Territorial franchises on "How To Pitch" are now being sold. The picture was produced locally, and all shots were made in the Cleveland Stadium. Frank Gibbons, sports editor, The News, is commentator.

Several Ohio theatres were folding for a couple of weeks. These included the Town Hall, Toledo; Brewster,

Brewster, and Park, Youngstown. In Antwerp, the Ohio is open weekends only until further notice.

MGM held its annual picnic at Shady Lake. Everyone attended except Jerry Whitesell, who remained at his booking desk to take care of emergencies....The Genoa, Genoa, O., new 400-seat theatre, built by Herbert Hoglan, opened on a full-time basis. Among innovations is a doughnut service at the concession bar.

Jules Lapidus, Warners' eastern division manager, was in for a one-day conference with officials and sales personnel....Columbia's "Superman" is treading where serials never trod before. It is playing first-run houses in the Ohio territory for the first time, including the RKO Palace and Keith's East 105th Street, Cleveland; Paramount, Steubenville, Palace, Akron, and Palace, Canton....Paul Bonaiuto and Herman Deutchman, Major Film Company, distributors of 16mm. non-theatrical films, attended the NAVED convention in Chicago.

Arthur Spaeth, movie editor, The News, is back from a Maine vacation, and Shirley Fishman, RKO theatre publicity director, signed off for a vacation.

Ted Vermes, independent theatre circuit owner, has gone in for yachting. He bought his first one, and expects to spend his spare time roaming Lake Erie....Gilbert Lefton, president, Academy Film Service, and Mrs. Lefton were in Chicago for the NAVED convention....P.L. Tanner, Film Transit, had a letter from Don Jacobs, former manager, Ohio, Mansfield, O., saying that he is now in Council Bluffs, Ia., managing the Broadway.

Martha Loeffler, for almost four years NTS bookkeeper, announced her marriage to Charles C. Dieter, Pittsburgh. He is connected with the weather bureau. Her successor is "Terry" Motwick.

James E. Scoville, who retired from active operation of his theatre interests in the Scoville, Essick, and Reif Circuit to live in Tucson, Ariz., is planning a return visit in August.

David Sandler, general manager, Theatrecraft Manufacturing Corporation, makers of Mobiletone in-car speakers, with adjustable parking lights, celebrated the installation of his equipment in the new Star Lite Drive-In, Chicago, by taking his entire factory and office crew to a night baseball game....Rose Weitz, formerly of the UA office, and now of the home office, spent her vacation in Cleveland and Pittsburgh....Frank Masek, NTS local manager, was vacationing in Canada.

Bert Lefkovich, Community Circuit, retains the cup as golf champion of the Cleveland Variety Club. At the club's annual golf tournament at Pine Ridge Country Club, he finished with a score of 79. Approximately 250 members and guests attended the dinner, and participated in the evening enter-

tainment. Nat Wolf, Warner Theatres' zone manager, was in charge of the affair as general chairman:

The Variety Club golf tournament on July 30 at the Pine Ridge Country Club looked like the most successful affair the club staged. Nat Wolf, general chairman, had 150 prizes on hand.

P.J. Wood, secretary, ITO of Ohio, last week took issue with an editorial in The Plain Dealer, and attacked the paper's position that the federal government should drop out of the amusement tax field in favor of the city of Cleveland. Wood said that to be consistent, the paper should also recommend that the government also drop the luxury taxes so that the city could take over.

Indianapolis

Sound servicing deals have been signed by Altec with the Park, Middlesboro, Ky.; Drive-In, Bloomington, Ind.; Drive-In, Marion, Ind., and Lafayette Drive-In, Lafayette, Ind.

Joseph Gutzweiler, Astra and Tivoli, Jasper, Ind., was confined to the St. Joseph's Hospital, Terre Haute, Ind. He has been ailing for some time.... M.A. Fallow, home office representative, Republic, was at the branch.... The Sherman, Sullivan, Ind., built a new marquee, and redecorated the front.

Helena Sheets, Republic, was spending her vacation in northern Michigan... Russell Brentlinger, manager, RKO, visited the Alliance Corporation in Chicago.... Margaret Dalton, biller, Eagle Lion, was vacationing in Chicago.... At a special preview, Eagle Lion had an audience of several hundred persons to whom it presented "Mickey"... Dorothy Clemens, head inspectress, RKO exchange, was spending her vacation in Detroit.

Clarice Swift, inspectress, Republic, was saddened by the death of her 14 month old grandchild, drowned in a pool near her home at Mitchell, Ind.... Eagle Lion is reported in second place in the national drive.... Gordon Craddock, manager, Eagle Lion, planned to Louisville, Ky., and southern points in Indiana... Trueman Rembusch attended the first convention of the Mid-Western Theatre Owners in East St. Louis, Mo... The Breeze Open Air, with a capacity of 300 cars, was officially opened at Glasgow, Ky. The drive-in at Bardstown, Ky., was also opened.

Theatre operators have been asked by Mayor Al Feeney to refuse the sale of tickets for last shows to unaccompanied children, as local police started an all-out effort to keep teen-agers off the streets late at night.

H.M. Richey, MGM exhibitor relations director, revealed recently that the company is now limiting the length of its trailers to 150 feet beside giving its branches the right to cut portions wherever desired. In a letter to the ATP of Indiana, protesting an inference made by the organization that MGM had

discontinued action trailers for economy reasons. Richey pointed out that the action-type trailer was discontinued in October, 1946, "long before the much heralded economy campaign. Interviewing of customers" he said, "disclosed that a very small minority wanted the shorter trailer, and those only because they occupied less screen time, but all wanted as much action in the trailers as possible".

George T. Landis, retired 20th-Fox branch manager, was honored at a testimonial dinner in the Variety Club Tent 10, on July 31... Fifty one cases of infantile paralysis have been reported in Indiana.... Herman L. Hallberg, head booker, 20th-Fox, has been promoted to office manager and city salesman, succeeding Tom O. McCleaster, branch manager.

R.E. Moon, eastern division manager, 20th-Fox, was a visitor.... A.M. Van Dyke, sales manager, 20th-Fox Chicago branch, visited.... W.A. Michel, 20th-Fox; Ethel Pyles, inspectress, and H. L. Hallberg, newly appointed sales manager, were vacationing.... Harold Smith, file clerk, National Screen Service, was spending his vacation in Chicago... William Conway, Irwin, Cannelton, Ind., was cruising the Ohio River in his new cabin cruiser, sharing the pleasure with several salesmen friends.... Lila Hayslette, shipper, National Screen Service, was vacationing in Chicago.

Virginia Lowe joined the bookkeeping department at the Fourth Avenue Amusement Company, Louisville, Ky... Sam H. Abrams, branch manager, Film Classics, attended the sales meeting in New York.... Florence Kett, biller, 20th-Fox, was spending her vacation at home.... James "Jim" Keefe, 20th-Fox exploiter, spent a week arranging special screenings for "The Street With No Name"

Exhibitors visiting Film Row included: Kenneth Law, Cozy, Argos, Ind.; Grant Henley, Community, Carthage, Ind.; Robert Hudson, Sr., and his son, Hudson Circuit, Richmond, Ind.; Gilbert May, Dream, Corydon, Ind.; Joe Schilling, Auditorium, Connerville, Ind.; William Studebaker, Logan, Logansport, Ind.; Walter Weil, Greenfield, Ind.; Roy Harold, Princess, Greensburg, Ind., and Robert Stieler Family Drive-In, Evansville, Ind.

A replica of the movie version of the "Blandings Dream House" now being built in Sylvan Estates, will be open to the public on Sept. 5, and all proceeds from admissions will be given Christamore Aid Society's summer camp at Traders Point for underprivileged children. "Mr. Blandings Builds His Dream House", will be shown at Loew's the week the house is opened. Boyd Sparrow, manager, Loew's, is showing keen interest in the project.

Earl Penrod, head Affiliated Advertisers, Indianapolis, was recuperating after spending a week in the Methodist Hospital.... Michael Murphy, Victory, Huntingburg, Ind., was under observation at the Veterans Hospital.... Ro-

bert Stieler, Royal, Evansville, Ind., is doing the buying and booking for the Family Drive-In, Evansville, Ind.... Michael Bellacona, student booker, U-Int., has been confined due to a severe chest cold.

Fletcher Brewer, State, Windfall, Ind., redecorated his house, and made some minor repairs.... Peter Ritter, Mark, Milford, Ind., reports a bountiful crop harvested from his farmland. He does farming as a sideline.... C.A. Christy, Williamsport, Ind., eliminated program changes at mid-week due to the drop in attendance... Mrs. Verne Gorrell, Isis, Winamac, Ind., reported her nephew, William Hathaway, manager, Isis, was killed in an auto accident. The accident occurred about a half mile from Winamac when the car he was driving skidded into a roadside ditch. Death was pronounced an accident.

Pittsburgh

Notes on the Variety Club golf tournament: The local barkers had a wonderful day for their golf up until 6 p.m., when a sudden rain storm broke, catching about a dozen of the golfers as they were coming in to the last two holes. Low score for the day was a 75 shot by "Dolly" Baker, Moody-Dickinson Circuit, who received first prize. Many other handsome prizes were distributed to both men and the ladies and to nearly everyone present, and all were of the opinion that the committee headed by Art Levy, Columbia, and Max Shulgold, Crown Film, had done a fine job. Glimpsed at the tournament, held at Highland Country Club, West View, Pa., were Johnny Osborne, Wheeling, W. Va.; Mr. and Mrs. Bob Coyle, Coyle, Charleroi, Pa.; Cliff Brown, Kane, Pa.; Bill Serrao, Arnold, Pa.; Steve Rodnok, Jr., Oakmont, Pa.; David L. Lawrence, mayor of Pittsburgh, and Mrs. Lawrence; Mr. and Mrs. P.T. Dana; Mr. and Mrs. George J. Corcoran, Uniontown, Pa.; "Grandpop" Jimmy Nash and Mrs. Nash; Carl Dozer, sales manager, WCAE; Jimmy Klingensmith, The Post-Gazette; Mr. and Mrs. George Tice, Jack Judd and Mrs. Judd, Victor Rigaumont, and Joe and Cora Misrach.

OUT-OF-TOWN VISITORS: C.S. "Cliff" Brown, Temple and Kane, Kane, Pa.; Elson Marr, Brookside Drive-In, Sewickley, Pa.; The Kullik brothers, Green Garden Drive-In, Aliquippa, Pa.; Steven DuCray, Sunset Beach Drive-In, Claysville, Pa.; H.G. Halliwell, Lincoln Open-Air, Thomasville, Pa.; Fred Rocco and William G. Serrao, with theatres at Arnold, New Kensington, and Ford City, Pa., and Dr. and Mrs. C.P. Church, Burt's, Mannington, W. Va.

The new shipper at Republic is Robert Parme. He succeeds Joseph Cellendar, former shipper, who went to Paramount as a student booker, to begin immediately. Cellendar will fill in in the vacancy created by the resignation of Joe Miller, which was effective as of July 31.

August 30 and the Urban Room of the William Penn Hotel have been selected as the date and the scene of the latest Pittsburgh Film Row testimonial

banquet. This one will be in honor of Morris E. "Moe" Lefko, former branch manager for RKO, who was recently promoted to central division manager for this company, succeeding Milton Cohen, resigned. Chairman in charge of arrangements for this testimonial is Dave Silverman, the new branch manager for RKO, and his associate chairmen are Johnny Harris, Harris Amusement Company; Sam Fineberg, Chief Barker, Variety Club Tent 1, and a member of Alexander Theatre Supply Company. Assisting them is Mo Silver, general manager, Warner Theatres. Further details regarding sale of tickets and other pertinent information will be given later. The dinner is expected to begin at 7 p.m., and all who attend will gather in the club rooms of Variety previous to the dinner hour.

Bill Mack, veteran National Screen Service salesman, is back on the job hale, hearty, and well-tanned following a very restful vacation, which he spent with his wife on the Island of Nantucket, 30 miles off the coast of Maine.

The daughter of Mrs. Marian Willett, booker, RKO, was married on July 20 in the Mary S. Brown Memorial Church, Beechwood Boulevard, Squirrel Hill. The groom was William Petronio, Squirrel Hill. At the formal afternoon wedding, the bride, Louise Nolan, was attended by a maid of honor and three bridesmaids, and looked very lovely in her white satin wedding gown trimmed with lace. A reception for the two families was held at Mrs. Willett's home following the ceremony, and that evening a reception for all the friends of both families was held at the Hungarian Hall, Hazelwood. The young couple departed soon afterwards for a honeymoon at Conneaut Lake, Pa., and they will make their home in Squirrel Hill on their return.

William A. Bein, central district manager, National Screen Service, conducted a sales conference in the local office.... Victor Herbert's "Babes In Toyland" was the eighth and final attraction of the Pittsburgh Civic Light Opera Company's 1948 season at Pitt Stadium, and many city exhibitors will breathe a sigh of relief, and hope that some of the business which they have not been having during the past two months will once more return to their houses. They are optimistic despite the fact that this year's outdoor operetta season played to just a little more than 50 per cent of last year's attendance. The Pittsburgh Police Force Widows' Pension Fund Circus finished a six-day run at Forbes Field on July 31, and this attraction played to nearly a full house all week.

The Jack Kahns, Warner Theatres publicity department, are expecting a visit from the stork next winter.... Cliff Daniels, head man, WCAE, and 1947 Chief Barker, Variety Club, Tent 1, recuperated from his attack of virus pneumonia at the Magee Hospital, and is back on the job again. He was seen on his first public appearance taking it easy in the chair on the

porch of the Highland Country Club watching the boys in the Variety Club golf tournament.

An award for the benefit of the Motion Picture Salesmen Welfare Fund was postponed until Aug. 28 by action of the committee. This is a very fine cause, and all exhibitors who have not done so are urged to obtain tickets from any of the salesmen. In addition to helping in fund-raising efforts, everyone has an excellent chance of winning one of the various prizes.

Leo Isaacs, Erie, Pa., territory salesman for Columbia, recently resigned following a bout with pneumonia. Up to the present time, no new salesman had been named for that position.

Ed Levin, National Screen Service salesman, recently reported that he enjoyed a nice visit with his old buddy, Lew Lefton, when he passed through Albuquerque, N.M., while on his recent motor trip to Hollywood. He also reports that Lew, Jenny, and their son, Seymour, all seemed very happy, thriving in the dry, excellent climate in that part of the country. They both instructed him to wish their thousands of friends in the Pittsburgh film territory the best of luck, and to say "hello."

Tom Troy, William Penn Hotel manager and ardent Variety Club member, will depart soon for Cape Cod for a visit with his family, spending the summer there. Troy will drive his new Oldsmobile convertible.

Frank Pudis is the new manager, Ike Browarsky's Hippodrome, North Side. Pudis succeeded Joe Browarsky, a nephew, who moved to Los Angeles, and is now engaged in the manufacture of furniture.

Altec signed sound servicing deals with the following theatres in the state: Temple, State, Strand, Aliquippa; State, Ambridge, and Capitol, and Pennsylvania, Butler.

A luncheon was held recently at the Philadelphia Art Alliance, Philadelphia, to form plans for "Pennsylvania Week". All industries are co-operating, but the motion picture industry is doing its own job as last year. Mrs. Edna R. Carroll, chairman, Censor Board, is chairman, motion picture division. A trailer narrated by David O. Selznick will be ready for distribution to theatres shortly, and all theatres are urged to cooperate in showing it. Ample coverage has also been promised by the newsreels. Among those present at the luncheon were Ted Schlanger, Stanley Goldberg, Sidney Samuelson, Edward Emanuel, Lewen Pizor, Bob Lynch, J.J. O'Leary, and George Beattie, who represented William Goldman. The state motion picture division has been divided into six divisions headed by Victor Weschler, Colonial, Erie, north; western; M.A. Silver, Pittsburgh, southwestern; Larry Woodin, Arcadia, Wellsboro, north central; Robert Sidman, Senate, Harrisburg, south central;

O'Leary, Comerford-Publix, Scranton, northeastern, and Sidney Samuelson, Allied Independent Theatre Owners of Eastern Pennsylvania, Philadelphia southeastern. The general committee, consists of William H. Bishop, Pressly H. McCance, Edgar Z. Wallower, Searle von Storch, and Edwin M. Clark. Others working on the motion picture division are William J. Blatt, Pittsburgh; James P. Clark, Highway Express, Philadelphia; Jay Emanuel, publisher, THE EXHIBITOR, Philadelphia; Joseph Feldman, Pittsburgh, Morris M. Finkel, Pittsburgh, John H. Harris, Pittsburgh; Fred J. Herrington, Pittsburgh; John J. Maloney, Pittsburgh; Perry S. Nathan, Pittsburgh; M.A. Rosenberg, McKees Rocks; Bert M. Stearn, Pittsburgh, and Earle W. Sweigert, Philadelphia.

Kentucky

BONNIEVILLE

Homer Jaeggars, co-owner and manager, Bonn, was confined to his home due to illness.

CENTERFIELD

The funeral of David Wark Griffith, world-famed producer, was held at Mount Tabor Cemetery on July 29. Griffith was a native of LaGrange, Ky. He was buried beside his father and other members of his family.

GLASGOW

From the slow progress being made on the construction of Bruce Aspley's new drive-in, it looks as though it will not be completed this year.

LEXINGTON

Harold Sliter, Watertown, New York, has been sent here as zone manager for Schine Theatres. He replaces Lew Hensler, who resigned to enter another field in Daytona Beach, Fla. Bob Cox, city manager and acting zone manager, will retain his post of city manager. Cox will also maintain his status of director in KATO.

LOUISVILLE

Seen on Film Row recently were: W.H. Hahn and J.F. Burnette, New Drive-In, Bardstown, Ky.; Louis Chowning, New Washington, New Washington, Ind.; Don Steinkamp, French Lick Amusement Company, French Lick, Ind.; R.L. Harned, Empire, Sellersburg, Ind.; Oscar Hopper, Arista, Lebanon, Ky.; Clark Bennett, Valley, Taylorsville, Ky.; M.H. Sparks, Strand, Edmonton, Ky.; G.D. Saylor, Wallins, Wallins Creek, Ky.; Lewis Baker, Star, West Point, Ky., and Rodger Davis, Grand, Lancaster, Ky.

In joining the Theatre Owners of America in showing the public that theatres are desirous of rendering service to the community, KATO contacted each member to get in touch with the mayor or other public spirited citizens, and also to contact exchanges to arrange for showings of "Report For Action", prepared for TOA to help combat juvenile delinquency.

Russell Morga, Shelby, Ky., is back following a vacation trip to Benton Harbor, Mich.... Free movies were run at the State Fairgrounds during the

recent "Freedom Train" exposition. Amphitheatre patrons who bought tickets for the "Floradora" opening were privileged to take their grandparents along as guests upon payment of the tax.

The convention committee of the Kentucky Association of Theatre Owners met at the Falls City Theatre Equipment Company to formulate plans and outline the program for the annual KATO convention scheduled on Oct. 27-29, at the Seelbach Hotel. Present were Colonel Guthrie F. Crowe, Colonel Henry J. Stites, Mrs. Nell Borden, John T. Edmunds, Jr., E.L. Ornstein, C.D. Arnold, and Gene Lutes.

Several hundred persons had to take "rain checks" at the Grand when film caught fire in the projector. The patrons were unaware of the fire in the booth, and remained in their seats until told the show would not continue. Only damage was to the film and one projector.

The Kentucky Association of Theatre Owners report they have been successful in selling the first drive-in on the advantages of the KATO organization. Coming into the fold is the Sunset Drive, Bowling Green, operated by Warren Enterprises, whose owners are listed as J.T. Flowers and L.B. Powell.

OWENSBORO

Andy Anderson's new drive-in will be completed within the next month-and-a-half. Delays were encountered in arrival of equipment and wiring.

Ohio

WILMINGTON

Eighty-three members of the home office staff of Hygienic Productions, Inc., spent a weekend as guests of Hygienic's president, Kroger Babb, at his summer estate at Buckeye, O.

Frank Winsor, representative for Hygienic Productions' "Mom and Dad", has been transferred to the company's newly-formed stage show unit, "The Best Is Yet To Come."

Jack Linder, well-known independent vaudeville booker, is now associated with Hygienic Productions, Inc., as advance agent.

Pennsylvania

ALIQUIPPA

The Green Garden Open-Air finally got under way on July 31. This new theatre, which has a capacity of 400 cars, is operated by the Kullik brothers, and booking and buying is being handled by the Hanna Theatre Service.

BEAVER FALLS

The strike of the 112 drivers and mechanics of the Beaver Valley Motor Coach Company, which inconvenienced thousands of workers and other commuters daily between Beaver, Sewickley, Rochester, New Brighton, and this community, was finally brought to an end. The strike lasted for a full seven weeks, and negotiations had collapsed just five days previously when the drivers and mechanics rejected another compromise offer, and

were still holding out for a pension plan. Representatives of the strikers accepted the company's 11-cents an hour wage increase. In the meantime, all drivers and mechanics would return to work, which they did. The 50-day strike was a severe blow to the show business in all of these communities, as well as all other forms of business. Exhibitors throughout the Valley are confident that their personal slump will improve to the extent that they may have at least an even break during this period of off-business which all exhibitors throughout this part of the country are experiencing.

BRADFORD

Vincent Choate, city manager, Grand and Shea, announced that remodeling of the Grand was nearly completed, and it was expected that the theatre will open as a first-run on Aug. 15, at which time it will be operated under the new name of the McLean.

BROWNSVILLE

John Dickinson, youngest son of C.W. Dickinson, Moody-Dickinson Circuit, which operates theatres here as well as in Vestaburg, Fredericktown and Charleroi, Pa., recently enlisted for a two-year hitch in the army, and was inducted on Aug. 2. Young Dickinson will probably take his basic at Fort Meade, Md., and soon thereafter depart for Korea, Japan, or Germany.

CANONSBURG

Fred A. Beedle, who, with his brother Ed, owns and operates the Alhambra and Continental, remained confined in Mercy Hospital, Pittsburgh, for observation.

CHESWICH

Joe Malone and his son completed the installation of the front of the new Cheswick, and it is expected that the opening will be Labor Day.

IMPERIAL

The new Penn-Lincoln Drive-In, located two hundred yards east of the "Y", where Routes 22 and 30 separate, enjoyed a big send-off on its grand opening. This newest drive-in in and around Pittsburgh, located approximately six miles west of Crafton, Pa., and three miles south of here, was filled to capacity. The Penn-Lincoln is operated by Paul Trunick and Arthur Klixbull, who did the construction and the electric installation work. Seen at the opening night were members of Lou Hanna's Acme Film, Bob Klingensmith, Sam Fineberg and Jim Alexander, Alexander Theatre Supply Company; RCA dealers for Western Pennsylvania; George Kurtz, Paramount, and Raymond Showe, Theatre Candy Company.

LATROBE

On July 31, the Highway Open-Air, recently constructed by Johnny Ridilla, was to have had its grand opening. This theatre is located just a short distance outside of Latrobe, and is booked by the Lou Hanna office. Ridilla is in the construction business in Latrobe, and recently built the Highway 71 Drive-In, operated by Outdoor Theatres, Inc., which also operate the Super 30, near Irwin, Pa., and the

Super-Castle Drive-In, near New Castle, Pa.

McKEES ROCKS

M.A. Rosenberg, who operates the Parkway and Colony, West Park, was enjoying his annual vacation with his family at Bemus Point, N.Y.... Morris Naft, who operates the Roxian, was also on his annual vacation in Chicago with his wife.

MUNDY'S CORNERS

The new Gus Vaveris Family Drive-In will be officially opened on Aug. 16. However, the drive-in will be opened to the public for inspection on Aug. 15. Souvenirs will be distributed to all.

UNIONTOWN

George Silver, 46, president, Uniontown local, American Federation of Musicians, passed away following a short illness. Silver, at one time, had one of the finest Western Pennsylvania musical organizations, and played many a successful season at Gorley's Lake Hotel during the time that that summer spot featured "big time" floor shows. Silver was very active in all musical affairs in this part of Western Pennsylvania, and only recently had staged a very successful Veterans of Foreign Wars and American Legion benefit dance at the Summit Hotel. Many civic leaders, as well as prominent musicians from the Western Pennsylvania territory and other leaders in the amusement business, attended the funeral services..

West Virginia

CLARKSBURG

Dick Marks, Jr., who had been confined to the Clarksburg Hospital for an appendix operation, had a close shave with the grim reaper when, about a week after the operation, it was discovered that three blood clots had formed, two in a lung and one in his leg. He was in a serious condition for some time but is now at home, where he will remain confined until some time in September.

PARKERSBURG

Mr. and Mrs. Ankrum, recent visitors to Pittsburgh and Film Row, were on a combined honeymoon and vacation. Ankrum is the son-in-law of Rheinie Hiehle, following his recent marriage to the youngest Hiehle daughter.

Lou Padolf, owner, Virginia, was informed by his physician of a heart condition, and was warned that he must curtail his business activities.

WHEELING

The old Victoria, which, for many years, was owned and operated by the West Virginia Theatrical Enterprises, Inc., has been closed for awhile, and is undergoing extensive remodeling and reseating. Steve Manos is the new owner, and will operate the house when it reopens. Manos is reported to have spent in excess of \$80,000 in the complete renovation of the property in order to make it the finest first-run in town. Buying and booking for the house will be done by Cooperative Theatre Services.

NEWS OF THE

Territory

Boston

CROSSTOWN

On Aug. 1, E.M. Loew and Larry Lasky took over the Thompson Square and the Hollywood, Charleston, Mass. The theatres were formerly run by Jack Yonkers.

The Lincoln, Quincy Point, Mass., owned and operated by J.A. Braumier, joined Affiliated Theatres, Inc. This is the 71st theatre to join the organization. Incidentally, Arthur Howard, Chet Fields, and Al Daytz set up a quota which they expect will bring the number of theatres in the organization up to 100 by Sept. 15.

Al Daytz will be spending the next several weeks out-of-town contacting exhibitors who have requested the services of Affiliated Theatres, Inc.

The M and P Criterion, Roxbury Crossing, Mass., now bears the name Plaza. Gutted by fire nearly two years ago, the theatre has been entirely renovated, and will open in mid-August.

The trade was sorry to learn of the death of William J. McDonald, 78, last week. McDonald was connected with the late Nathan H. Gordon, and built the Metropolitan.

Deletions announced last fortnight by the Bureau Of Sunday Censorship were as follows: "The Time Of Your Life", Parts 1 to 12, (Deletions: Dialogue, "I tried other things.", in part 11). United Artists.

FILM DISTRICT

A "Hamlet" screening was recently held for the press and a few such dignitaries as Mayor Curley. The picture will have its American premiere at the Astor come mid-August, sponsored by the Theatre Guild. Publicity will be handled by Paul Anglim. Jeff Livingston, publicist from U-I in New York, has also been seen around. Moreover, L. J. McGinley, in charge of Prestige for U-I, was visiting the exchange recently in connection with the picture. One of the highlights around the exchange was the appearance, incognito, at one of the screenings of Eugene O'Neil.

RKO screened "Rachel And The Stranger", and "Variety Time", and United Artists screened "The Time Of Your Life".

Jack Jennings, representative for Republic in western Massachusetts and Rhode Island, was at the Quincy, Mass., City Hospital, where he is recuperating from an operation.

Spending her vacation on the Cape was Isobel Gorman, switchboard operator at U-I....Fred Meyers, eastern

sales manager for U-I, was a caller in the district.

Stanley Farrington, booker at Affiliated Theatres, Inc., returned from a vacation spent at Bedford, N.H., just a bit bent. He claims that he is a fine judge of beauty, in fact, a judge of it.

The Astor has a new aide, and the theatre has a new follower. George Brinkley, formerly with the building inspection department, upon his retirement from that position, accepted a new job with the Astor.

Carl Goldman, formerly connected with the Esquire and then with the Astor, was recently made a booker at Affiliated Theatres, Inc.

Branch manager Harry Segal, EL, is the proud possessor of a new camera. He was awarded this for his fine suggestion for a title for EL's new house organ.

New Haven

CROSSTOWN

Jack O'Connell, Roger Sherman assistant, will be a vacationist soon...The Shubert will reopen on Aug. 26 with "Small Wonder"....Mr. and Mrs. Elliot Kronish was tendered a surprise fifth wedding anniversary dinner at Waverly Inn....Morris Rosenthal, Poli manager, scheduled his vacation to be spent at Griswold Hotel, Groton, and Middle Beach Hotel, Westbrook, the latter owned and operated by Eddie Rahm.

Florence Nutcher, Bijou lovely, was a vacationist as were I. Stein and Frank Kelly from the same theatre....Ray Flynn, Bijou assistant, will spend his vacation, starting on Aug. 14 on Cape Cod with the National Guard....Paramount vacationists included Walt Wilson, and John Greno. Dan Cummings, Paramount, returned from his time off.

Jim Darby, Paramount, had quite a campaign for "The Emperor Waltz", including a tieup with a department store. A Chapel Street window and half page advertisement in the local press was a highlight. Also 2000 bottles of Du Barry's cologne were given away.

Vacationists included Mrs. H. Meyers, Paramount, and theatre officer Jack



Arriving by train in New York recently for a two-week stay was Ella Raines, co-starred with Randolph Scott in the Columbia show, "The Walking Hills."

Lynch....Morris Rosenthal's Poli, assisted by Tony Masella, received a good buildup for "Mr. Blandings Builds His Dream House", A tieup with an appliance store resulted in a contest, with plenty of window space and prizes.

For "The Street With No Name", assistant Tony Masella, Poli, made a tieup with the FBI, and broke the news columns.

Bill Brown, Bijou, used private and public libraries, with book marks, shoe store bags, imprinted with copy; downtown sandwich boy dressed in engineer garb, with lantern and sign; 14 windows, and radio special cards in hotels, etc., to bally "Berlin Express".

That was quite a fishing story in which Sid Kleper, College manager, participated about the yacht and rubber boat....Whalley aide, Mrs. Sarah Mollerupp, returned from vacation....The Junior Chamber of Commerce asked cooperation of theatres when "Bargain Days" are held on Sept. 16.

Franklin Ferguson, Whalley, planned the balance of his vacation for this month or September....On Aug. 16, Dixwell manager Cohen will take his vacation....A movie star may have a personal appearance at the Forrest, West Haven, in the fall....Sam Hadelman, Grand, took a trip to Washington, D.C., to attend his brother-in-law's stag dinner, and later took a trip up to Crane Lake, Mass., to see his daughter in camp. Mr. and Mrs. Hadelman are due to move into their new Bellevue home....Danny Onofrio, Howard, was hurt recently in an automobile accident.

Among those present at the demonstration last week of the new Brenkert BX 60 projector at the Lou Phillips Theatre Supplies, Inc., were Bernard Sholtz, district manager, theatre equipment, RCA; Jack Schaffer, sales engineer, RCA; Alfred Edmond, Harry Fishman, Harold Tobackman, Mr. and Mrs. Kenneth R. Douglas, Capitol Theatre Supply, Boston; Salvatore Adorno, Bob Elliano, Mike Sirica, Leonard Sampson, Al Bookspam, Jack Post, Joseph Pulverenti; James Carrigan, Waterbury; Phillip Humphrey, RCA engineer; Mr. and Mrs. Lou Sherman, Wagner Sign, New York; Hyman Levine, Hy Moss, Phillip Humphrey, Mr. and Mrs. Earl Morin, Mr. and Mrs. Skolnick, Phillip Skolnick, Frank S. Jones, William Towle, James T. Melillo, Frank Musante, Roland McLeod, Alexander Bellus, Vincent Monks, John Kelly, Joseph Kaplan, Thomas F. Smith, Andrew Carrano, Nelson Frazier, John A. Martin, J. Tassinaro, George Antonik, F. Toth, B. Tomarrow, J. Cossette, Harry Kaplan, Merrick Parrelli, John Lyme, Bud Bachus, and others. Demonstrator was Ralph H. Heacock, RCA Vistor Division, Camden, N.J.

MEADOW STREET

There will be no film exchange employees outing this year....The event planned for Aug. 4 at Double Beach, Branford, was cancelled because of unforeseen developments.

Boys around the territory were getting in a few practice rounds for the Motion Picture Theatre Owners golf tournament at Racebrook Country Club. Among those hitting the golf balls in the limited time off are: Morris Weinstein, Columbia; Arthur Greenfield, U-I; Al Bookspan, Jack Post, Dr. Jack Fishman, Fishman Theatres; Sam Germain, Paramount; Larry Germaine, Warners; Earl Wright, Columbia; Leon Jakubson, Metro; Dave Douglas, Selznick; Bill Canelli, RKO, who was seen at the small golf course in Cheshire getting some expert advice from pros there on ways to improve your golf; Ralph Civitello, Devon; Tony Terrazano, Fairmount; Joe De Francesco, Cheshire, and Al Pickus, Stratford. Those planning attending should contact Herman Levy, 152 Temple Street.

Ralph Civitello, Devon, shot an 84 in the Knights of St. Patricks Golf Tourney at Racebrook....Max Salzberg, Eagle Lion branch manager, is doing his golf playing at the Woodbridge Country Club, where he is a member of the team.

New Lou Phillips Theatre Supplies, Inc., installations include: RCA International seats at the Colonial, Hartford, and new carpets at the Palace, Middletown. This theatre has been closed for about 10 years, and will again be operated by the Adornos. New carpets have been installed at the Groton, Groton, and Phillips is set to install equipment at the new E.M. Loew Drive-In, Norwich.

Max Youngstein, vice-president, and Milton Cohen, eastern sales manager, Eagle Lion, were visitors to Max Salzberg's office in conjunction with the Bill Heineman Drive. Tom Donaldson, district sales manager, Eagle Lion, Boston, was also a recent visitor.

Joe Mansfield was in Stamford working on Eagle Lion's "Canyon City", Plaza.

Installation dinner for new officers of Film Employees Local B-41 will be held in the fall as usual. New officers include Harold Freed, United Artists, president; Sol Vitale, Monogram, secretary-treasurer; Sol Shiffrin, Metro, vice-president, and Bob Hoffman, business manager.



Attending the recent world premiere of Allied Artists' "The Babe Ruth Story", Astor, New York, were Ed Morey, Morey and Harry Goldstein, and J. Harold Mirisch.

CIRCUITS

LOEW POLI

Publicity director Lou Brown was due back from his vacation spent in Virginia.

Connecticut

HARTFORD

James Tuffy, with the Comerford Circuit, Scranton, Pa., for 16 years, has been named manager of the Crown Theatre here, operated by Crown Management Corporation. He succeeds Edward Selette, resigned. The Crown will install a new blue glass front.

The following area theatremen attended the funeral of State Police Lieutenant Frank A. Starket, 45, in West Hartford, as honorary pallbearers: Henry Needles, Jim McCarthy, Harry Shaw, Lou Cohen, Walter Murphy, Walter Lloyd, and George E. Landers. Starket, former State Police motion picture theatre inspector, was killed in a quarry blast in Newington. Burial was in West Hartford.

Joseph Gittelman, student assistant manager, Loew-Poli Palace, was named relief assistant manager, Loew-Poli College, New Haven, during vacation of the College's Norman Levinson.

Street ballyhoo was promoted by Fred Greenway, Loew-Poli Palace, for "Easter Parade".

A certificate of organization has been filed for New Haven Drive-In Theatres, Inc., New Haven; listing amount paid in cash, \$30,000; president, David

J. Willig, New York, vice-president and treasurer, Charles L. Lane, West Hartford, and secretary, Meran Nakhian, Ludlow, Mass. The outfit is building a drive-in in the North Haven-Wallingford vicinity.

Lou Cohen, manager, and Sam Horwitz, Loew-Poli, had department store co-op. ads, radio time, and window displays for "A Date With Judy", while Ernie Grecula, assistant to Al Schuman, general manager, Hartford Theatre Circuit, tied up on "If Winter Comes" bannered coal company delivery trucks.

Vacations found Lou Cohen, Loew-Poli, and missus heading for Middletown on a two-week vacation; Rube Lewis, Loew-Poli Palace, to Slatersville, R.I.; Hugh Campbell, Central, West Hartford, to Hawks Nest, Conn.; Toby Sullivan, Loew-Poli Palace, Washington; George Smith, Hawks Nest; Dan Debonee, Allyn, destination not set; Kate Treske, Lenox, to Lake Amston.

Miss Evelyn Lewis, daughter of Loew-Poli Palace stage manager Rube Lewis, is now on the staff of Hartford Hospital, having graduated from the Beth Israel Hospital, Boston nursing school. He is busy with advance plans for the September state convention of the Connecticut Federation of Labor.

Connecticut Tax Commissioner Walter W. Walsh announced that amusement taxes in this state for 1947-1948 amounted to \$104,422.66, as compared to \$104,876.09 for the period 1946-1947, a drop of \$453.43....Work has



In gratitude for the company's splendid portrayal of West Point life in Paramount's "Beyond Glory", a plaque was recently presented to President Adolph Zukor by cadet James Stansberry at the "Academy Award" dinner held at the Military Academy, West Point, N.Y.

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been going ahead steadily on the latest unit of the Perakos Theatres of New Britain. The 1,000-seater, being developed by Realtor George Schilke in a new business center on New Britain Avenue, suburban Elmwood, is expected to be ready for business by Oct. 1.

Eddie Kelleher, assistant manager, Princess, returned from a fishing trip ... Hy Levine, Screen Guild, was around town, calling on Walter B. Lloyd, Allyn.

Lew Mello, Loew-Poli, headed for Rochester, N.Y., on his vacation.... Harry Hoff and Henry Sweet, Strand, took in the shoreline sights on vacations.... Ernie Grecula, assistant to Al Schuman, general manager, Hartford Theatres Circuit, will vacation after Aug. 15. His plans aren't set. It'll be two weeks time off for Ernie.

Bernie Stevens, Princess, got home from a vacation through Maine.... Martin H. Helleher, president, Princess Theatre Corporation, operating the downtown Princess, was glad the extensive building renovations were finally completed.

Merchants in the vicinity of the Center area are shortly to participate in a new trade deal for the downtown sector. According to Mike Piccirillo, theatre manager, a meeting of Center area businessmen will be held soon in the theatre to discuss ways and means of bringing new trade into the district.

To protect its patrons from insects and mosquitoes and other summertime pests, the Pike Drive-In, Newington, hired an air spraying company to treat the area with DDT, and to maintain constant inspections to guarantee complete absence of the pests. Joe Dolgin is general manager.

Vincent Youmatz, manager, People's Forest Drive-In, between Hartford and Winsted, made a new ballyhoo deal with WLCR, Torrington, to give away guest tickets to winners of a radio musical quiz show.

Henry L. Needles, Hartford district manager, Warner Theatres, announced about 15 localities would attend the Warner Club party at the Castle Inn, Cornfield Point, on Aug. 12. Needles said also that a Westinghouse installed

air conditioning unit at the Strand, Hartford, is now in full operation. Jim McCarthy is manager.

Other Warner Notes: Charlie Lowe, Hartford engineer for the circuit, and Mrs. Lowe tripped to the New Haven Yacht Club on July 31 to attend a vacation party held by C.P. O'Toole, Warner Theatres' zone engineering staff, for zone engineers. Others attending included Mr. and Mrs. Pat Damvio, New Haven.

Mike Piccirillo, Center manager, named Ed Hagen, 30-year-Hartford show business veteran, theatre house electrician.

MERIDEN

Leo Ricci, Capitol, got front page breaks in the papers when he discovered that a Meriden man stars in a current release of the RKO "This is America" series.

NEW BRITAIN

Music Box, operated by Frank Smulski and Casimer Jachimowski, closed on July 25 for a midsummer shutdown. House reopens after Aug. 15.

NEW LONDON

Charlie Aaron, Victory manager, plugged "Ruthless" by mailing out more than 1,000 postcards to local residents. He had a tie-up with a soda fountain on "Summer Holiday," with a "Summer Holiday" sundae. Aaron promoted a contest for "Raw Deal", and had music store tie-ups for "Big City."

SOUND VIEW

Tom Grasso and Herb Jaffee, partners in the New Colony, were installing a new air-cooling unit. They have repaired and redecorated all seats. Grasso has purchased a new British Austin.

THOMASTON

Only three formal objections to the proposed drive-in have been filed with the office of the Commissioner of State Police, it was learned recently from the applicant of such a permit, S.J. Clark, president, Naugatuck Valley Theatre Corporation. Clark said he had received the notice from Police Commissioner Edward J. Hickey's office that the objectors, all owners of properties adjacent to the proposed

site on the easterly site of Route 8, just north of Wiggins Inn, are Peter Mariani, Spencer Roesing, and Leo Vighel. Another nearby property owner, George Kipp, did not file an objection. According to Clark, the next step is a hearing before Commissioner Hickey. Although Clark said he would have detailed information following the outcome of the hearing, it has been reported previously that the theatre company plans an investment of between \$100,000 and \$150,000 if the permit is granted, and negotiations are completed with the Wiggins family, owners of the 30-acre site which is about three miles south of this town and seven miles north of Waterbury. The firm hopes to set up accommodations for 500 cars. Of interest in connection with the proposed theatre is the filing of papers recently in the town clerk's office giving Felix Krotik, Thomaston, and Stephen Makuch, Bristol, an option to buy the business, and sell the premises known as Wiggins' Inn, on the Waterbury Road, from Gabriel and Bernice Wiggins, pending acquisition of a liquor permit.

WATERBURY

The Board of Aldermen approved a zone change on Roseland Avenue to per-

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The recent Lions convention in New York provided a real natural for a Metro tie-in, and MGM exploitation head William R. Ferguson was quick to take advantage of this fact by having one of his staff appear in the Lions Club parade dressed as Leo the Lion. Carrying a welcome sign, Leo attracted plenty of attention, and the stunt resulted in MGM being the only film company represented.

mit construction of a community theatre by Roger Mahan, owner, Tower, Carroll, and Plaza. The petition had been virorously opposed at public hearings, and the board divided 12 to 3 to favor the proposition. One Republican member, Joseph A. Galasso, voted against the change. Two Democrats, Harold A. Ashely and Dr. Joseph A. May, abstained. Immediately after the meeting, a group of property owners in the vicinity of the proposed theatre expressed disappointment at the board's decision, and announced plans to continue their opposition with a possible appeal to the courts. The three-fourths majority for approval was required because owners of more than 20 per cent of the property within 200 feet of the proposed theatre site were opposed to the development. Mahan's plans include an off-street-parking area near the theatre, according to his wife, Marie, the petitioner. The committee which brought in a favorable report on the application consisted of majority leader Burton H. Walker, Albert O. Loeffler, Peter J. Eard, Patrick F. Shea, and John J. Rock

Massachusetts

LYNN

After visiting old friends in Worcester, Mass., manager Dick Owens, Capitol, with Mrs. Owens and children, Richard and Linda, were making a tour of the White Mountains. After his return, his assistant, Miss Rose Gluck, who ran the theatre most successfully during his absence, will leave for the mountains. Sam Levy, chief projectionist, will spend two weeks at New Durham, N.H. The Capitol ladies room has been renovated with pink tile.

A month ago, manager Harold Cummings, Warner, tried out a new assistant manager with no experience. Now he is trying an old-timer, Julian Eaton, former manager, Capitol, Everett, Mass., and the Strand, Boston, and is confident that he will make good. Manager Cummings will spend the last two weeks of August on a trip through the mountains of New Hampshire and Vermont, after which he will visit friends in New York state. William Morgan will make a trip to Canada.

John Kingsley, Auditorium, returned after illness...Marylyn Clancy, Audi-

torium, is in New York City....Maurice Standard and Kenneth McElliot, Auditorium, returned from vacation trips.

SPRINGFIELD

Plans for two additional drive-ins in Springfield, Mass., area have been revealed. The Springfield City Council held a meeting on the application of R.J. Wiatrowski and his brother, Edward, both of Springfield, to construct a drive-in off Page Boulevard near Berkshire Avenue, Springfield. The mayor and several council members objected to the proposal. A decision was to be announced. Plans of Vernon A. Doty, West Springfield, to proceed with construction of a drive-in on Riverdale Street, West Springfield, were held up temporarily. West Springfield property owners applied for a writ aimed at doing away with the license for an open air theatre, granted by the West Springfield Board of Selectmen, and for a restraining order and permanent injunction forbidding Doty from starting construction. The property owners charged chairman Henry S. Johnston of the board with influencing the board to grant the license, and approval was declared "erroneous, void, illegal, and biased".

George E. Freeman, manager, Loew-Poli, Springfield, Mass., left on vacation, with Sam Schubouf, manager, Loew-Poli Lyric, Bridgeport, relieving.

Rhode Island

ARCTIC

Edward Gould, summer operator, Greenwich and Westerly, cancelled his schedule at Westerly, and moved to the Odeon, Arctic, for the remainder of the season. Plays will continue to open in East Greenwich, but will move to the Odeon for the last half of each week.

CRANSTON

The Cranston Auto Theatre, Bald Hill Road and Oaklawn Avenue, opened with a capacity crowd on hand. Industry and civic leaders attended, and police estimated that almost 700 cars were accommodated, and about the same number turned away. According to Myer Stanzler, president, Columbia Amusement Company, the theatre's capacity will be increased to 800 cars. The opening had been heralded for weeks with newspaper and billboard space as well as radio time. Free pony rides, performing ponies, and bottle warmers, were among opening attractions. Present policy calls for 50 cent week-night admission, and kiddies and cars free. A 140-amp. Peerless projector has been installed in the combination booth and concession building, and Simplex speakers are used throughout for the 800 cars. The 35 x 40-foot combination building is trimmed with chrome marquee. The concession counter, operated by Interstate Automatic Candy Corporation, is set at an angle to increase length and an ultra-modern look has been applied throughout. Raymond Caine is manager.

PROVIDENCE

Included in the office mail at the RKO Albee recently were a couple of theatre stubs in an envelope. A note

stated that they had been picked up on the floor of a bus between South Kensington and Oxford Circus, London, by Eddie Reed, a BBC employe in England. A check showed that they had been sold between 6 and 7 p.m. on Feb. 23 when the theatre was showing "The Senator Was Indiscreet". Odd incident? Well, Reed wrote from London that he had been born in Providence.

"Mr. Blandings Builds His Dream House" opened at the RKO Albee with a full-sized counterpart open for public inspection in Warwick, R.I. The Warwick house attracted more than 1500 viewers on opening day, with the 25-cent admission slated for charity. Construction men, furniture and furnishing dealers, as well as tradesmen, were in the co-op. engineered by General Electric with cooperation of Bill Morton, publicity director, RKO Albee. At the house, guides explained the part each room plays in the picture as well as other humorous incidents built up around the construction. Those attending were treated with a gratis Coke by bottlers. Morton plugged the opening with a half-hour remote broadcast over WHIM and trailers describing the Warwick house. Exactly \$150 in cash prizes as well as five cases of Chiffon soap flakes and six cases of pelMonte glass jar products were promoted by Morton for giveaways in a lobby key contest which featured a miniature "Blandings" house door. Finders of the proper key received the prizes, some of which were also distributed by Morton on his street show as a boost for the film. Also given away on the street show were pocket editions of the book.

Loew's State boosted "The Time Of Your Life" with a full page co-op, ad in The Evening Bulletin. Joseph G. Samartano, manager, was back from vacation during which time Charles Kurtzamn, division manager, and William Trambukis, assistant, held the fort.

Charles Darby, manager, Avon, tried a novel stunt for "Furia". Darby arranged for Antonio Pace, Italian-language radio commentator, to make wire recordings of the film sound track. Pace set the microphone on stage during screening, and recorded parts which he considered good. After editing, recordings were played back on the air, with episodes being used as commercial. Musical portions were used as a background for Pace's spoken commercials.

The Avon is receiving a new setting with the stores next door town down to make way for a professional office building. Also benefiting the Avon is the reestablishment of utility traffic through the East Side tunnel.

Richard Stewart has been appointed assistant, Avon, in time for Charles Darby to plan a vacation trip to Quebec. Stewart hails from Weston, Mass.

Worthington Holt, East Bridgewater, Mass., was relieving Sam Badamo, manager, Hope, while the latter was vacationing at Ossipee, N.H.

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NEWS OF THE

Territory

District Of Columbia
Washington

The industry lost one of its outstanding members on Aug. 1 when John J. Payette, 55, Warner Theatres zone manager, died at his home after a long illness. He is survived by his wife, the former Dorothy Crandall, daughter of the late Harry Crandall, and four children, Mrs. Charles Kemp Devereux, John J., Robert C., and Ronald C. Payette; a brother, George N. Payette, Hagerstown, Md., and two sisters, Mrs. George A. Degnan and Mrs. William Schwalm. Services were held at his home 5126 Palisades Lane N.W., with further services at the Sacred Heart Church. Payette first became associated with the industry in 1904 when he started at the old Academy of Music. At the age of 17, he was appointed manager, Rhode Island. Following service with the army during World War I, he was appointed assistant manager, Metropolitan. Three weeks later, he was designated as manager. In 1920, he was elevated to the assistant general managership of all the Crandall theatres, and, in 1925, became general manager. When Crandall theatres merged with the Stanley Company of America, he was appointed theatre supervisor, and when Warners purchased the theatres, he was made general zone manager of the 45 theatres in Washington, Maryland, Virginia, West Virginia, and Pennsylvania. During World War II, he was co-chairman for the District for the War Activities Committee; was a member of the executive committee of the Civilian War Services, deputy air raid warden, and a member of the D.C. Salvage committee.

The pallbearers, all former associates of Payette at the WB office, were George A. Crouch, Frank La Falce, Harry E. Lohmeyer, Charles V. Grimes, J. Alton Pratt, and Louis F. Ribnitzki. Honorary pallbearers were: Harry Kalmine, general manager and vice-president, Warner Theatres; W. Stuart McDonald, treasurer, Warner Theatres; Joseph Bernhard, president, Film Classics; Carter Barron, eastern division manager, Loew's Theatres; Nelson B. Bell, radio and drama critic; Rudolph Berger, division manager, Metro; W.F. Beiersdorf, manager, Warners; Ralph Binns, manager, Highway Express; A. Julian Brylawski, Warner Theatres; Jay Carmody, drama editor, The Evening Star; Jake Flax, manager, Republic; Robert J. Folliard, division manager, RKO; J. Edward Fontaine, division manager, Selznick Releasing Organization; Sam Galanty, division manager, Columbia; Nat Glasser, district manager, Warner Theatres; Frank Harman, vice-president, Hamilton National Bank; Garfield Kass, Kass Realty Company; C.E. McGowan, Warner Theatres; Joseph P. Morgan, former



Seen above is John J. Payette, Warner Theatres zone manager in Washington, whose recent death caused much sorrow.

associate; I.J. Rappaport, Rappaport Theatres, Baltimore, Md.; Robert Smeltzer, division manager, Warners, and L.T. Souder, electrical contractor.

A tax on amusements to bring needed revenue to the District reserves was recommended during a roundtable discussion by ranking citizens and Senate leaders. The suggestion that a tax be levied on amusements, tobacco, and alcoholic beverages was made by Paul J. Foley, D.C. Institute of Certified Public Accountants. The discussion, which was aired on WINX, had as its other participants Senator Harry Cain, Washington; Senator Johnston, South Carolina, and several other citizens. Foley also offered the idea of a municipal liquor monopoly similar to the state liquor systems found in many other parts of the country. An amusement tax for the District is nothing new. It comes up every now and then, but has so far been defeated.

The "blow hot-blow cold" tendency of the Ezzard Charles-Jimmy Bivins fight, being sponsored by the Variety Club, went into a third stage. It has been postponed again, and this time the heavyweight bout is Sept. 13. Charles reported he was ill, and not fit for the fight. The examining doctors of the District Boxing Commission reported him fit. Charles Ford, attorney, Variety Club, demanded, and got conditions he laid down accepted. Charles has posted \$5,000, which will be forfeited, and accrue to the Variety Club, if the fight does not come off on Sept. 13. Also, the boxer will fight no one until the Bivins contract is fulfilled.

Arnold Fine, club editor, The Washington Daily News, conducted an informal poll of the different night spots in Washington, and reports that only 25 per cent of places which used entertainment a year ago are using it today. Amusement and entertainment people are united in the belief that the 20 per cent federal amusement tax must be repealed.

The National closed its doors as a legit house after the last performance of "Oklahoma". With this final step, Washington is left without one theatre where stage productions can be viewed. The National will open again as a movie house.

Sidney Lust was credited with a

"first" when live talent was presented at his Beltsville Drive-In. This was the first time flesh has been presented at a drive-in in this section. The hillbilly entertainers also have dates to play at Lust's Marlboro and Cheverly.

Although the National closed, there is a lot of activity around the local summer circuit.

U-I: E.L. McEvoy, New York short subjects production manager, was in for a visit....Oron Summers and Mrs. LaDouceur from the office were enjoying their annual holiday.

FILM CLASSICS: Max Cohen returned from the Screen Guild convention in New York with news about the new season...Charlie Mendelson returned from a trip in the Clinch....Sam Wheeler, western division manager, was in town for a few days....Film Classics expects to move in October to the offices which Eagle Lion now occupies. Eagle Lion will move to National Screen Service. Screen Guild, which now shares offices with Film Classics, will remain at their present location.

AT PARAMOUNT: Booker Max Rutledge was back from vacation, and Booker Luther Buchanan was off on his. Other vacationers were Rita Tobin, ledger clerk, and Norma Brown, contract department...Former ledger clerk Frances Herbst has a baby girl, and both are doing just fine....Miss Sadie Cohen, former exhibitor, now 66, and frisky as a colt, enlivened the Paramount office with a visit....Traveling auditor Bob Moretta left us for home office conferences and then a vacation at his log cabin in the unconquered wilds at Schroom Lake, N.Y., before going to his next assignment....The branch has led the country's 32 Paramount branches all this year in the sale of its features.

20th CENTURY-FOX: Eileen Oliver, who underwent a major operation in Columbia Hospital, left the hospital. Hurry up and get well....Sara Young, our contact at 20th-Fox, held a meeting of several ladies of the variety Club welfare fund. Among those present were Mrs. Frank Boucher, Mrs. Clark Davis, Mrs. Ben Lust, and Miss Ann Griffin. The ladies will hold a luncheon on Aug. 17 in the Carleton Room, Carleton Hotel....The 20th Century-Fox Dynamos held their regular monthly meeting on Aug. 3.

K-B THEATRES: Frank Boucher, manager, K-B Theatres, and Chief Barker, Variety Club, reports keen interest in Variety welfare activities....Jim Sanford, auditor, is back, tired and tan. His brother Dick "Red Silk Stockings" Sanford, has a new tune, "Mention My Name in Sheboygan", knocking them dead in New York....Jake Giben, manager, K-B Atlas, was vacationing in New York...The lobby of the K-B Senator has been given a "new look". Manager Ben Coleman reports favorable comments from the customers.

LOEW'S: Manager Bill Riding returned from his vacation....Gene Ford is

still hard at work on his "Going Native" show.

RKO: Mildred Korman, cashier clerk, resigned to devote all of her time to a career as a practical nurse. She is being temporarily replaced by Geryl Walters, a former employee of RKO.... Minnie Jarber spent a very happy vacation in New York completing plans for her wedding in early September.... Everyone in the office was delighted to see Mrs. Brecheen, wife of branch

manager J.B. Brecheen, looking so well when she was in the office after her recent illness.... Several folks from the office attended the sneak preview of "Good Sam" at Keith's.... Mrs. Preger, wife of RKO's publicity man, was in after a recent trade screening.... Happy birthday goes to Al Folliard, RKO sales manager, who celebrated on Aug. 2.

MONOGRAM: Jack Safer, branch manager, has been doing quite a bit of traveling lately. He recently visited the Thalhimer Circuit, Richmond, Va., spent several days in Baltimore in connection with "The Babe Ruth Story" at the Town, and also spent some time in Charlotte... Irwin Peltener, exploiter, was in in connection with the opening of "The Babe Ruth Story" at the Warner and Ambassador.

SCREEN GUILD: Ross Wheeler and Don Chaban returned from the Screen Guild convention in New York City.

METRO: Fred Schnuff, Durkee executive, was a recent visitor.... Marilyn Knoll will manage her father's business in New Jersey soon.... Mr. and Mrs. Jerry Adams, branch manager, returned from a brief stay at Hot Springs, Va.... Mr. Leonard Smith, MGM records manager, Baltimore, held conferences with branch manager J.A. Adams and the salesmen.... Henry Ajello, booker, was vacationing... Rose Frank, bookers' clerk, was also on vacation.... Marguerite Voight, biller, was soaking up the sun at North Beach while on her vacation.

Associate Producer James Geller and writer Malvin Wald arrived here to confer with columnist Drew Pearson on the script of Columbia's "The Washington Story."

The request of Warners for a delay in its answers to a suit by K-B Amusement Company was denied last week by Judge Edward M. Curran. Judge Edward M. Curran said that the request was unreasonably long, Warners having asked for a postponement until September, and the deadline remains at Aug. 16. K-B is seeking to force Warners out of the jointly-owned MacArthur.



The hot weather has really made the soft drink stand at the New, Leonardtown, Md., a mecca for thirsty patrons, and in this recent shot manager Ray Trumbule, New and Park, Lexington Park, Md., makes with the cool refreshment for young Kenneth Dilehay and a sailor.

Maryland

BALTIMORE

The Motion Picture Projectionists Union elected the following officers for one year: John Codd, president; Harry Cluster, business agent; Conrad Backert, first vice-president; Charles Leventhal, second vice-president; Fabius Rollins, financial secretary; William Holthaus, treasurer; M. Mackenzie, recording secretary, and Robert Cramblatt, sergeant-at-arms. The board of directors includes Harry Bauer, Earle Jackson, Thurman Durst, August Bucheit, William Maney, Herman Cluster, Clarence Walters, Albert Roth, and Harry Daniel.

Miss Genevieve Gechkle, Center office manager, and Francis Trail will be married soon.... J.M. Alderson, Centre manager, was on vacation.... Vernon Currier, Aurora, was busily supervising the construction of a new marquee over the front entrance.

Mrs. A.R. Fitzhugh, Aurora, enjoyed her vacation visiting her daughter in Roanoke Rapids, N.C.

Mrs. Jacques Shellman accidentally tripped, and broke her arm, while descending some stairs in a hotel while on a trip with her sister and friends to Canada.... Mr. and Mrs. Philip Buck, Windsor, and two children enjoyed a vacation at Camp Ritchie, Md. While there, they met Mr. and Mrs. M. Sigler. Mrs. Sigler is a censor board inspector, now on sick leave.

Mr. and Mrs. Charles Miegel, New, were on vacation at Atlantic City.

Miss Janet Schanberger, daughter of Mr. and Mrs. Fred C. Schanberger, Jr., Keith's, recently married Michael Flynn, Jr., Washington, managing.
-Jacques Shellman

LA PLATA

The Charles recently showed pictures of Charles County's 1939 Fair. The films were furnished through the courtesy of Foster Reeder.

LEONARDTOWN

Ray Trumbule, manager, New, announced that in the fall "Discovery Night" will be a regular weekly feature.... The New is running a trailer asking cooperation in preventing seat damage.... Harry Mattingly, assistant manager, is now working full time at the New.... Joe Redman, assistant to projectionist Joe Beck, New, was all set to enlist in the army.... Mary Remos returned to the New.... Albert Hayden is now handling the candy counter in the New lobby.... Kenneth B. Duke, manager-owner, St. Mary's, says the "laugh contest" held in connection with Columbia's "The Fuller Brush Man" proved to be a lot of fun.... Air-conditioning is being installed in the St. Mary's.

LEXINGTON PARK

The new Park is now expected to open on Aug. 19. Finishing touches are now being made. Owners are Jack Fruchtman, Robert Wigginton, Leonard-

THEATRE OWNERS and MANAGERS

It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

HIGHWAY EXPRESS LINES, INC.

1638 Third Street, N.E.
Washington, D. C.

236 N. 23rd Street
Philadelphia 3, Pa.

MEMBER NATIONAL FILM CARRIERS, Inc.

JACK SEIDMAN : : BERNARD SEIDMAN

Paramount Decorating Co., Inc.

STAGE SETTINGS : DRAPERIES
CARPETS : PAINTING AND DECORATING
311 North 13th Street Philadelphia, Pa.

town lawyer, and contractor and builder, M.M. Dean, Hollywood.

SALISBURY

A hearing on a special commission's recommendations on closing a part of a public alley leading from Market Street, near South Division Street, is scheduled at City Hall on Aug. 16. Closing of the alley is being considered at the request of the Schine Chain Theatres, which is planning to build a 1,880-seat theatre on its property adjacent to the alley. The commission that investigated the costs of closing the alley, composed of Arthur W. Boyce, Oscar G. Davis, and George W. Tilghman, submitted its report to council estimating damages to six of seven properties bordering the alley at \$4,037.75. Benefits to two of the seven properties, the commission reported, would be \$4,250, which amount would be collected by the city.

SOLOMON'S ISLAND

The D. and L. recently played "Short Brothers' Stage Show" for its only appearance in the territory.

UPPER MARLBORO

Sidney Lust's Marlboro played the live talent show of Cecil Campbell and his Tennessee Ramblers, and, according to manager Clifton Buck, a good crowd was attracted.

WALDORF

Ike Weiner's Waldorf, which has long maintained a parking lot next to the theatre and a telephone question and answer service at the theatre, has found that these services have paid off.

Virginia

RICHMOND

Motion pictures of Virginia's scenic and historic charms were shown 3,455 times to audiences totaling 1,876,078 people during the six months ended on June 30, it was reported recently by the State Department of Conservation and Development. This represents an increase of 1,160,714 over the comparable audiences for these films in the first six months of 1947. Demands for the films were said to have been so great that 2,336 requests were turned down. Efforts are now being made to get additional prints of the most popular films.

Melvin Walton, Brookland staff, went to Virginia Beach with the National Guard... Gladys Kinnikin, Brookland staff, vacationed in Denver visiting her mother.... Eva Garret, Capitol, spent her vacation down in Charles City County.

Lena Stevenson is back at the Capitol Berlo candy counter after illness.... Geneva Smith, veteran Byrd employee, visited Northern New York State and Canada with a group of friends.... Albert Burton, Byrd staff, vacationed on the Potomac River.

"Shag" Saunders, Ponton, was still out sick.... Howard Powers, Colonial, vacationed at his cabin on the York



Leonard Smith, newly appointed area MGM records distribution manager, presented discs of "Judaline", from "A Date With Judy", to Metro branch reps in Washington following a sales promotion confab. Pictured above are salesman Pete Prince, Smith, salesman Sidney Eckman, branch manager Jerry Adams, salesman Fred Rippingale, and office manager Joseph Kronman, happy to get the records.

River, had tough luck when his car broke down and had to be towed into West Point... Mrs. Earl Bergener, wife of the Highway Express representative, was in Johnson-Willis Hospital.

William Gentry, Byrd staff, went with the National Guard to Camp Pendleton... Gertrude Coulter, veteran Byrd staffer, was vacationing... Bob Shore, Byrd staff, joined the navy, and went to Buckroe Beach for a short vacation before being assigned to duty.... William Pierce and John Palmer, Byrd service staff, in the U.S. Naval Reserve, will go to Bermuda on a cruise.... Bernice Ballard, State, left with her children for a short visit to the mountains.... David Murr, Byrd, spent his vacation in New York.... Albert Nimmo, Grand assistant manager, joined

the National Guard.... John Wooley and Joe Sprill are additions to John Zener's staff at the Westhampton... Mary Falkerson and Ruth Parsley are the new candy girls at the State... Dorothy Hall, Westhampton, visited Norfolk.

George Peters, Loew's manager, held a special screening prior to the regular showing of the MGM short, "Going to Blazes." The audience was composed of officials of the Fire Prevention Bureau as well as representatives from each of the city's fire engine companies.

LAWRENCEVILLE

Work on the proposed new theatre here will get under way at an early date, Harry Roth, district manager, Pitts-Roth Theatres, announced. The



From a CANDY MACHINE

to a complete

LOBBY SHOP...



BERLO Vending Co.

333 S. BROAD ST., PHILADELPHIA 7, PA.



Anne Baxter and Cornel Wilde engage in a platonic moment in this scene from 20th Century Fox's feature, "The Walls of Jericho". Gene Tierney also stars.

contract has been awarded to Doyle and Russell, Richmond. The theatre is to have a seating capacity of approximately 1,000, with a balcony to accommodate about 300 Negro patrons.

West Virginia

KEYSER

Jack Stilwell, former resident of this city, was drowned in the Buckhannon River while saving the life of

a 14-year girl. Stilwell, 20, at the time of his death was living in Grafton, W.Va., with his parents. He worked for a few months as projection apprentice at the Music Hall.

Dale Stark, projectionist, Liberty, hit a lucky streak at the Cumberland Races, and won on the daily double, \$150. He is figuring on enlisting before the new draft catches him, and



BOX OFFICE STATEMENTS

(SPECIFY ITEM No. B.S. 5)

- Printed on both sides so that complete factual totals for one day can be kept on one 8½ x 5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

- Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

Price per pad: 25c each

Or 10 pads for \$2.00

All sales prepaid. Please send check, money order or stamps with order. Sold under money back guarantee.

SUBSCRIPTION RATES 1 YR. (52 ISSUES) - \$2.00
FOREIGN - \$5.00

ALL SALES LIMITED TO THEATRES
WHICH SUBSCRIBE TO "THE EXHIBITOR"

KEY CITY

First Runs

Baltimore Md. (8) - Mayfair, "The Big City" (MGM); Stanley, "Key Largo" (WB); Keith's, "Abbott and Costello Meet Frankenstein" (U-I); Century, "The Time Of Your Life" (UA); New, "Escape" (20th-Fox); Town, "The Babe Ruth Story" (AA); Hippodrome, "Bring 'Em Back Alive" (RKO); Times and Roslym, "13 Lead Soldiers" (20th-Fox); "Gangs Of Chicago" (Rep.).

is now training a young man to relieve him in the booth.

Ernest M. Clevenger, Music Hall, was visited by his daughter, son-in-law, and two grandchildren from Kansas City, Kans.... Miss Naomi Purgitt, Music Hall, is getting married on Aug. 21... Nat Dantzic, veteran vaudeville comedian, is showing 16mm. pictures in the townships of Purgittsville, Augusta, Springfield, Greenspring, and Fort Ashby, all West Virginia.

Variety Club

WASHINGTON, TENT II

Fred S. Kogod, chairman, welfare committee, had a luncheon-meeting of his 1948 welfare awards committee. The goal in this year's fund raising drive is \$100,000.... Frank M. Boucher, Chief Barker, and Hirsh de La Viez, barker, appeared on the television program, "Wings of Thought", over WMAL-TV, where they plugged the Variety Club's forthcoming fight between Ezzard Charles and Jimmy Bivins, and the football game in Baltimore on Sept. 19 between the Washington Redskins and the Chicago Bears.

The c-o-o-l Variety Club Rooms in the Willard Hotel are a haven for many members these hot, muggy Washington evenings.... Variety was deeply saddened to learn of the death of Barker Ernest Johnston on July 16. He was president, E.S. Johnston Advertising Agency.

Variety's annual club tournament and dinner dance will be held again in the Manor Club on Sept. 3 beginning at 1 p.m. Co-chairmen for the event are Loew's Carter Barron and Columbia's Sam Galanty. Assisting the co-chairmen, and in charge of tickets and reservations, are George A. Crouch, acting general zone manager, Warner Theatres, and Frank Boucher, general manager, K-B Amusement Company. Other members of the committee are Herbert Sauber, chairman, dinner committee; Arthur Jacobson, Jack Foxe, and George Nathan, in charge of reception; Harry Bachman and Jerry Price, handicaps, and out-of-town guests will be headed by Nathan D. Golden. To be dished up on the menu of the all-day outing is the golf tournament with the first tee off at 1 p.m., and winding up with the dinner dance beginning at 8 p.m. There will be many prizes, dancing under the stars, and other activities.

NEWS OF THE

Territory

New York City

CROSSTOWN

May Helabian, Columbia exploitation department, home office, was married last week to Harry Chakmakian....The engagement of Kathleen Walsh to Charles Fitzgerald was announced last week. Miss Walsh is secretary to A.W. Schwalberg, Paramount.

Eagle Lion's "Raw Deal" was the last film shown at the Victoria before that house undergoes extensive alterations in preparation for its new policy in the fall....George Brown, publicity director, Paramount studio, arrived last week for home office conferences.

The Universal Newsreel recently signed a sound servicing deal with Altec.

Tom Rogers, radio contact, MGM, is mourning the loss of his mother, Mrs. Edward Rogers, 70, who died recently in Phoenix, Ariz., of a heart ailment....Rudy Berger, MGM southern sales manager, returned to his Washington headquarters last week following home office conferences....Jacques Feyder's latest film, "Back Streets Of Paris", will be released in the U.S. in October, it was announced last week by Irvin Shapiro, general manager, Film Rights International.

Hoagy Carmichael arrived last week en route to England, where he will make a four-week appearance at the Casino, London. David Niven also sailed for England last week....Columbia star Ella Raines arrived last week for press interviews and radio appearances as part of the national publicity campaign on "The Walking Hills."

Ed Hinchey, head, Warners home office playdate department, left last week for Cleveland....Frederick Brisson, executive producer, Independent Artists, returned last week from Europe.

Sack Amusement Enterprises, distributors of Negro films, last fortnight moved its offices from Columbus Circle to 354 West 44th Street.

Richard de Rochemont, producer, The March of Time, sailed for Europe last week....Harry Goldberg, director of advertising and publicity, Warner Theatres, left last week for Los Angeles....James R. Grainger, Republic executive vice-president in charge of sales and distribution, returned last week following a visit to the company's North Hollywood studios and branches in Los Angeles, San Francisco, Dallas, New Orleans, Chicago, and Detroit.

Buttons were popping off the chest of Frank Daut, credit manager, Altec Service's New York district, last week.

Son Jack, 17, all-scholastic high school tackle of Nassau County, has been awarded a four-year scholarship at Notre Dame.

Herb Crooker, Metro publicity manager, was on vacation on his 25-foot sloop cruising the waters around New York....Albert Lewin, MGM studio executive, arrived from the coast....Charles C. Moskowitz, Loew's vice-president and treasurer, returned after several weeks at the studios....Tom Gerety, Metro's publicity department, vacationed.

Milton S. Kusell, vice-president, domestic and Canadian sales, Selznick Releasing Organization, arrived from Hollywood last week for conferences with David O. Selznick, and Paul MacNamara, vice-president in charge of public relations....William Satori, Monogram's continental European representative, who, heretofore, made his headquarters in London, is now definitely established at the Monogram International offices here, and will supervise his territory from here. Satori also moved his private residence from Pittsburgh.

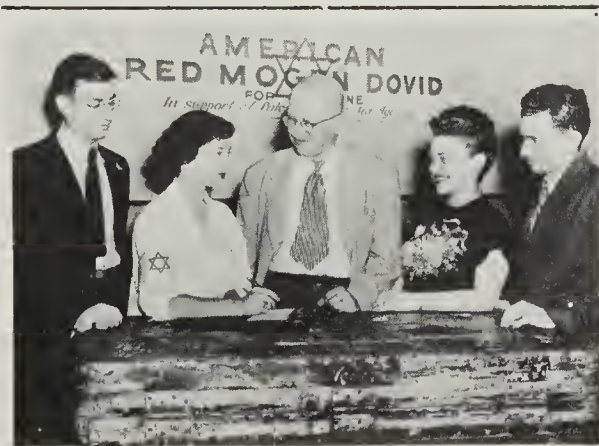
S. Barret McCormick, national director of advertising, RKO, announced last week that the national campaign for "Joan of Arc" will be the biggest effort ever made to presell a motion picture to the world. There will, in fact, be two campaigns.

Joseph Green, Michael Hyams, and Alexander Parkson last week announced the formation of Gramercy Films, Inc., with the new distribution company to release many new outstanding foreign films in the United States. Green and Hyams are present owners of the Little Met, the Hopkinson, City and Irving Place, and are connected with Globe Film Distributors, Inc.

Seymour 'Cy' Eichman, advertising manager, Astor, accompanied by his wife, returned following a 15-day auto trip through New England and Canada.

Some of the best publicity stunts of the year have been used for Columbia's "Lulu Belle", Rivoli, with credit going to publicity man Bill Tell. The New York Post and Daily News carried

(Continued on next page)



Twenty five members of Columbia's New York City office recently gave blood for Israel at the Red Mogen Dovid blood bank. Shown with Ernest Lichtenstein, center, chairman of the committee which organized several blood donor groups at Columbia, are Irving Colman, a Red Mogen Dovid aide, and also Mr. and Mrs. Marvin Abrams.

TRAVELLING AROUND
WITH LEW HERB

(Lew Herb continues his trip through the northern New Jersey territory. -Ed.)

Having made the rounds in Perth Amboy, we headed out of town, towards New Brunswick, and stopped off at Metuchen, where we dropped in at the



Lew Herb

Forum, operated by H. Fields. Fields not being expected before the end of the week, we pushed onto New Brunswick, where we first dropped in at the RKO State. We met a couple of youngmen, Tom Wright and Gene Levine, Wright manages the house, with Levine his assistant.

They were currently plugging "Asylum of Horrors", a midnight show attraction that seems to be an annual event in these parts. We witnessed the performance of this show the night before, and found it very entertaining, as well as lucrative at the boxoffice. Wright and Levine had rigged up a good lobby display board on the attraction, and had dressed two aides in appropriate skeleton and ghost costumes. These turned out to be traffic stoppers.

We next found ourselves at the Strand, owned and operated by Dave Snaper, who was out of town at the time of our call, but we did get a chance to chat with Lou Abrams, looking after the house in his absence. Another old timer in the business, he takes care of the Capitol, South River, and has been connected with the organization for some time.

In the Strand booth we met August Stricker and Jim Madalino, both members of Local 534. Stricker is the junior, with six years of projection experience, while Madalino has been at it for over 20.

Dropping in at the RKO Albany, we talked with Steve Kucson, who manages the house, one of the finest in the city, second only to the State. All seats are on one floor, and while it is located in one of the older sections of town, it is kept in very good condition. In fact, its front was just receiving a new coat of paint at the time of our visit, and manager Kucson informed us that the rest of the businessmen in the area were getting ready to do the same thing.

There are two other RKO theatres in New Brunswick, the Rivoli, under the direction of Nat Faggen, and the Reade, actually in Highland Park, an adjoining community, under the direction of another old-timer, John Bodley.

Two independents, the Opera House, under the direction of Sam Wormser, and the Europa, which plays all foreign-language films, also operate. Our time being limited at the time of our visit, we were unable to make the rounds of all these houses, but hope to be able to do so in the very near future.

I expect to be travelling through the New York State territory soon.

CROSSTOWN

(Continued from preceding page)

the "free admission" offer to all those who brought the original stage play programs to theatres on opening day. Wendy Wells, movie starlet, sold kisses at the theatre for one dollar, the greenbacks going to charity, the publicity to "Lulu". Radio cooperated fully, and there was excellent coverage in leading store windows.

Samuel Schneider, Warners vice-president, and his wife, and W. Stewart McDonald, vice-president, Warner Theatres, and his wife returned last week from England, where Schneider recently installed Arthur S. Abeles, Jr., as managing director, Warner Brothers Pictures, Ltd.

For the engagement of "Beyond Glory", Paramount, the theatre deviated from its usual Wednesday opening last week, with the new film being ushered in at a premiere showing dedicated as a tribute to the U.S. Military Academy. In attendance were 300 members of the Cadet Corps.

David Niven arrived last week, and sailed for Europe with his wife and sons.

New Jersey

ASBURY PARK

Cut-outs, blowups, records, and window displays were used effectively by Walter Reade's St. James to ballyhoo "Easter Parade". District manager Nick Schermerhorn, assisted by house managers Joe Sommers and Jim Brennan, Jr., placed a 40-96 set-piece of Fred Astaire and Judy Garland in a main street music store, which built a window display around the blowup, and also played recorded music.

An aide carrying a suitcase festooned with Fuller brushes was sent around the city by manager Joseph Sommer to exploit "The Fuller Brush Man", Paramount.

NEWARK

Mrs. Dorette Mooney, formerly of the Warner Theatres' booking department, gave birth to a baby girl, at Beth

Israel Hospital....Warner Theatres' Jersey Circuit will hold its annual golf tournament at the Hackensack Golf Club, Oradell, on Aug. 17.

George Kelly, Warner Theatres' publicity department, and Tony Williams, district manager, returned from a motor trip to Mackinac Lake, Mich. They were joined by their wives.

Mary Halloran, and Rose Hanley, Warner Theatres' Jersey office, returned from a stay at Point Pleasant....Arnold Michelson, booker, Warner Theatres', was vacationing with his wife in the Catskill Mountains.

The following managers of Warner Theatres were vacationing: Frank Costa, Warner, Ridgewood, in Atlantic City; Bill Weiss, Montauk, Passaic; Frank Hall, Capitok Passaic; Sid Bratter, Castle, Irvington; William Waldron, Claridge, Montclair; Robert Clark, Garden, Paterson; M. Bratter, Milburn; S. Mutterpearl, Tivoli; Harold Gerhardt, Rivoli, Paterson; Bernard Silverman, Roosevelt, and A. Gilgar, Mayfair.

Also on vacation from Warner Theatres were Leto Hill, George Morgenroth, and Richard Hunter.

New York State

ALBANY

The TOA canvassed its members on the latest revised New York building code. It was particularly concerned on whether objections should be raised against the ban on popcorn machines using combustible liquids.

Altec signed sound servicing agreements with the Village, New Hartford, and the Franklin Drive-In, Malone.

Al Griffith, manager, Warners' Diana, Medina, went to Kentucky to attend the funeral of his brother, D.W. Griffith....National Screen Service shifted the servicing of lobby advertising material and accessories in the Albany territory from the local office in the Paramount bldg. to the main offices, 630 Ninth Avenue, New York. A large quantity of stills, mats, and press books will be stocked in Albany, where a skeleton force will continue.

Lee Drexler, Warner Theatres' assistant contact manager, was on a cruise to Bermuda....Greg Fisher, business agent, Local 324, and Henry "Dutch" Harris, president, Stagehands Union 14, will attend the IATSE convention at Cleveland on Aug. 16-21. They also will be delegates to the New York State convention. John Lananhan, Grand, was named alternate for Harris.

At a dinner meeting in Keeler's restaurant, 40 motion picture men voted to support the \$10,000 drive in the Albany exchange area for the Will Rogers Memorial Hospital, Saranac Lake. Those on the committee are Ray Smith, Warners' branch manager, general chairman; Jack Bullwinkle, Columbia branch manager, ticket chairman; Gene Vogel, U-I branch manager, distribution head, and Ed Wall, Paramount, publicity chairman....Harry Hellman, Hellman Circuit, will leave for Florida for a three-month stay....Ben Smith, Pam-O-Film sales representative, and Mrs. Smith celebrated their 26th wedding anniversary.

Screen Guild held its annual convention at the Warwick Hotel....Sid Kulick, Bell, was a visitor in the Warner Theatres' office....Joe Gins, U-I branch manager, Buffalo, was in town.

More film exchange vacationers are: U-I, Katherine Burke, cashier, and Ann Cerqua, stenographer; Columbia, Ann Joyce, branch manager's secretary, Chick Mlinarik, head shipper, and Mary McGuire, booking clerk, and Warner Theatres, Woodrow Campbell, booking department.

Charles Smakwitz, Warner Theatres' zone manager; Harry Lamont, Lamont Circuit, and Leonard Rosenthal, counsel for Upstate Theatres, Inc., attended a TOA conference at the summer home of Fred Schwartz at Lake Placid.

Other visitors were: Harry Berkson, franchise holder, Monogram, Albany and Buffalo; William Fitch, manager, Warners' Babcock and Temple, Wellsville; Eddie Mullen, UA sales representative, and Dick Perry, UA salesman....Al Fitter, Paramount booker, New Haven,



To herald the recent opening of Warners' "Key Largo", Strand, New York, the company ran a "Key Largo" treasure chest hunt in cooperation with the American Overseas Aid-United Nations Appeal for Children. People were invited to donate whatever sum they chose to the Fund, in return for which they received a "Key Largo" key, with which they attempted to open the treasure chest, containing many valuable prizes. The stunt ran for five days, with the five daily winners brought together on the final night for a chance to select the grand prize-winning key and the chest full of prizes. The bally got nice newspaper and radio breaks. On the left, the stunt, which took place at 52nd Street and 6th Avenue, draws a nice crowd, while, at right, lovely songstress Kyle MacDonnell tries her luck at opening the prize-laden chest.

is spending several weeks in the exchange. -M.E.B.

AMSTERDAM

Bob Baranoff, manager, Schine's Rialto, recently promoted several nifty cooperative ads from local merchants on Paramount's "The Big Clock," an excellent job.

BUFFALO

National and Simplex installations have recently been set up in the drive-in, Route 17 between Elmira and Corning.

Altec signed a sound servicing pact with the State, Niagara Falls.

Dick, son of Harry Berkson, Monogram franchise holder, vacationing at Yellowstone National Park, Wyoming, postcarded...Lillian Winter, Columbia, returned from White Plains, where she spent her annual vacation visiting her sister.

Chuck Harter, Columbia booker; wife, Alice, and son, Terry, were en route to the Thousand Islands for a vacation.

Merritt A. Kyser, president, Motion Picture Theatre Owners of New York State, Inc., held the monthly board of directors meeting...Connie Crucza, United Artists shipper, was the proud owner of a new home.

The Reco Club, composed of Columbia and Republic employees, held the annual picnic at the summer home of Harriet Hauser, former Republic stenographer, at Grand Island...Rose Andelora, Monogram biller, was at home recuperating after a return trip to the hospital, where she had undergone an operation.

Lillian Rosen, RKO staff, was spending her summer vacation at Lake Chautauqua...Jerry Lipow, salesman, Film Classics, is sporting a new Chrysler.

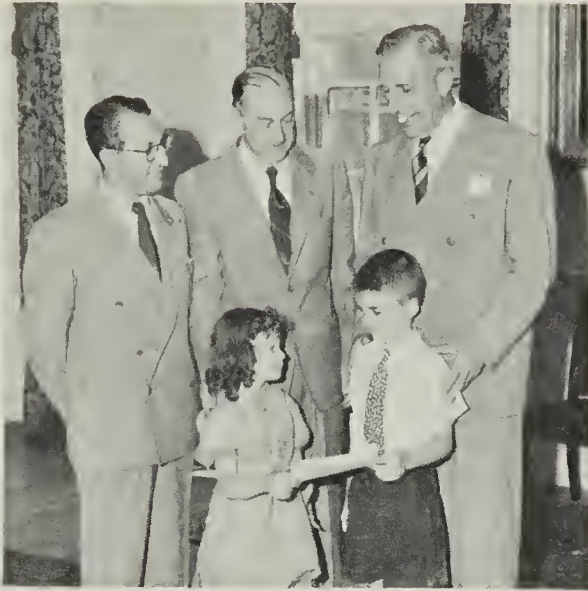
Jeanette Lieser, Universal-International office manager-booker, was sunning herself at Chautauqua Lake during her annual vacation...Nickie Hyman, EL, secretary to Al Herman, district manager, and Catherine Turano, booker, Republic, were vacationing in Toronto.

Margaret Crean, secretary to Jim Winn, United Artists branch manager, was vacationing at Prattsburg with her sisters.

Eddie Smith, RKO shipper, is beaming over delivery of his shiny new Kaiser Frazer, and, after breaking it in, leaves for Montreal and Quebec, with a stopover at St. Anne de Baupre.

Andy Horn, Horn Film Service, and wife, Lee, were on a fishing trip at Consicon Lake, Ontario.

H.W. Eastwood, manager, Hollywood, Gowanda, was right on his toes when he worked up an advertising stunt on "Fort Apache." During the run of the picture, aides, George Masser, Joan Ondus, and Eastwood, himself, were clad in old fashioned costumes, whisks, et al. The Indians from the



City Hall, New York, was recently the scene of the presentation of \$284,623.64, collected by local school children to aid 230 million starving children abroad. Little Emmie Matteisch, dressed in sackcloth to symbolize the youngsters overseas, received the check from John Tucker, as Charles Schlaifer, 20th Century-Fox ad-publicity director, representing Spyros Skouras; Deputy Mayor John J. Bennett, and school superintendent William O. Jansen watched the ceremony.

reservation sold Indian baskets, beads, tom toms, and tommy hawks in the lobby, attracted much attention, and really increased attendance. The two big chiefs of both the Iroquois and Seneca tribes were also in attendance, in connection with the 100th Centennial Week.

Screen Guild held its Sales Meeting in New York City, and attending were Eleanor Paradeis, franchise holder; Mil Malzer, booker, and George Sussman, as well as sales representative Ben Smith, Albany.

When Film Classics held a convention in New York City, Joe Miller, Buffalo manager, attended.

The Variety Club, Tent 7, held its annual outing and dinner dance at the Auto Club of Buffalo, Clarence, on Aug. 2. -M.G.

KINGSTON

A dreamhouse for a disabled veteran, that almost materialized resulted in publicity for the Kingston engagement



For the recent run of Paramount's "Albuquerque", St. James, Asbury Park, N.J., manager Joe Sommers and his assistant, Jim Brennan, Jr., arranged some western bally. They adorned this rig with one-sheets and 22 x 28's, hitched it behind a pony, dressed a pair of aides in cowboy gear, and sent it through town on, and a day before, opening day, with good results.

of "Mr. Blandings Builds His Dream House." City manager Bob Case planned to have a \$12,000 house built in 12 days, and secured land donation, union pledges to workmen, etc., but the lack of lumber spoiled the project.

Telephone calls, free brushes, and lobby displays were used by Walter Kirchofer, manager, Walter Reade's Kingston, recently in his exploitation of Columbia's "The Fuller Brush Man." He put several of his aides on the telephone to make over 300 calls to local people saying: "This is the Fuller Brush Man calling. Won't you come down to the Kingston to see me?" He also hyped popcorn sales on opening night by putting lucky slips in popcorn boxes, which entitled winners to one of the 50 Fuller Brushes promoted from the Fuller Brush Company, which also cooperated on local newspaper ads.

ROCHESTER

Manager Norman Wolk, Riviera, got unusual attention in The Times-Union after Bill Kennedy, maintenance engineer, found, and returned, a woman's wallet, and casually remarked he swept up lots of wallets, especially after a weepy picture. In fact, one he found contained \$200.

Friends were congratulating Chester Fenyvessy, head, Fenyvessy Enterprises, on his recent marriage to Miss Ruth Hosking. His brother, Albert Fenyvessy, Arnett, was his attendant....Lester Pollock, manager, Loew's, reported "Easter Parade" broke the house record...The will of Henry F. Kurtz, former exhibitor, who built and operated the Lyric until his retirement in 1926, revealed an estate of \$123,284, bequeathed mainly to relatives...Manager John Hack, Liberty, rented the theatre afternoons for a cooking school conducted by a local grocery chain.

The Audio-Visual Division, Public Library, added 88 new films for free use of groups, which pay only \$2 annual insurance fee...John Coyne, Canandaigua Parkway, was in to call on Jack Boyd, Embassy...Alfred Spouse, schools music director, is serving on a national committee studying use of films in music teaching.

Michael J. Mungovan, stagehands' business agent and a vice-president, AFL, declared, as he left for the state convention in New York, that labor's protest vote in the coming Presidential election will surprise anti-labor Congressmen.

(Continued on next page)

COMPLETE MARQUEE SERVICE

DESIGN — FABRICATE — INSTALL

MONROE SIGN CORP.

Since 1921

Stainless Steel — Vitrolite — Porcelain

THEATRE FRONTS

Drive-In Theatre Attraction Signs

253-9 Hackensack St., E. Rutherford, N. J.

Tel. Rutherford 2-8200—Passaic 2-4600

EYEING THE

Exchanges

New York: With the current dearth of news, one of the few notable items was the departure of Archie Barisch, popular Warner head booker, from exchange operations. He will assume the booking duties of the Trenton-New Brunswick Theatres Company on Sept. 7. A veteran of long standing, over 20 years at Warners, he had been head booker since 1940. Starting in the shipping room, he advanced to Jersey booker in 1930, and became Jersey salesman in 1937. It is with regret that we say goodbye, but, we want to wish him loads of luck. Pete Sagliemini seems to be first in line to fill his shoes.... Just a line lest we forget. The Motion Picture Bookers Club's ninth annual affair will be held on Oct. 17 at the Hotel Commodore. Tickets are ready, and we would advise purchasing them early.



LES SUGARMAN

to Jersey booker in 1930, and became Jersey salesman in 1937. It is with regret that we say goodbye, but, we want to wish him loads of luck. Pete Sagliemini seems to be first in line to fill his shoes.... Just a line lest we forget. The Motion Picture Bookers Club's ninth annual affair will be held on Oct. 17 at the Hotel Commodore. Tickets are ready, and we would advise purchasing them early.

MGM: Johnny Cunniff, booker, was mourning the death of his father. The funeral was held on July 26.... Sid Stockton, office manager, returned from a vacation.... Ready to receive birthday greetings were Mary Taglianni, booking department; Gertrude Seaman, billing department; James Silverman, box office department, and Josephine Radice, biller.

U-INTERNATIONAL: The office illuminated the surroundings with a new and more effective lighting system.... Tom Goff, booker, was back from vacation.... Sandra Gordon was off on vacation. Joan Grahl, booking department, was back after illness.

REPUBLIC: Vacationites included Ann Plisco Rosenbaum, booker; Sylvia Sussman, accounting department, and Lillian Kaplan, secretary.... Gkoria Sheldon, booking department, was sick.... Mary Lee, accounting department, returned from vacation.... George Rausseau and L. Lefenei have been added.

RKO: In case a visitor should miss the telephone board and lovely June Jacobson, telephone operator, it is now located on the opposite side of the room.... Jean Slade, booker, was a year older.... Si Kaplan, booker, was back from the Coast.... Sally Koslow has been added to the booking department.... June Jacobson was headed for the Neville Country Club.

PARAMOUNT: Gloria Genovese, booking department, and Harry Schochet were welcomed back from vacations.... Enjoying sonourns were Myron Sattler, Nat Stern, Phil Isaacs, and Ruth Moscovitz.... Anne Brown, secretary, was on the ailing list.

FILM CLASSICS: George Waldman, metropolitan district manager, reported

"Drums" doing sensational business at the Rialto. The film is followed by "Blonde Ice" and "Money Madness.".... The office is quite elated over their prospects of winding up first in the current sales drive.

EAGLE LION: Ruth Berman, contract clerk, resigned.... Fay Starr, booker, and Harriet Krasner, secretary, were enjoying vacations.... Fluff Blome, secretary, handed in her resignation.... William Heineman, general sales manager, paid a visit.

UNITED ARTISTS: Tony Agoglia, booker, was enjoying a vacation.... Gertrude Levine, secretary, was back from a honeymoon-vacation.... Claire Sussman, secretary, spent a weekend at White Lake.... Dick Perry, salesman, was visiting the office from upstate.

NATIONAL SCREEN SERVICE: Horace Levin, advertising department, was back from vacation.... Nella Cornella, secretary, announced that she will traipse down the aisle in October.... Claire Hecht, secretary, was planning a vacation in Pennsylvania.... Ephraim Yabkowitz, advertising department, left for Pine Camp, the army reserve base, for two weeks.... Richard Carlton, assistant director, advertising and publicity, is due to become a papa again.

PARAMOUNT: Marion Schwab, picture reports, was on vacation.... Kay Schehee, former secretary, paid a visit.... Ruth Moscovitz, billing department, was welcomed back from a vacation.... Helen Applegate celebrated her initial wedding anniversary on Aug. 2. Mickey Lewit celebrates her second wedding anniversary on Aug. 13, and Ruth Stransky will be married three whole years on Aug. 12.

20TH CENTURY-FOX: Barbara Ann Ungar temporarily joined the booking staff, filling in for the ailing Henry Unger, print booker (no relation).... Vacationites include Pat DiBlasi, Henrietta Barnes, Bess Goldstein Allen, and Ruth Bechtol. The softball squad split a two game series with the Paramount home office.... Bob Schmalzbach was preparing for a vacation in Canada.

MONOGRAM: John Burrows has been seen around the exchange, and will spend the next couple of weeks surveying the New York office.... Jack Graver, print booker, is really knocking them dead on his weekends.... Etta V. Segall, head booker, visited her daughter, Carol, at Camp Louise, Cascade, Md.... Irv Mandel, booker, and Florence Gilbert, secretary, was back after vacations.

RAMBLIN' 'ROUND: Lou Solkoff, Bell booker, celebrated his 11th wedding anniversary.... Screen Guild held a sales meeting at the Hotel Warwick.

ROCHESTER

(Continued from preceding page)

Two out-of-town theatres, the Mancuso, Batavia, and Parkway Drive-In, Canandaigua, were advertising regular-



Century Theatres' general theatre manager, J.R. Springer, is shown in his New York office with Jack Dieber, left, manager, Century's Marine, and Saul Renick, right, manager, Century's Farragut, as he recently presented them with portable radios for winning monthly showmanship awards.

ly in Rochester papers for the first time this season.... Projectionist Walter Knopf, RKO Temple, had a grandstand view of remodeling operations on the Seneca Hotel preparatory to opening of his brother's new clothing shop.

Norman Slotnick, Clinton, expected the improvements on his theatre to be completed by Sept. 1.... Rochester's zoning board granted application for use of the George Eastman House as a photographic museum.... The Sun front-paged pictures of winners in Loew's bathing beauty contest, which was ignored by the dailies. -D.R.

Miss Florence M. Barnes, youthful and attractive, became the first woman projectionist in Rochester after passing the City License Board examination with the second highest mark in a group of 15 aspirants from The West New York area. She had gotten her training evenings at the Aster under tutelage of exhibitor George Frank. Although she does not expect to take a theatre projection job, she said she would help out an exhibitor in an emergency. Secretary and office manager of the Rochester unit, American Stainless Kitchen Equipment Company, Philadelphia, she plans to use her newly-acquired skill in sales promotion work. She doesn't plan to apply for union membership.

SYRACUSE

Now comes a new kind of fish story. Jack Flex, back from a Canadian fishing trip, did not brag of the big ones that got away but of the fish in general, small included, which would not bite.

Jack Crowe, assistant manager, Schine's Paramount, since returning from naval service, has been advanced to house manager, Schine's Auburn, Auburn, being succeeded here by Leslie Coulter, assistant, Schine's Palace.

New carpets, new travellers, and a new grand have been installed in the Paramount, which, added to the nearly finished new entrance, makes it one of the show places.... Harold Mortin, manager, Loew's State, returned from the down east vacation. -J.J.S.

NEWS OF THE

Territory

Philadelphia

Crosstown

Hal Warner, manager, Benson, was in Hahnemann Hospital last week with a back condition. He had just returned from a Florida vacation when stricken. He is lonesome, and would like his friends to visit him. He's up on the 16th floor.

Morris Wax's Joy has been closed indefinitely. . . . The Frolic remains closed.

Vandals last week smashed the glass of the boxoffice of the Casino, but, since it happened after theatre hours, nothing was stolen. . . . Altec signed sound servicing deals with the Sandy Beach Drive-In, Harvey's Lake; Royal, Hummelstown; Fox, Rex, Philadelphia, and College, Swarthmore, all Pennsylvania; Center, Rehoboth Beach, Del.; Hippodrome, Atlantic City; Moorlyn, Strand, Ocean City, and the Capitol, Woodbine, all New Jersey.

John Golder, national district manager, Jam Handy Films, has ready for release a cartoon made for Montgomery Ward to plug its children's book of the same name, "Rudolph, The Red-Nosed Reindeer." Tie-ups can be made as they give the books away as Christmas presents to customers. An additional feature is a push-out puzzle top on the same character, which is given with the book. In spots where Montgomery Ward are not located, tieups can be made with Maxton Publishers, Inc., New York City, publishers of "books for little people," who also issue the "Rudolph" book. Exhibitors should be pleased to learn that there is absolutely no advertising in the cartoon reel with the exception of the lead title, which reads "Montgomery Ward presents."

It was announced last week that Edmund Ellis, son of A. M. Ellis, would wed Shirley Pincus, daughter of Mr. and Mrs. Henry Pincus, on Sept. 12 at a ceremony at the Benjamin Franklin Hotel.

Vine Street

Lewen Pizor, head, UMPTO, has asked local exhibitors to cooperate in "Youth Month," scheduled for September. There is a special subject being distributed by NSS, approved by TOA, as well as trailers and other accessories. It is an all-out effort to combat juvenile delinquency, a matter which the TOA decided to do something about through the medium of theatres some time ago. The special two-minute trailer features Sammy Kaye. A pressbook has been distributed to theatres throughout the territory, with complete instructions.

Warnerites on vacation were Lillian Boehlmer, booking clerk; Harriet Rosenstein, stenographer; Joe Niccio, assistant shipper, and booker Virginia O'Brien, who was touring the New England states.

Mort Magill, Film Classics branch manager, returned from a New York sales meeting all pepped up. . . . Ethel Paster-nack, Film Classics stenographer, was yet another on vacation last week. . . . Don't be surprised to see Charlie Goldfine pull out for a winter in Florida this year.

Motion Picture Associates is now taking bookers into membership. . . . Mitch Pantzer, Independent Poster Exchange, took that one way walk down the middle

aisle, and embarked on a crosscountry tour in his new car.

National and Simplex installations have been set up in the Ideal Drive-In, Clifford.

Rose Shapiro, biller, and Rhoda Weitz, availability clerk, Eagle Lion, were happy vacationists last week. . . . Alyce O'Donnell and Grace Ambrosini, Eagle Lion girls, visited the home office while in the big town recently. . . . Harold Coltun, Eagle Lion booker, was mighty happy over obtaining a mid-city apartment.

Ned Yaffe, Y and Y Popcorn Supply, and wife, were Atlantic City vacationists. . . . Ben Stern, National Screen Service salesman, was back after an operation at Mt. Sinai Hospital. . . . Columbia booker Joe Flood was on his summer time off. . . . Sylvia Greenfield, UA billing clerk, announced her engagement to Herman Kress.

Mrs. Vicki Sampieri, UA cashier, was on a Great Lakes vacation cruise. . . . Dorothy Bass, 20th Century-Fox sales manager's secretary, was on vacation. . . . Shirley Molinger, Florence Resnick, and Ethel Rudick, 20th Century-Foxettes, returned from a sojourn to Scaroon Manor, N. Y. . . . Meryle Conner, 20th Century-Fox cashier department, was on vacation.

Frances McGrath, RKO cashier, was another on her time off last week. . . . At Metro, office manager Frank Sculli was vacationing in Wildwood, N. J., with his family.

Ann Fusselman, office manager's secretary, MGM, returned from an Asbury Park, N. J., vacation. . . . Dot Burrison, MGM, was vacationing at Grossinger's. . . . Branch manager Jack Engel, Harry Brillman, and the rest of the Screen Guild contingent returned from a New York sales meeting all enthused.

The trade was sorry to hear last week of the death of Charles C. Perry, publicist for Paramount in the Cincinnati area, who had worked in the territory here for some time before he shifted to the mid-west. Perry was with UA for many years in this zone, and at one time was also a theatre manager. He leaves a host of friends who will miss him.

Circuits

Stanley-Warner

Mrs. Maurice Gable won the Amanda Foedisch Cup golf tournament of the Manufacturers Golf and Country Club by defeating Emma Reynolds in the final. . . . Morris Stein, purchasing department, put that engagement ring on Dottie Healey's finger last weekend. The bride-to-be was formerly Ev Callow's secretary. The wedding will take place this winter.

Gloria Kostecky, Callow's present secretary, announced that she had set her wedding date for Oct. 30. The groom's name is Bob Gable, no relation to Clark, Coral, or Maurice. . . . Some of Bill Nabut's friends in the office and publicity department got together, and got him a wedding gift for his apartment before he left.

Sibby Bass, billing office, resigned. . . . Jane Langley, ticket chopper office, moved down from the seventh floor to take her place.

Little Rosie Katz transferred from the bookkeeping office to the billing department. . . . Redheaded Jerrie Greenberg celebrates another birthday on Aug. 14. According to Jerrie, this is the last one that she's counting. . . . Sam Derringer's boy, Marvin, is out of the Temple Hospital after an operation to correct his eyesight. . . . Charles Fayko, the artist,

came back from his vacation without one fish story. It seems that this year they all got away.

Delaware

Wilmington

Rialto Theatre Company announced plans to convert its garage building on Third Street east of Market into a six-story structure capable of parking accommodations for some 200 automobiles. The garage, which is now in a five-floor building, is located at 6-8 East Third Street, around the corner from the theatre. According to A. J. Belair, president, Rialto Theatre Company, the remodeled building is to contain a basement and six floors. Completion is expected in the late fall.

Downtown theatres are also expected to benefit from plans for the operation of Shoppers Parking, Inc., which would acquire property from 700 to 714 French Street, inclusive, according to William W. Storm, chairman of the special off-street parking committee of the retail merchants section, Chamber of Commerce. Ramp Buildings Corporation of New York City, consultants with the committee, estimate that with 187 cars per day parked in the lot, with no turnover, the net profit would be \$6,145 per year. With a turnover to permit 280 cars per day to use the lot, the profit would be \$11,461, and with a double turnover to park 374 cars per day the profit would be \$18,000 per year.

A. J. Belair, president, Rialto Theatre Company, was interviewed over WILM on its "Meet the Sponsor" series, by Chauncey Eanes, Jr., WILM staff. Questions went into the behind-the-scenes aspects of the theatre industry and some of the odd and unusual things that happen. During the ad-lib interview, Belair was called upon to recall his long career in the film industry in Wilmington, tracing back to the old Majestic. Transcribed quarter-hour program was well-received.

Bud Ball, who has had charge of the garage operated by the Rialto Theatre Company, is assisting at the theatre during alterations to the garage. . . . Fred Cumo and Steve Reed rejoined the Rialto staff, and Fred Brown and William McCallister resigned. . . . Nello V. Nai, Park, is handling the public-address system at the "Opportunity Night" talent contests being staged on Thursday nights at the Blue Hen A. A., Third and Scott Streets. At the request of Joseph Goodman, of the sponsoring organization, Henry L. Sholly, THE EXHIBITOR correspondent, and William Smith, North Philadelphia, announcer for WAMS, were judges of the July 29 contest.

Earle G. Finney, manager, S-W Savoy, while on vacation, sent a postcard from Betterton, Md., on the Chesapeake Bay. . . . After a stopover in Wilmington, he went on to visit his sister in Johnstown, Pa. . . . Sylvan Shaivitz, manager, Crest, Woodcrest, and family were back from vacation. While in New York, Mrs. Shaivitz appeared on the ABC network program, "Second Honeymoon," aired locally over WILM, and won a Westinghouse vacuum cleaner. . . . Richard Edge, manager, Pike, had his marquee proclaim "The Bride Goes Wild," And So Does Bugs Bunny—and the sign was still a subject of comment. . . . Robert E. Diem, Loew's Aldine, was working on his campaign for "Mr. Blandings Builds His Dream House." . . . George LeKates, S-W Ritz, was back from vacation. . . . Joseph Brank, S-W Ritz aide, resigned. . . . John and Bertha Seemans, S-W Warner, returned from vacation. . . . Lewis S. Black, manager, S-W Warner, and city manager, S-W Theatres, vacationed. . . . Bill Page,

projectionist, Earle, New Castle, returned from vacation.

Genevieve Rudd, National, spent a weekend in western Pennsylvania. . . . Frank Green, National, was out because of illness of his mother. . . . Westinghouse air conditioner was operating at the National. . . . And your correspondent put in a day at the Kent and Sussex Fair.

—HENRY L. SHOLLY.

New Jersey

Atlantic City

A change of policy has been made at

Hamid's Million Dollar Pier, which is housing the International Exposition. Starting with the engagement of Eagle Lion's "Canon City" at the theatre, admission charge will be made to the theatre, but there will be no charge for admission to the exposition and the rest of the pier.

Vineland

Captain Charles Crowley, manager, Grand and Globe, returned to his duties after spending his vacation with the National Guard at Pine Camp, N. Y. During the camping period, Crowley was awarded the Bronze Star medal for action in

August, 1944, in the ETO. He also has the Silver Star, Purple Heart, EAME medal, American Theatre medal, occupation medal with German clasp, Victory medal, and the Combat Infantryman's Badge.

Pennsylvania

Harrisburg

Fabian Theatres' Amusement Digest, a semi-monthly guide to local entertainment, is certainly a creditable offset job of 33 pages, crammed full of fan movie reading matter, ads from all the theatres in town, and plenty of merchant advertising. Marshall Kabbaz is ad manager, and Hyman Resnick is business manager.

Marietta

The Marietta is now giving 1/10th of a cent in change to theatre patrons, growing out of the borough's new five per cent amusement tax. The idea, according to manager Armand Acri, is to keep the admission price out of the "upper tax bracket." When a 37-cent ticket is bought, the patron receives a coupon worth 1/10th of a cent so that the admission is 36 and 9/10th cents. What can a guy do with 1/10th of a cent? Well, he can save up 10 coupons and then turn them in for a full penny. Or if he's charitably inclined, he can donate his funds to the Marietta Ambulance Fund, for which a special box rests in the lobby.

The Service Kit Is the Season's Hit.

Newmanstown

The Joy will shortly be enlarged. The Newmanstown Fire Company, owner of the property, awarded a contract for a new \$30,000 building for its apparatus to George Wenrich, Womelsdorf contractor. After the new fire house is completed, the present fire house space will be added to the theatre, largely increasing its capacity.

Norristown

The Ridge Drive-In is under construction between here and Conshohocken, and will open soon. It is also reported that another drive-in project is to get under way near here at Montgomeryville.

Reading

J. Lester Stallman, manager, Astor, was given permission by City Council to place a banner across Penn Street, from the theatre to a hotel.

Theatre men here are interested but not worried by reports emanating from city hall of plans to levy a city mercantile



From a CANDY MACHINE

to a complete

LOBBY SHOP . . .

You'll get the RIGHT equipment for your theatre, plus the RIGHT kind of service, when you let Berlo handle sales at the "second box office". Thirty years' experience has taught us how to get maximum returns for every location. And you'll have more time free for the right kind of showmanship that builds record grosses!

BERLO Vending Co.

333 S. BROAD ST., PHILADELPHIA 7, PA.

JACK SEIDMAN : : : BERNARD SEIDMAN

Paramount Decorating Co., Inc.

STAGE SETTINGS : DRAPERIES
CARPETS : PAINTING AND DECORATING
311 North 13th Street Philadelphia, Pa.

PHILADELPHIA SIGN COMPANY SIGNS—MARQUEES

305 BROWN STREET, PHILADELPHIA, PA.

See the IDEAL "Streamliner" Theatre Chairs

A COMPLETE LINE OF SAMPLES ON HAND AT:

Vincent M. Tate Theatre Supply

1618-20 Wyoming Avenue
Forty-Fort, Wilkes-Barre, Pa.

7-2096

John P. Morgan Co., Inc.

260 N. 13th Street
Philadelphia 7, Pa.

LO 4-0226

AUTHORIZED DEALERS

IMMEDIATE DELIVERY



The stars of Universal-International's "Tap Roots" recently made two personal appearances at the Senate, Harrisburg, a day after the film's world premiere. While in town, the film luminaries unveiled a plaque in memory of the city's first settler, John Harris, with Senate manager Bob Sidmon doing the promoting on the special stunt. Seen, left to right, are: Richard Long, Julie London, Mayor Claude R. Robins, Von Heflin, and a rather subdued looking Boris Karloff.

tax. Councilmen are facing a deficit of \$60,000 or more in budget funds by the end of 1948, and are trying to learn how much more money a mercantile tax, on retail business establishments, would bring in. It cannot be collected on the ticket sales of theatres, because they do not handle merchandise, and, furthermore, according to legal advisors, because the same type of business can not be subjected to two types of special taxes at the same time. Theatres are paying amusements admissions taxes, but the income from this tax, although not definitely disclosed, is said to be considerably less than estimates made last February, when the tax ordinance was passed, and went into effect. Estimates of probable income ran up to \$20,000 or more, monthly, but this figure has not been realized. August and September, however, with many paid Bicentennial Celebration events on the Fair Grounds, and the annual Reading Fair in September, will bring in a big amusements tax income, but all of this tax will go to Muhlenberg Township School District, not to the city, as the Fair Grounds lies outside of the city.

The Rajah was running a quiz show every Sunday night under the auspices of the Reading Reciprocity Club, the show advertising the Reading Bicentennial. Radio stations were cooperating with the program.

Larry Levy, manager, Loew's, is doubling up as manager, Regent, Harrisburg, during the Regent manager's vacation period. . . . Manager Levy, Loew's, got a heavy rush of mail during his song hit guessing contest, a tieup with Wittich's Music House, as a feature of "Easter Parade."



Bill Heinemon drive captain Mox E. Youngstein was recently in Philadelphia to confer with sales personnel of Eagle Lion branch, and pictured, left to right, are: seated, branch manager Harry Bermon; Youngstein, vice-president in charge of advertising, publicity, and exploitation; Milton E. Cohen, eastern division sales manager, who will be feted at a luncheon on Aug. 17 at the Warwick; standing, Mox Miller, vice mid-eastern field man, and Milton Broudy, Stanley Kositsky, Harry Tyson, and Herman Hirschorn, salesmen for the company.

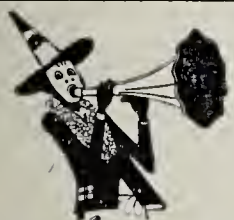
Manager Paul E. Glase, Embassy, and family were vacationing at Ocean City, N. J.

The Rajah, one of the Keeney theatres, closed until September. The Plaza, also a Keeney property, closed late in spring, and is also set for reopening early in the fall.

A solid page of display advertising, with 12 large business firms, building contractors, and building materials suppliers, taking 12 panels of space, was used by manager Larry Levy, Loew's, in heralding "Mr. Blandings Builds His Dream House." The advertisement appeared in The Sunday Eagle three days before the picture opened, and the panels, supplied by the cooperating firms, ranged from the lumber that goes into a house to the dishes that the occupant uses in a completed home. Assistant manager Alton McCann collaborated with Levy on the ad.

Shillington

Joseph M. Shverha, owner-operator, Shillington, began excavations for his proposed new theatre on Lancaster Avenue. Shillington is the largest of Berks County's 30 boroughs. Shverha purchased the lot some years ago, but the war and postwar conditions delayed construction work. The contract has been awarded to William Albright, West Chester, contractor, who has had considerable experience in building theatres, as is the case of the architect, Francis Jobson, Valley Forge. Jobson was formerly connected with several large theatre architectural firms, and is now in business by himself. The theatre, to be fireproof, will be 60 feet frontage, 135 feet in depth, of concrete block, steel frame, and brick veneering, one-story high.



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Exhibitors know Quality's 18 years of dinnerware leadership mean unexcelled service and value.

WE WENT TO EUROPE TO BRING YOU

HARVARD ROSE

—an imported decal with unusual, glowing colors unobtainable in America. When you see Harvard Rose, you'll see real box office appeal!

Copy of that imported heirloom set every woman wants.

ROSITA

Flower garden decal of 24 shades on gleaming china white. New and beautiful shape.

Delight your lady patrons with this guaranteed theater tonic.

See ALL Our 7 Gorgeous Dinnerware Lines at Our Trade Showing the Week of August 23

Quality

PREMIUM DISTRIBUTORS

JOE ENGEL, Branch Manager

Home Office 1309-11 Vine Street, Philadelphia

SHOWROOMS IN PRINCIPAL CITIES

THEATRE OWNERS and MANAGERS

It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

HIGHWAY EXPRESS LINES, INC.

236 N. 23rd Street
Philadelphia 3, Pa.

LOcust 4-0100

MEMBER NATIONAL FILM CARRIERS, Inc.

DAVID SUPOWITZ

Architect

F O R

MORE BEAUTIFUL POST-WAR THEATRES

• • Telephone PENnypacker 5-2291
246 S. 15th St., Philadelphia, Pa.

DAVID E. BRODSKY

ASSOCIATES

INTERIOR DECORATORS

242 N. 13th Street • Philadelphia 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

KEY CITY

First Run

PHILADELPHIA (30)—Aldine, "Intermezzo" (SRO); Boyd, "The Paradine Case" (SRO); Capitol, "The Woman From Tangier" (Col.); "I Wouldn't Be In Your Shoes" (Mono.); Earle, "Old Los Angeles" (Rep.); "I, Jane Doe" (Rep.); Fox, "A Date With Judy" (MGM); Goldman, "Tap Roots" (U-I); Karlton, "So Evil My Love" (Para.); Mastbaum, "Easter Parade" (MGM); Pix, "The Hunted" (AA); "Who Killed 'Doc' Robbin" (UA); Stanley, "Key Largo" (WB); Stanton, "Man-Eater Of Kumaon" (U-I).

WILMINGTON, DEL. (1) — Rialto, "The Street With No Name" (20th-Fox); Loew's Aldine, "Easter Parade" (MGM); Warner, "Dream Girl" (Para.); Queen, "The Big Punch" (WB); "Will It Happen Again?" (FC); Arcadia, "The Lady From Shanghai" (Col.); Grand, "Glamour Girl" (Col.); "Rocky" (Mono.).

READING (7)—Astor, "Melody Time," (RKO); Embassy, "Hazard" (Para.); Loew's, "Mr. Blandings Builds His Dream House" (SRO); Warner, "Key Largo" (WB); Ritz, "Gallant Legion" (Rep.); "Fighting Back" (20th-Fox).

Williamsport

As bally for MGM's "Summer Holiday," J. D. Edwards, manager, Park, recently promoted a truck from the Ford dealer, who furnished a driver, to advertise the new truck as well as the picture. A nine-piece orchestra, whose leader wanted the publicity, was contacted, and played on the truck gratis as it went around the streets of the city. Two aides attired in bathing suits also rode the truck as an added attention getter. The only cost of the publicity stunt to the theatre was the cost of the sign and pay for the aides' time. The orchestra played tunes from the film as well as other new numbers.

Variety Club

Philadelphia, Tent 13

Many barkers are planning to attend the mid-winter meeting of Variety Clubs International in Washington, D. C., on Sept. 16-17-18, at which time presentation of the Humanitarian Award to General George C. Marshall will be made. The banquet will be held at the Hotel Statler, and will be strictly a stag and positively black tie affair on Sept. 18. President Truman will be guest speaker, and tickets for the dinner will be \$15. Reservations are to be sent to Chief Barker Mike Felt. A business session will take up all of Sept. 17, while Sept. 19 will be devoted to the charity football game in Baltimore, Md., between the Chicago Bears and Washington Redskins, sponsored by the Variety Clubs of Washington and Baltimore. It is felt that the banquet and Humanitarian Award will prove to be one of the greatest events in the history of the Variety Clubs.

"A Foreign Affair" was screened through the courtesy of Paramount.

The complete committee for the annual golf tournament and dinner dance to be held this year at Whitemarsh Country Club on Sept. 24 was announced last week. Max R. Leven is chairman; Benjamin Fertel and David Milgram, co-chairmen, and the committee is rounded out by Benjamin Biben, Victor Blanc, Richard

Brown, Jack Beresin, Charles Beilan, James P. Clark, William J. Clark, Harold D. Cohen, William Doyle, Cecil Felt, Maxwell Gillis, Meyer Lewis, Oscar Neufeld, Harry Romain, Earle W. Sweigert, Ted Schlanger, Samuel Shiekman, and Alex G. Stiefel. . . . George Nonamaker, associate editor, THE EXHIBITOR, has been named publicist for the Tent.

To Keep Up With the Latest Developments In Television, Read the Regular Column Appearing in THE EXHIBITOR.

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Astor

BETRAYAL, THE—D—Leroy Collins, Myra Stanton, Verlie Cowan—Inferior all-Negro production—183m.—see July 21 issue.
DEADLINE—W—Sunset Carson, Pat Starling, Al Terry—Fair western—62m.—see May 12 issue.
FIGHTING MUSTANG—MUW—Sunset Carson, Al Terry, Pat Starling—Below-standard western—60m.—see March 31 issue.
WESTERN TERROR—MUW—Dave 'Tex' O'Brien, Claire Rochelle, George Morrell—Mediocre western—57m.—see March 3 issue.

Columbia

(1946-47 releases from 801 up;

1947-48 releases from 901 up)

ADVENTURES IN SILVERADO—W—William Bishop, Gloria Henry, Forrest Tucker—Pleasing western for the duallers—75m.—see March 31 issue—(902).
ARKANSAS SWING, THE—ACMU—The Hoosier Hot Shots, Gloria Henry, Stuart Hart—Average action musical—63m.—see Aug. 4 issue—(953).
BEST MAN WINS—D—Edgar Buchanan, Anna Lee, Robert Shayne—Pleasing dualler—75m.—see May 12 issue—Leg.: B.—(901).
BLACK ARROW, THE—AD—Louis Hayward, Janet Blair, George Macready—Adventure film has the angles—76m.—see July 21 issue.
BLONDIE'S REWARD—C—Penny Singleton, Arthur Lake, Larry Simms—Average series entry—67m.—see May 26 issue—(912).
BUCKAROO FROM POWDER RIVER—MUW—Charles Starrett, Smiley Burnette, Eve Miller—Okeh 'Durango' entry—55m.—see Jan. 21 issue—(961).
CORONER CREEK—W—Randolph Scott, Marquerite Chapman, George Macready—Good western—90m.—see June 23 issue—(Cinecolor)—(939).
FULLER BRUSH MAN, THE—C—Red Skelton, Janet Blair, Don McGuire—Entertaining comedy—93m.—see May 12 issue—(928).
LADY FROM SHANGHAI, THE—MD—Rita Hayworth, Orson Welles, Everett Sloane—Names will make the difference—87m.—see April 28 issue—Leg.: B.—(938).
LAST DAYS OF BOOT HILL—MUW—Charles Starrett, Smiley Burnette, Virginia Hunter—Good 'Durango Kid' western—56m.—see Jan. 21 issue—(964).
LOST ONE, THE (La Traviata)—MU—Nelli Corradi, Gino Motta, Manfredi Polverosi—High-rating picturization of opera, 'La Traviata'—80m.—see April 28 issue—(Italian-made).
LULU BELLE—DMU—Dorothy Lamour, George Montgomery, Albert Dekker—Names will make the difference—87m.—see July 7 issue—Leg.: B.
MARY LOU—CMU—Robert Lowery, Joan Barton, Glenda Farrell—Pleasing entry for the lower half—66m.—see Jan. 21 issue—(906).
MATING OF MILLIE, THE—C—Glenn Ford, Evelyn Keyes, Ron Randell—Good comedy—87m.—see March 17 issue—(940).
MY DOG RUSTY—D—Ted Donaldson, John Littel, Ann Doran—Pleasing lower half entry—67m.—see April 28 issue—(914).
PHANTOM VALLEY—MUW—Charles Starrett, Smiley Burnette, Virginia Hunter—Below series average—53m.—see March 17 issue—(965).
PORT SAID—Gloria Henry, William Bishop, Steven Geray—Adequate lower half entry—69m.—see April 28 issue—(909).
RELENTLESS—WMD—Robert Young, Marguerite Chapman, Willard Parker—Better than average meller—93m.—see Jan. 21 issue—(Technicolor)—(937).
RETURN OF THE WHISTLER, THE—MD—Michael Duane, Lenore Aubert, Richard Lane—For the lower half—63m.—see March 17 issue—(920).
ROSE OF SANTA ROSA—CMU—Hoosier Hot Shots, Patricia White, Eduardo Noriega—Latin-flavored musical is akeh for the duallers—65m.—see Feb. 18 issue—(951).
SIGN OF THE RAM, THE—D—Susan Peters, Alexander Knox, Phyllis Thaxter—Interesting dramatic entry—84m.—see Feb. 4 issue—Leg.: B.—(936).
SIX-GUN LAW—MUW—Charles Starrett, Smiley Burnette, Nancy Saunders—Good western—54m.—see March 3 issue—(962).
SONG OF IDAHO—WCMU—Hoosier Hot Shots, Kirby Grant, June Vincent—Okeh musical western—66m.—see May 26 issue—(952).
STRAWBERRY ROAN, THE—MUW—Gene Autry, Gloria Henry, Jack Holt—Good dualler—79m.—see April 28 issue—(Cinecolor)—(982).
THUNDERHOOF—MD—Preston Foster, Mary Stuart, William Bishop—Absorbing outdoor entry—77m.—see June 23 issue—(904).
TO THE ENDS OF THE EARTH—MD—Dick Powell, Signe Hasso, Maylia—High-rating documentary-type meller—109m.—see Jan. 21 issue—(935).
TRAPPED BY BOSTON BLACKIE—MD—Chester Morris, June Vincent, Richard Lane—Average series entry—67m.—see May 12 issue—(921).
WEST OF SONORA—MUW—Charles Starrett, Smiley Burnette, Anita Castle—Okeh 'Durango Kid'—55m.—see May 12 issue—(966).
WHIRLWIND RAIDERS—MUW—Charles Starrett, Smiley Burnette, Nancy Saunders—Good series entry—54m.—see June 9 issue—(963).
WOMAN FROM TANGIER, THE—MD—Adele Jergens, Stephen Dunne, Michael Duane—Okeh meller for the duallers—66m.—see Feb. 4 issue—(910).
WRECK OF THE HESPERUS, THE—D—Willard Parker, Edgar Buchanan, Patricia White—Title should help pleasing dualler—68m.—see Feb. 4 issue—(802).

TO BE REVIEWED OR IN PRODUCTION

BIG SOMBRERO, THE—Gene Autry, Elena Verdugo, Stephen Dunne—(Cinecolor).
BLACK EAGLE, THE STORY OF A HORSE—William Bishop, Virginia Patton, James Bell—(903).

THE EXHIBITOR

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THE CHECK-UP of all features and shorts for an eight-month period

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SECTION TWO
Val. 40, No. 14

AUGUST 11, 1948

BLAZING ACROSS THE PECOS—Charles Starrett, Smiley Burnette, Patricia White—55m.—(968).
BLONDIE'S SECRET—Penny Singleton, Arthur Lake, Larry Simms.
BOSTON BLACKIE'S CHINESE VENTURE—Chester Morris, Maylia, Richard Lane.
CHALLENGE OF THE RANGE—Charles Starrett, Smiley Burnette, Paula Raymond.
DARK PAST, THE—William Holden, Lee J. Cobb, Nina Foch.
EL DORADO PASS—Charles Starrett, Smiley Burnette, Elena Verdugo.
GALLANT BLADE, THE—Larry Parks, Marguerite Chapman, Victor Jory—(Cinecolor).
GENTLEMAN FROM NOWHERE—Warner Baxter, Fay Baker, Wilton Graff.
HER WONDERFUL LIFE—Jan Kiepura, Marta Eggerth, Janis Carter—(Italian-made).
I SURRENDER DEAR—Gloria Jean, David Street, Don McGuire.
LADIES OF THE CHORUS—Adele Jergens, Rand Brooks, Marilyn Monroe.
LOADED PISTOLS—Gene Autry, Barbara Britton, Jack Holt—(Cinecolor).
LOSER TAKE ALL—Cameron Mitchell, Virginia Grey, Blake Edwards.
LOVERS, THE—Cornel Wilde, Patricia Knight, John Baragrey.
LOVES OF CARMEN, THE—Rita Hayworth, Glenn Ford, Ron Randell—(Technicolor).
MAN FROM COLORADO, THE—Glenn Ford, William Holden, Ellen Drew—(Technicolor).
MANHATTAN ANGEL—Gloria Jean, Alice Tyrrell, Ross Ford.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
QUICK ON THE TRIGGER—Charles Starrett, Smiley Burnette.
RACING LUCK—Gloria Henry, Stanley Clements, David Bruce.

RETURN OF OCTOBER, THE—Glenn Ford, Terry Maere, James Gleason—(Technicolor).
RIDIN' THE LONE PINE TRAIL—Gene Autry, Patricia White, Jimmy Lloyd—(Cinecolor).
RUSTY LEADS THE WAY—Ted Donaldson, Ann Doran, John Littel.
RUSTY SAVES A LIFE—Ted Donaldson, John Littel, Ann Doran.
SINGIN' SPURS—Hoosier Hot Shots, Patricia White, Kirby Grant.
SLIGHTLY FRENCH—Dorothy Lamour, Don Ameche, Janis Carter.
SMOKY MOUNTAIN MELODY—Roy Acuff, Smoky Mountain Boys.
SONG OF INDIA—Sabu, Gail Russell, Turhan Bey.
TRAIL TO LAREDO—Charles Starrett, Smiley Burnette, Virginia Maxey.
TRIPLE THREAT—Gloria Henry, Richard Crane, leading pro football stars.
UNDERCOVER MAN—Glenn Ford, Nina Foch, James Whitmore.
UNTAMED BREED, THE—Sonny Tufts, Barbara Britton, Gabby Hayes—(Cinecolor).
WALK A CROOKED MILE—Dennis O'Keefe, Louis Hayward, Jimmy Lloyd.
WALKING HILLS—Randolph Scott, Ella Raines, William Bishop.

Eagle Lion

(1946-47 releases from 101 and 701 up;

1947-48 releases from 801 up)

ADVENTURES OF GALLANT BESS—OD—Cameron Mitchell, Audrey Long, Fuzzy Knight—Pleasing outdoor show—73m.—see Aug. 4 issue—(Cinecolor).
ADVENTURES OF CASANOVA—AD—Arturo De Cordova, Lucille Bremer, Turhan Bey—Highly entertaining—83m.—see March 17 issue—(812).
ASSIGNED TO DANGER—MD—Gene Raymond, Noreen Nash, Mary Meade—Satisfactory meller for the duallers—66m.—see May 12 issue—(821).
BLACK HILLS—MUW—Eddie Dean, Roscoe Ates, Shirley Patterson—Good series entry—58m.—see Feb. 4 issue—(851).
CANON CITY—DOCMD—Scott Brady, Jeff Corey, Mabel Paige—High-rating documentary-type entry has the angles—82m.—see July 7 issue—(826).
CLOSE-UP—MD—Alan Baxter, Virginia Gilmore, Richard Kollmar—Programmer will fit nicely into the duallers—76m.—see April 28 issue—(824).
COBRA STRIKES, THE—MD—Sheila Ryan, Richard Fraser, Leslie Brooks—For the lower half—62m.—see May 26 issue—(820).
ENCHANTED VALLEY, THE—D—Alan Curtis, Anne Gwynne, Donn Gift—Exploitable film has strongest appeal for neighborhoods, small towns—77m.—see April 14 issue—(Cinecolor)—(817).
HAWK OF POWDER RIVER, THE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Good Dean entry—54m.—see March 17 issue—(856).
LADY AT MIDNIGHT—MD—Richard Denning, Frances Rafferty, Lora Lee Michel—For the duallers—61m.—see Aug. 4 issue.
MAN FROM TEXAS—MUW—James Craig, Lynn Bari, Johnny Johnston—Mild western—71m.—see April 14 issue—(815).
MICKEY—ROMCMU—Lois Butler, Bill Goodwin, Irene Hervey—Pleasing program—87m.—see June 23 issue—(Cinecolor)—(825).
NOOSE HANGS HIGH, THE—C—Bud Abbott, Lou Costello, Cathy Downs—Abbott and Costello entry should find popular appeal—77m.—see April 14 issue—(819).
NORTHWEST STAMPEDE—OD—Joan Leslie, James Craig, Jack Oakie—Good outdoor show—75m.—see July 7 issue—(Cinecolor)—(830).
OCTOBER MAN, THE—D—John Mills, Joan Greenwood, Edward Chapman—Average British entry—85m.—see March 31 issue—(English-made)—(818).
OPEN SECRET—MD—John Ireland, Jane Randolph, Roman Bohnen—Fast-moving meller packs plenty of punch—70m.—see Jan. 21 issue—(813).
PRAIRIE OUTLAWS—MUW—Eddie Dean, Roscoe Ates, Sarah Padden—Satisfactory series entry—57m.—see April 28 issue—(857).
RAW DEAL—MD—Dennis O'Keefe, Claire Trevor, Marsha Hunt—Exciting meller—78m.—see May 26 issue—(822).

KEY

Leg. is the symbol for the Legion of Decency ratings which are included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either unobjectionable or unclassified.

Abbreviations following titles indicate type of picture.

ACD—Action drama
AD—Adventure drama
ACMU—Action musical
ADMD—Adult melodrama
BID—Biographical drama
BIDMU—Biographical drama with music
C—Comedy
CAR—Cartoon Feature
CD—Comedy drama
CDMU—Comedy drama musical
CFAN—Comedy fantasy
CFANMU—Comedy fantasy musical
CMD—Comedy melodrama
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DFAN—Drama fantasy
DMU—Dramatic musical
DOC—Documentary
DOCD—Documentary drama
DOCMD—Documentary melodrama
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
FMD—Factual melodrama
FMU—Farce musical
HISD—Historical drama
MDMU—Melodrama musical
MD—Melodrama
MUC—Musical comedy
MUCD—Musical comedy drama
MU—Musical
MUSAT—Musical satire
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYCM—Mystery comedy musical
MYD—Mystery drama
MYMD—Mystery melodrama
MYMU—Mystery musical
MYW—Mystery western
NOV—Novelty
OD—Outdoor drama
OMD—Outdoor melodrama
PD—Psychological drama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
ROMDMU—Romantic drama with music
SAT—Satire
SCD—Sex comedy drama
TRAV—Travelogue
W—Western
WC—Western comedy
WCMU—Western comedy musical
WD—Western drama
WMD—Western melodrama
WMDMU—Western melodrama musical
WMU—Western Musical

RUTHLESS—D—Zachary Scott, Louis Hayward, Diana Lynn—Absorbing entry—102m.—see April 14 issue—Leg.: B.—(816).
SHED NO TEARS—D—Wallace Ford, June Vincent, Frank Albertson—Average dualler—70m.—see Aug. 4 issue—(829).
SMUGGLERS, THE—COSMD—Michael Redgrave, Jean Kent, Joan Greenwood—Technicolor import has limited appeal—85m.—see Feb. 4 issue—(English-made)—(Technicolor)—(811).
SPIRITUALIST, THE—D—Turhan Bey, Lynn Bari, Cathy O'Donnell—Intriguing meller has plenty of selling angles—79m.—see Aug. 18 issue—(827).
SWORD OF THE AVENGER—D—Ramon Del Gado, Sigrid Gurie, Ralph Morgan—Fair programmer for the dualers—76m.—see May 12 issue—(823).
STAGE TO MESA CITY—W—'Lash' LaRue, Al 'Fuzzy' St. John, Jennifer Holt—Routine—52m.—see Feb. 4 issue—(758).
TAKE MY LIFE—MD—Hugh Williams, Greta Gynt, Francis L. Sullivan—Well-made, suspenseful import—80m.—see Feb. 18 issue—(English-made)—(814).
TIOGA KID, THE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Good western—54m.—see March 17 issue—(858).
TORNADO RANGE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Routine—56m.—see March 3 issue—(854).
WESTWARD TRAIL, THE—MUW—Eddie Dean, Roscoe Ates, Phyllis Planchard—Average Dean entry—58m.—see March 17 issue—(855).

TO BE REVIEWED OR IN PRODUCTION

ALL IN A GAME—James Brown, Noreen Nash, Sheila Ryan.
BEHIND LOCKED DOORS—Lucille Bremer, Richard Carlson, Tom Brown.
BIG CAT, THE—Lon McCallister, Peggy Ann Garner, Preston Foster—(Technicolor).
BLANCHE FURY—Valerie Hobson, Stewart Granger—(English-made).
BROKEN JOURNEY—Phyllis Calvert, Margot Grahame, Francis L. Sullivan—(English-made).
CALENDAR, THE—Greta Gynt, John McCallum, Sonia Holm—(English-made).
CORPSE CAME CALLING, THE—Hugh Beaumont, Cheryl Walker, Paul Bryar.
ESTHER WATERS—Kathleen Ryan, Dirk Bogarde, Fay Compton—(English-made).
HOLLOW TRIUMPH—Paul Henreid, Joan Bennett, Leslie Brooks.
IN THIS CORNER—Scott Brady, Anabel Shaw, Mary Meade.
LET'S LIVE A LITTLE—Hedy Lamarr, Robert Cummings, Anna Sten.
LORD BYRON—Dennis Price, Mal Zetterling, Joan Greenwood—(English-made).
MAN WITHOUT A GUN—Bob Steele, Sid Saylor, Ellen Hall.
MILLION DOLLAR WEEKEND—Gene Raymond, Francis Lederer, Osa Massen.
MIRANDA—Googie Withers, Griffith Jones, Glynis Johns—(English-made).
MR. PERRIN AND MR. TRAIL—David Farrar, Marjorie Goring, Greta Gynt—(English-made).
OLIVER TWIST—Robert Newton, Kay Walsh, Alec Guinness—(English-made)—(828).
OLYMPIC GAMES OF 1948, THE—(English-made)—(Technicolor).
RED SHOES, THE—Anton Walbrook, Molra Shearer, Leonide Massine—(English-made)—(Technicolor).
RED STALLION IN THE ROCKIES—Jean Heather, Arthur Franz, Jim Davis—(Cinecolor).
SARABAND—Stewart Granger, Françoise Rosay, Joan Greenwood—(English-made)—(Technicolor).
SCOTT OF THE ANTARCTIC—John Mills, Derek Bond, Anne Firth—(English-made)—(Technicolor).
SLEEPING CAR TO VENICE—Albert Lieven, Derrick De Marney, Jean Kent—(English-made).
STRANGE MRS. CRANE, THE—Marjorie Lord, Pierre Watkin, John McGuire.
TULSA—Susan Hayward, Robert Preston, Pedro Armendariz—(Technicolor).
29 CLUES—Richard Basehart, Scott Brady, Roy Roberts.
WHEN THE DEVIL DRIVES—James Cardwell, Jan Ford, Damlan O'Flynn.

Film Classics

ARGYLE SECRETS—MYMD—William Gargan, Marjorie Lord, Ralph Byrd—Dualler has exploitation possibilities—63m.—see May 12 issue.
BLONDE ICE—MD—Robert Paige, Leslie Brooks, Russ Vincent—Okeh dualler—73m.—see May 26 issue.
DEVIL'S CARGO—MYMD—John Calvert, Rochelle Hudson, Roscoe Karns—Satisfactory programmer for the dualers—61m.—see March 31 issue.
DISCOVERY—DOC—Admiral Byrd, and his group of scientists, astronomers, and naval personnel—Highly exploitable documentary—74m.—see July 9 issue—(Discovery).
MONEY MADNESS—D—Hugh Beaumont, Frances Rafferty, Harlan Wade—Interesting programmer for the dualers—73m.—see April 14 issue.
WILL IT HAPPEN AGAIN?—DOC—Adolph Hitler, Eva Braun, Herman Goering—Topical documentary has exploitation angles—61m.—see May 26 issue.
WOMEN IN THE NIGHT—DOCD—Tala Birell, William Henry, Virginia Christine—Saleable exploitation entry—90m.—see Jan. 21 issue—Leg.: B.

TO BE REVIEWED OR IN PRODUCTION

INNER SANCTUM—Mary Beth Hughes, Charles Russell, Billy House.
MIRACULOUS JOURNEY—Rory Calhoun, Virginia Grey, Audrey Long—(Cinecolor).
SOFIA—Gene Raymond, Sigrid Gurie, Patricia Morrison—(Cinecolor).
UNKNOWN ISLAND—Virginia Grey, Barton MacLane, Philip Reed—(Cinecolor).

Metro-Goldwyn-Mayer

(1946-47 releases from 701 up;
 1947-48 releases from 801 up)

ALIAS A GENTLEMAN—D—Wallace Beery, Tom Drake, Dorothy Patrick—Moderate programmer—76m.—see Feb. 4 issue—(818).
B.F.'S DAUGHTER—D—Barbara Stanwyck, Van Heflin, Charles Coburn—Well-made picturization of a best-seller—108m.—see Feb. 18 issue—(820).
BIG CITY—CDMU—Margaret O'Brien, Robert Preston, Danny Thomas—Names and angles will make the difference—103m.—see April 14 issue—(827).
BRIDE GOES WILD, THE—C—Van Johnson, June Allyson, Butch Jenkins—Topnotch comedy—98m.—see March 17 issue—(819).
DATE WITH JUDY, A—CMU—Wallace Berry, Jane Powell, Elizabeth Taylor—Entertaining entry for the family trade—112½m.—see July 7 issue—(Technicolor)—(831).
EASTER PARADE—MU—Judy Garland, Fred Astaire, Peter Lawford—Topnotch—103m.—see June 9 issue—(Technicolor)—(829).
GONE WITH THE WIND—D—Clark Gable, Leslie Howard, Olivia de Havilland—Reissue will still get the dough—228m.—see June 11 issue—(Technicolor)—(3000).
HOMECOMING—D—Clark Gable, Lana Turner, Anne Baxter—Solid—112m.—see April 14 issue—(826).
ON AN ISLAND WITH YOU—MUCD—Esther Williams, Peter Lawford, Jimmy Durante—Names and angles will make the difference—107m.—see May 12 issue—(Technicolor)—(828).
PICADILLY INCIDENT—DMU—Anna Neagle, Michael Wilding, Michael Laurence—Moderate British import—88m.—see Feb. 18 issue—(English-made).
PIRATE, THE—MU—Judy Garland, Gene Kelly, Walter Slezak—Topnotch musical—101½m.—see April 14 issue—(Technicolor)—(825).
SEARCH, THE—D—Montgomery Clift, Aline MacMahon, Jarmila Novotna—Excellent dramatic entry—103m.—see March 31 issue—(830).
SOUTHERN YANKEE, A—F—Red Skelton, Brian Donlevy, Arlene Dahl—Skelton starrer packs plenty of laughs—90m.—see Aug. 18 issue.
STATE OF THE UNION—CD—Spencer Tracy, Katherine Hepburn, Van Johnson—Excellent, timely entry—121m.—see April 14 issue—(824).
SUMMER HOLIDAY—ROMCMU—Mickey Rooney, Gloria De Haven, Walter Huston—High-rating comedy is headed for the better returns—92m.—see March 17 issue—(Technicolor)—(821).
TARZAN'S NEW YORK ADVENTURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Average reissue has the angles—71m.—see April 28 issue—(823).
TARZAN'S SECRET TREASURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Reissue should attract series' fans—80m.—see April 28 issue—(822).
TENTH AVENUE ANGEL—D—Margaret O'Brien, Angela Lansbury, George Murphy—O'Brien draw will help routine programmer—74m.—see Jan. 21 issue—(816).
THREE DARING DAUGHTERS—CMU—Jeanette MacDonald, Jose Iturbi, Jane Powell—Entertaining entry—115m.—see Feb. 18 issue—Leg.: B—(Technicolor)—(817).

TO BE REVIEWED OR IN PRODUCTION

ACT OF VIOLENCE—Van Heflin, Robert Ryan, Janet Leigh.
BARKLEYS OF BROADWAY, THE—Ginger Rogers, Fred Astaire, Oscar Levant—(Technicolor).
BEST THINGS IN LIFE ARE FREE, THE—James Mason, Robert Ryan, Barbara Bel Geddes—(Enterprise).
BRIBE, THE—Robert Taylor, Ava Gardner, Charles Laughton.
COMMAND DECISION—Clark Gable, Walter Pidgeon, Van Johnson.
HILLS OF HOME—Edmund Gwenn, Janet Leigh, Tom Drake—(Technicolor).
JULIA MISBEHAVES—Greer Garson, Walter Pidgeon, Peter Lawford.
KISSING BANDIT, THE—Frank Sinatra, Kathryn Grayson, J. Carroll Naish—(Technicolor).
LITTLE WOMEN—June Allyson, Margaret O'Brien, Elizabeth Taylor—(Technicolor).
LUXURY LINER—George Brent, Frances Gifford, Jane Powell—(Technicolor).
NUMBER'S RACKET: THE STORY OF TUCKER'S PEOPLE—John Garfield, Beatrice Pearson, Thomas Gomez—(Enterprise).
PERSONAL TOUCH, THE—Lionel Barrymore, Lucille Bremer, Edward Arnold.
SECRET GARDEN, THE—Margaret O'Brien, Claude Jarman, Jr., Dean Stockwell.
SECRET LAND—Commentary by Robert Montgomery, Robert Taylor, Van Heflin—(Technicolor).
SUN IN THE MORNING—Jeanette MacDonald, Lloyd Nolan, Claude Jarman, Jr.—(Technicolor).
3 GODFATHERS—John Wayne, Pedro Armendariz, Mae Marsh—(Argosy)—(Technicolor).
TAKE ME OUT TO THE BALL GAME—Gene Kelly, Frank Sinatra, Esther Williams—(Technicolor).
THREE MUSKETEERS, THE—Lana Turner, Gene Kelly, Van Heflin—(Technicolor).
WORDS AND MUSIC—Judy Garland, Mickey Rooney, June Allyson—(Technicolor).

Monogram

(1946-47 releases from 601 up;
 1947-48 releases from 4701 up)

ANGEL'S ALLEY—CD—Leo Gorcey, Huntz Hall, Billy Benedict—Better entry in the series—67m.—see Feb. 4 issue—(4708).
CAMPUS SLEUTH—MYCM—Freddie Stewart, June Preisser, Warren Mills—For the lower half—57½m.—see March 31 issue—(4713).
CROSSED TRAILS—W—Johnny Mack Brown, Raymond Hatton, Lynne Carver—Routine—53m.—see May 12 issue—(4755).
DOCKS OF NEW ORLEANS—MYD—Roland Winters, Victor Sen Young, Mantan Moreland—Routine 'Chan' entry—64m.—see March 31 issue—(4712).

FIGHTING MAD—MD—Leon Errol, Joe Kirkwood, Elyse Knox—Good Palooka entry—75m.—see Feb. 4 issue—(4709).
FRENCH LEAVE—CMD—Jackie Cooper, Jackie Coogan, Renee Godfrey—For the lower half—64m.—see April 28 issue—(4714).
FRONTIER AGENT—W—Johnny Mack Brown, Raymond Hattan, Reno Blair—Below average western—56m.—see June 9 issue—(4756).
GUN TALK—W—Johnny Mack Brown, Raymond Hatton, Christine McIntire—Routine—57m.—see Jan. 21 issue—(674).
I WOULDN'T BE IN YOUR SHOES—MD—Don Castle, Elyse Knox, Regis Toomey—Mild meller for the lower half—70m.—see May 12 issue—(4716).
JIGGS AND MAGGIE IN SOCIETY—C—Joe Yule, Renle Riano, Dale Carnegie—Pleasing programmer has the angles—65m.—see Jan. 21 issue—(4704).
JINX MONEY—MYC—Leo Gorcey, Huntz Hall, Betty Caldwell—One of the better series entries—68m.—see June 9 issue—(4717).
JOE PALOOKA IN WINNER TAKE ALL—MD—Joe Kirkwood, Elyse Knox, William Frawley—Good 'Palooka'—64½m.—see Aug. 18 issue.
LAND OF THE LAWLESS—W—Johnny Mack Brown, Raymond Hatton, Christine McIntire—Average western—59m.—see May 28 issue—(671).
MICHAEL O'HALLORAN—D—Scotty Beckett, Allene Roberts, Tommy Cook—Interesting dualler should appeal most to nabes, small towns—79m.—see July 7 issue—(4719).
MUSIC MAN—DMU—Phil Brito, Freddie Stewart, June Preisser—Tuneful dualler—66m.—see Aug. 4 issue.
OKLAHOMA BLUES—MUW—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont—Good Wakely—56m.—see April 28 issue—(4761).
OVERLAND TRAILS—W—Johnny Mack Brown, Raymond Hatton, Virginia Belmont—Better than average for the series—58m.—see March 31 issue—(4751).
PARTNERS OF THE SUNSET—MUW—Jimmy Wakely, Dub Taylor, Christine Larson—Routine series entry—53m.—see June 9 issue—(4765).
RANGE RENEGADES—WMU—Jimmy Wakely, Jennifer Holt, 'Cannonball' Taylor—Fair western—54m.—see July 7 issue—(4766).
ROCKY—OD—Roddy McDowall, Edgar Barrier, Nita Hunter—Above average outdoor film should have good appeal—76m.—see March 3 issue—(4705).
ROSE OF THE RIO GRANDE—DMU—Movita, John Carroll, Antonio Moreno—Okeh reissue—64m.—see Jan. 21 issue—(4710).
SIGN OF THE WOLF—ACD—Michael Whalen, Grace Bradley, Darryl Hickman—Reissue for the dualers—69m.—see Sept. 3 issue—(4711).
16 FATHOMS DEEP—AD—Lon Chaney, Jr., Arthur Lake, Tanis Chandler—Colorful entry has plenty of selling angles—82m.—see June 23 issue—(Lake)—(Anasco-Color)—(4801).
SHANGHAI CHEST, THE—MYD—Roland Winters, Mantan Moreland, Deannie Best—Okeh series entry—65m.—see July 21 issue—(4718).
SONG OF THE DRIFTER—MUW—Jimmy Wakely, 'Cannonball' Taylor, Mildred Coles—Typical series entry—53m.—see March 3 issue—(686).
STAGE STRUCK—MYD—Kane Richmond, Audrey Long, Conrad Nagel—For the lower half—70m.—see May 26 issue—(4715).
TRIGGERMAN—W—Johnny Mack Brown, Raymond Hatton, Virginia Carroll—Routine—56m.—see Aug. 4 issue—(4752).
WOLF CALL—OMD—John Carroll, Movita, Peter George Lynn—Reissue for the lower half—61m.—see May 26 issue—(619).

TO BE REVIEWED OR IN PRODUCTION

BACK TRAIL—Johnny Mack Brown, Raymond Hatton—54m.—(4757).
COWBOY CAVALIER—Jimmy Wakely, 'Cannonball' Taylor—(4762).
DEVIL'S PASS—Johnny Mack Brown, Raymond Hatton.
FIGHTING RANGER, THE—Johnny Mack Brown, Raymond Hatton, Christine Larson—(4753).
GALLANT TEXAN, THE—Jimmy Wakely, 'Cannonball' Taylor.
GOLDEN EYE, THE—Roland Winters, Victor Sen Young, Mantan Moreland—69m.—(4720).
HIGH TENSION—Leo Gorcey, Huntz Hall, Helen Parrish.
IRON DUKES—Leo Gorcey, Huntz Hall, Frankie Darro.
KIDNAPPED—Roddy MacDowall, Dan O'Herlihy, Sue England.
MURDER LOVES COMPANY—Leo Gorcey, Bowery Boys.
MY BROTHER JONATHAN—Michael Denison, Dulcie Gray, Ronald Howard—(English-made)—(Pathe).
RANGERS RIDE, THE—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont.
SHERIFF OF MEDICINE BOW—Johnny Mack Brown, Raymond Hatton, Evelyn Finley.
SILVER TRAILS—Jimmy Wakely, 'Cannonball' Taylor, Christine Larson.
SMUGGLERS' COVE—Leo Gorcey, Huntz Hall, Gabriel Dell—66m.
TRIGGERMAN—Johnny Mack Brown, Raymond Hatton, Virginia Carroll—56m.—(4752).

Allied Artists

(1947-48 releases from AA-1 up)

BABE RUTH STORY, THE—BIDMU—William Bendix, Claire Trevor, Charles Bickford—Topnotch—106m.—see Aug. 4 issue.
DUDE GOES WEST, THE—WC—Eddie Albert, Gale Storm, James Gleason—Highly entertaining western comedy—87m.—see May 12 issue—(AA-8).
HUNTED, THE—D—Preston Foster, Belita, Pierre Watkin—Interesting drama has the angles—83m.—see Feb. 18 issue—(AA-5).
PANHANDLE—WD—Rod Cameron, Cathy Downs, Reed Hadley—High-rating western should attract wide attention—85m.—see Feb. 4 issue—(AA-7).
SMART WOMAN—D—Brian Aherne, Constance Bennett, Barry Sullivan—Attractive programmer has names to help—93m.—see March 31 issue—Leg.: B—(AA-6).

TO BE REVIEWED OR IN PRODUCTION

LAST OF THE BADMEN—Barry Sullivan, Majorie Reynolds, Broderick Crawford.
STRIKE IT RICH—Rod Cameron, Bonita Granville, Don Castle.
WHEN A MAN'S A MAN—Guy Madison, Rory Calhoun, Gale Storm.

Paramount

(1946-47 releases from 4601 up;
 1947-48 releases from 4701 up)

ALBUQUERQUE—W—Randolph Scott, Barbara Britton, George 'Gabby' Hayes—Okeh for the outdoor fans—90m.—see Feb. 4 issue—(Cinecolor)—(4709).
BEYOND GLORY—D—Alan Ladd, Donna Reed, Tom Neal—Ladd starrer will get the dough—82m.—see June 23 issue—(4726).
BIG CLOCK, THE—D—Ray Milland, Charles Laughton, Maureen O'Sullivan—Milland draw will help fast-moving meller—95m.—see Feb. 18 issue—(4713).
BIG TOWN SCANDAL—MD—Philip Reed, Hillary Brooke, Stanley Clements—For the lower half—62m.—see June 9 issue—(4722).
CAGED FURY—MD—Richard Denning, Shiela Ryan, Buster Crabbe—Good entry for the duallers—60m.—see March 3 issue—(4711).
CRUSADES, THE—AD—Loretta Young, Henry Wilcoxon, Ian Keith—Reissue is packed with angles—126m.—see June 9 issue—(3508).
DREAM GIRL—CD—Betty Hutton, Macdonald Carey, Patric Knowles—Will depend on Hutton draw—85m.—see May 26 issue—Leg.: B—(4721).
EMPEROR WALTZ, THE—CMU—Bing Crosby, Joan Fontaine, Roland Culver—Should land in the higher grosses—106m.—see May 12 issue—(Technicolor)—(4720).
FOREIGN AFFAIR, A—CD—Jean Arthur, Marlene Dietrich, John Lund—Top notch—116m.—see June 23 issue—Leg.: B—(4724).
HATTER'S CASTLE—MD—Robert Newton, James Mason, Deborah Kerr—Mediocre British entry—100m.—see April 28 issue—(English-made)—(4718).
HAZARD—CD—Paulette Goddard, Macdonald Carey, Fred Clark—Names will make the difference—95m.—see March 31 issue—Leg.: B—(4716).
MR. RECKLESS—MD—William Eythe, Barbara Britton, Walter Catlett—For the lower half—66m.—see March 3 issue—(4712).
NIGHT HAS A THOUSAND EYES—MD—Edward G. Robinson, Gail Russell, John Lund—Absorbing entry—81m.—see Aug. 4 issue—(4803).
SAIGON—MD—Alan Ladd, Veronica Lake, Donald Dick—Typical Ladd show—94m.—see Feb. 4 issue—(4710).
SAINTED SISTERS, THE—C—Veronica Lake, Joan Caulfield, Barry Fitzgerald—Entertaining comedy—89m.—see March 31 issue—(4714).
SHAGGY—OD—Brenda Joyce, George Nokes, Robert Shayne—Good family entry for the duallers—71m.—see April 28 issue—(Cinecolor)—(4717).
SO EVIL MY LOVE—MYD—Ray Milland, Ann Todd, Geraldine Fitzgerald—Names will have to carry slow-moving drama—108½m.—see June 9 issue—(English-made)—(4723).
SORRY, WRONG NUMBER—MD—Barbara Stanwyck, Burt Lancaster, Ann Richards—Names will make the difference—89m.—see Aug. 4 issue—(4801).
SPEED TO SPARE—MD—Richard Arlen, Jean Rogers, Richard Travis—For the lower half—57m.—see March 3 issue—(4715).
WATERFRONT AT MIDNIGHT—MD—William Gargan, Mary Beth Hughes, Richard Travis—Okeh meller for the lower half—63m.—see May 26 issue—(4719).

TO BE REVIEWED OR IN PRODUCTION

ACCUSED, THE—Loretta Young, Robert Cummings, Wendell Corey.
CONNECTICUT YANKEE, A—Bing Crosby, Rhonda Fleming, Sir Cedric Hardwicke—(Technicolor).
DAUGHTER OF DARKNESS—Anne Crawford, Siobhan McKenna—(English-made).
DISASTER—Richard Denning, Trudy Marshall, Damion O'Flynn—60m.—(4806).
DYNAMITE—Virginia Welles, William Gargan, Richard Crane.
FROZEN GOLD—Robert Lowery, Russell Hayden.
GREAT GATSBY, THE—Alan Ladd, Betty Field, Macdonald Carey.
HEIRESS, THE—Olivia de Havilland, Miriam Hopkins, Sir Ralph Richardson.
ISN'T IT ROMANTIC—Veronica Lake, Mary Hatcher, Billy De Wolfe—(4802).
MY OWN TRUE LOVE—Phyllis Calvert, Melvyn Douglas, Wanda Hendrix.
NOW AND FOREVER—Claude Rains, Macdonald Carey, Wanda Hendrix.
PALEFACE, THE—Bob Hope, Jane Russell, Samuel Z. Hinds—(Technicolor)—(4807).
SEALED VERDICT—Ray Milland, Florence Marly, John Ridgely—83m.—(4804).
SORROWFUL JONES—Bob Hope, Lucille Ball, Mary Jayne Saunders.
SPECIAL AGENT—William Eythe, Laura Elliot, George Reeves.
STRANGE TEMPTATION—Ray Milland, Audrey Totter, Thomas Mitchell.
STREETS OF LAREDO—William Holden, Macdonald Carey, Mona Freeman—(Technicolor).
TATLOCK MILLIONS, THE—Wanda Hendrix, John Lund, Barry Fitzgerald—(4805).
WHISPERING SMITH—Alan Ladd, Brenda Marshall, Robert Preston—(Technicolor).

RKO

(1946-47 releases from 701 up;
 1947-48 releases from 801 up)

ARIZONA RANGER, THE—W—Tim Holt, Jack Holt, Nan Leslie—Good western—63m.—see April 14 issue—(814).

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Charles Korvin—Documentary-type meller is exciting screen fare—86m.—see April 14 issue—(815).
BEST YEARS OF OUR LIVES, THE—D—Myrna Loy, Frederic March, Dana Andrews, Teresa Wright—This rates among the best—172m.—see Nov. 27, '46 issue—(Goldwyn)—Leg.: B—(751).
BRING 'EM BACK ALIVE—TRAV—Frank Buck—Exploitation reissue is packed with selling angles—65m.—see May 26 issue—(818).
DESIGN FOR DEATH—DOC—Produced by Theron Warth and Richard O. Fleischer; narrated by Kent Smith and Hans Conreid—Thrill-packed documentary—48m.—see Feb. 4 issue.
FIGHTING FATHER DUNNE—CD—Pat O'Brien, Darryl Hickman, Una O'Connor—Pleasant program—93m.—see May 12 issue—(816).
FORT APACHE—MD—John Wayne, Henry Fonda, Shirley Temple—Soldiers and Indians show should get the dough—127m.—see March 31 issue—(Argosy)—(870).
GOOD SAM—C—Gary Cooper, Ann Sheridan, Ray Collins—High-rating comedy—114m.—see Aug. 4 issue—(Rainbow).
GUNS OF HATE—W—Tim Holt, Nan Leslie, Richard Martin—Routine—62m.—see May 26 issue—(819).
I REMEMBER MAMA—D—Irene Dunne, Barbara Bel Geddes, Oscar Homolka—Top notch—134m.—see March 31 issue—(868).
IF YOU KNEW SUSIE—CMU—Eddie Cantor, Joan Davis, Allyn Joslyn—Cantor-Davis draw will make the difference—89m.—see Feb. 18 issue—(811).
MELODY TIME—CAR—Roy Rogers, Sons of the Pioneers, Ethel Smith, Buddy Clark—Should find plenty of popular appeal—75m.—see May 26 issue—(Disney)—(Technicolor).
MIRACLE OF THE BELLS, THE—D—Fred MacMurray, Valli, Frank Sinatra—Picturization of best-seller will land in the higher grosses—120m.—see March 17 issue—(Lasky-MacEwen)—(869).
MOURNING BECOMES ELECTRA—D—Rosalind Russell, Michael Redgrave, Raymond Massey—Play picturization will need special handling—153m.—see Nov. 26 issue—(865).
MYSTERY IN MEXICO—MD—William Lundigan, Jacqueline White, Ricardo Cortez—Entertaining dualler—66m.—see July 7 issue—(822).
PEARL, THE—D—Pedro Armendariz, Marle Elena Marques, Fernando Wagner—Powerful drama for class and specialty houses—77m.—see March 3 issue—(Mexican-made)—(867).
RACE STREET—MD—George Raft, William Bendix, Marilyn Maxwell—Good Raft entry—79m.—see June 23 issue—(821).
RACHEL AND THE STRANGER—DMU—Loretta Young, William Holden, Robert Mitchum—Interesting drama has names to help—93m.—see Aug. 18 issue.
RACKETEERS OF THE RANGE—MUW—George O'Brien, Marjorie Reynolds, Chill Wills—Okeh western reissue—64m.—see Jan. 21 issue.
RETURN OF THE BADMEN—W—Randolph Scott, Robert Ryan, Anne Jeffreys—Average western has the angles—90m.—see May 26 issue—(817).
TARZAN AND THE MERMAIDS—OD—Johnny Weissmuller, Brenda Joyce, Linda Christian—Exploitation show has the usual angles—68m.—see April 14 issue—(Lesser)—(813).
TIMBER STAMPEDE—W—George O'Brien, Marjorie Reynolds, Chill Wills—Satisfactory western reissue—60m.—see Feb. 4 issue—(886).
TWISTED ROAD, THE—ROMD—Cathy O'Donnell, Farley Granger, Howard Da Silva—Well-made drama will need plenty of push—95m.—see July 7 issue—(820).
VARIETY TIME—MUC—Jack Paar, Edgar Kennedy, Leon Errol—Fair novelty offering for the lower half—59m.—see Aug. 18 issue.
VELVET TOUCH, THE—D—Rosalind Russell, Leo Genn, Claire Trevor—Will depend on the name draw—97m.—see July 21 issue—(Independent Artists)—(872).
WESTERN HERITAGE—W—Tim Holt, Nan Leslie, Richard Martin—Good western—61m.—see Feb. 4 issue—(812).

TO BE REVIEWED OR IN PRODUCTION

BALTIMORE ESCAPE—Robert Young, Shirley Temple, John Agar.
BLOOD ON THE MOON—Robert Mitchum, Barbara Bel Geddes, Robert Preston.
BODYGUARD—Lawrence Tierney, Priscilla Lane, Steve Brodie.
BOY WITH GREEN HAIR, THE—Pat O'Brien, Robert Ryan, Barbara Hale—(Technicolor).
BROTHERS IN THE SADDLE—Tim Holt, Richard Martin, Carol Forman.
ENCHANTMENT—David Niven, Teresa Wright, Evelyn Keyes—(Goldwyn).
EVERY GIRL SHOULD BE MARRIED—Cary Grant, Franchot Tone, Diana Lynn.
GUN RUNNERS—Tim Holt, Richard Martin, Martha Hyer.
HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.
INDIAN AGENT—Tim Holt, Richard Martin, Nan Leslie.
INTERFERENCE—Victor Mature, Lucille Ball, Elizabeth Scott.
JOAN OF ARC—Ingrid Bergman, Jose Ferrer, George Colours—(Sierra)—(Technicolor).
JUDGE STEPS OUT, THE—Ann Southern, Alexander Knox, George Tobias.
LONG DENIAL, THE—Melvyn Douglas, Maureen O'Hara, Gloria Grahame.
MR. JOSEPH YOUNG OF AFRICA—Terry Moore, Ben Johnson, Robert Armstrong—(Arko).
OUTLAW VALLEY—Tim Holt, Richard Martin, Martha Hyer.
ROUGHSHOD—Robert Sterling, Claude Jarman, Jr., Gloria Grahame.
SONG IS BORN, A—Danny Kaye, Virginia Mayo, Steve Cochran—(Goldwyn)—(Technicolor).
STATION WEST—Dick Powell, Jane Greer, Agnes Moorehead.
TARZAN AND THE ARROW OF DEATH—Lex Barker, Brenda Joyce, Albert Dekker.
WEEP NO MORE—Joseph Cotten, Valli, Spring Byington.
WINDOW, THE—Barbara Hale, Arthur Kennedy, Bobby Driscoll.

Republic

(1946-47 releases from 601 up;
 1947-48 releases from 701 up)

BOLD FRONTIERSMAN, THE—W—Allan 'Rocky' Lane, Eddy Waller, Roy Barcroft—Good western—60m.—see May 12 issue—(754).
CALIFORNIA FIREBRAND—MUW—Monte Hale, Adrian Booth, Paul Hurst—Good western—63m.—see April 14 issue—(Trucolor)—(654).
CAMPUS HONEYMOON—C—Lyn Wilde, Lee Wilde, Adele Mara—Pleasing dualler for the lower half—61m.—see Feb. 4 issue—Leg.: B—(703).
CARSON CITY RAIDERS—W—Allan 'Rocky' Lane, Eddy Waller, Beverly Jons—Routine—60m.—see June 9 issue—(755).
DAREDEVILS OF THE CLOUDS—MD—Robert Livingston, Mae Clark, James Cardwell—Okeh for the duallers—60m.—see Aug. 4 issue—(716).
EYES OF TEXAS—WMU—Roy Rogers, Lynne Roberts, Andy Devine—Standard Rogers—70m.—see Aug. 4 issue—(Trucolor)—(732).
FLAME, THE—MD—John Carroll, Vera Ralston, Robert Paige—One of the better Republic offerings—97m.—see Jan. 21 issue—Leg.: B—(628).
GALLANT LEGION, THE—MUW—Bill Elliott, Adrian Booth, Joseph Schildkraut—Good western—88m.—see June 9 issue.
GAY RANCHERO, THE—MUW—Roy Rogers, Tito Guizar, Jane Frazee—Good Rogers—72m.—see Jan. 21 issue—(Trucolor)—(644).
HEART OF VIRGINIA—D—Janet Martin, Robert Lowery, Frankie Darro—For the lower half—61m.—see April 14 issue—(707).
INSIDE STORY, THE—CD—Marsha Hunt, Charles Winniger, William Lundigan—Average programmer—87m.—see April 14 issue—(705).
I, JANE DOE—D—Ruth Hussey, John Carroll, Vera Ralston—Names should help programmer—85m.—see May 26 issue—(710).
KING OF THE GAMBLERS—MD—Janet Martin, William Wright, Thurston Hall—For the lower half—60m.—see June 9 issue—(709).
LIGHTNIN' IN THE FOREST—CMD—Lynne Roberts, Donald Barry, Warren Douglas—For the lower half—58m.—see April 14 issue—(706).
MADONNA OF THE DESERT—OMD—Lynne Roberts, Donald Barry, Don Castle—For the lower half—60m.—see March 3 issue—(704).
MAIN STREET KID, THE—CD—Al Pearce, Janet Martin, Alan Mowbray—For the lower half—64m.—see Jan. 21 issue—(701).
NORTHWEST OUTPOST—DMU—Nelson Eddy, Ilona Massey, Joseph Schildkraut—Names and music should sell this—91m.—see May 14 issue—(615).
OKLAHOMA BADLANDS—W—Allan 'Rocky' Lane, Eddie Waller, Mildred Coles—Routine western—59m.—see March 17 issue—(753).
OLD LOS ANGELES—MUW—William Elliott, John Carroll, Catherine McLeod—One of the better Republic offerings—87m.—see April 28 issue—(708).
SECRET SERVICE INVESTIGATOR—MD—Lynne Roberts, Lloyd Bridges, George Zucco—Okeh meller for the duallers—60m.—see June 9 issue—(711).
SLIPPY McGEE—MD—Donald Barry, Dale Evans, Tom Brown—For the lower half—65m.—see Feb. 4 issue—(702).
TIMBER TRAIL, THE—MUW—Monte Hale, Lynne Roberts, James Burke—Average western—67m.—see July 7 issue—(Trucolor)—(656).
TRAIN TO ALCATRAZ—MD—Donald Barry, Janet Martin, William Phipps—Okeh meller for the duallers—60m.—see July 21 issue—(712).
UNDER CALIFORNIA STARS—MUW—Roy Rogers, Jane Frazee, Andy Devine—Fair Rogers entry—70m.—see May 26 issue—(Trucolor)—(731).

TO BE REVIEWED OR IN PRODUCTION

ANGEL IN EXILE—John Carroll, Adele Mara, Thomas Gomez.
CIMARRON TRAILS—Allan 'Rocky' Lane, Eddie Waller.
DENVER KID, THE—Allan 'Rocky' Lane, Eddy Waller, Carole Gallagher.
DESPERADOES OF DODGE CITY—Allan 'Rocky' Lane, Eddy Waller, Mildred Coles.
DRUMS ALONG THE AMAZON—George Brent, Vera Ralston, Brian Aherne.
GRAND CANYON TRAIL—Roy Rogers, Andy Devine, Jane Frazee—(Trucolor).
HOMICIDE FOR THREE—Warren Douglas, Audrey Long, Lloyd Corrigan.
MACBETH—Orson Welles, Roddy McDowell, Jeanette Nolan.
MARSHAL OF AMARILLO—Allan 'Rocky' Lane, Eddie Waller, Mildred Coles.
MOONRISE—Dane Clark, Gail Russell, Ethel Barrymore—Feldman-Gront—(714).
NIGHT TIME IN NEVADA—Roy Rogers, Andy Devine, Sons of the Pioneers—(Trucolor).
OUT OF THE STORM—Jimmy Lydon, Lois Collier, Richard Travis.
PLUNDERERS, THE—Rod Cameron, Ilona Massey, Adrian Booth—(Trucolor).
RECOIL—William Wright, Janet Martin, William Henry.
RED PONY, THE—Myrna Loy, Robert Mitchum, Louis Calhern—(Feldman-Milestone)—(Technicolor).
SON OF GOD'S COUNTRY—Monte Hale, Paul Hurst, Pamela Blake.
SONS OF ADVENTURE—Russell Hayden, Lynne Roberts, Gordon Jones.
WAKE OF THE RED WITCH—John Wayne, Gail Russell, Gig Young.

Screen Guild

(1946-47 releases from 4604 up;
 1947-48 releases from 4701 up)

(1947-48 Herald releases from X-1 up)

TRAIL OF THE MOUNTAINIES—OMD—Russell Hayden, Jennifer Holt, Emmet 'Pappy' Lynn—Okeh for the lower half—42m.—see Jan. 21 issue—(4708).

WHERE THE NORTH BEGINS — OMD — Russell Hayden, Jennifer Holt, Tristram Coffin—For the lower half—42m.—see Jan. 21 issue—(4707).

TO BE REVIEWED OR IN PRODUCTION

DEAD MAN'S GOLD—Lash La Rue, Al St. John, Peggy Stewart.
HARPOON—John Bromfield, Alyce Louis, James Cardwell—(4804).
JUNGLE GODDESS — George Reeves, Wanda McKay, Armida—(4802).
MIRACLE IN HARLEM—Stepin Fetchit, Hilda Offley, Shelia Guyse—(71m.)—(Herald)—(X-3).
MOZART STORY, THE—Hans Holt, Winnie Markus, Irene V. Meyendorff—(4805).
PRAIRIE, THE—Alan Baxter, Lenore Aubert, Charles Evans—(76m.)—(4705).
RETURN OF WILDFIRE, THE—Richard Arlen, Patricia Morrison, Mary Beth Hughes—81m.—(4801).
STING OF THE LASH—Lash La Rue, Al St. John, Peggy Stewart.

SRO

MR. BLANDINGS BUILDS HIS DREAM HOUSE—C—Cary Grant, Myrna Loy, Melvyn Douglas—High rating—93m.—see April 14 issue.

TO BE REVIEWED OR IN PRODUCTION

IF THIS BE MY HARVEST—Valli, Robert Mitchum, Louis Jourdan.
PORTRAIT OF JENNIE—Jennifer Jones, Joseph Cotten, Ethel Barrymore.

20th Century-Fox

(1947 releases from 701 up;

1948 releases from 801 up)

ANNA KARENINA—D—Vivien Leigh, Ralph Richardson, Kieron Moore—Heavy English drama for class spots—111m.—see April 28 issue—(English-made)—(Korda)—(820).
ARTHUR TAKES OVER—C—Lois Collier, Richard Crane, Skippy Homeier—For the lower half—63m.—see April 14 issue—(Wurtzel)—(817).
BELLE STARR—MD—Randolph Scott, Gene Tierney, Dana Andrews—Names will help reissue—87m.—see July 7 issue—(830).
CALL NORTHSIDE 777—MD—James Stewart, Richard Conte, Helen Walker—Good documentary-type entry—110½m.—see Feb. 4 issue—Leg.: B—(805).
CHALLENGE, THE — MD — Tom Conway, June Vincent, Richard Stapley—For the lower half—68m.—see Feb. 18 issue—(Reliance)—(807).
CHECKERED COAT, THE — MYD — Tom Conway, Noreen Nash, Hurd Hatfield—For the lower half—66m.—see July 21 issue—(Belsam)—(825).
COUNTERFEITERS, THE—MYMD—John Sutton, Doris Merri-
rick, Hugh Beaumont—Good entry for the duallers—73m.—see June 23 issue—(Reliance)—(819).
DEEP WATERS — D — Dana Andrews, Jean Peters, Cesar Romero—Pleasant drama has names to attract—85m.—see July 7 issue—(821).
ESCAPE—D—Rex Harrison, Peggy Cummins, William Hartnell—Import will need selling—78m.—see June 9 issue—(English-made)—(822).
FIGHTING BACK—CD—Paul Langton, Jeon Rogers, Gary Gray—For the lower half—61m.—see July 21 issue—(Wurtzel)—(828).
FRONTIER MARSHAL—W—Randolph Scott, Cesar Romero, Nancy Kelly—Mild reissue—71m.—see July 7 issue—(831).
FURY AT FURNACE CREEK—MD—Victor Mature, Coleen Gray, Glenn Langan—Fair programmer—88m.—see April 14, issue—(815).
GAY INTRUDERS, THE—C—John Emery, Tamara Geva, Lelf Erickson—Entertaining above average dualler—68m.—see June 23 issue—(Seltzer).
GIVE MY REGARDS TO BROADWAY—CMU—Dan Dailey, Charles Winninger, Nancy Guild—Pleasing entry should ride into the better money—89m.—see May 26 issue—(Technicolor)—(827).
GREEN GRASS OF WYOMING — OD — Peggy Cummins, Charles Coburn, Lloyd Nolan—Good entry for the rural and small town sectors—89m.—see May 12 issue—(Technicolor)—(818).
HALF PAST MIDNIGHT—MD—Kent Taylor, Peggy Knudsen, Joe Sawyer—Fair who-dun-it for the lower half—69m.—see Feb. 18 issue—(Wurtzel)—(808).
IDEAL HUSBAND, AN—C—Paulette Goddard, Michael Wilding, Diana Wynward—Technicolor Import has limited appeal—96m.—see Jan. 21 issue—(English-made)—(Technicolor)—(809).
IRON CURTAIN, THE—MD—Dana Andrews, Gene Tierney, June Havoc—Topical entry offers wealth of selling opportunities—87m.—see May 26 issue—(816).
LET'S LIVE AGAIN—C—John Emery, Hillary Brooke, Taylor Holmes—For the lower half—67m.—see March 17 issue—(Seltzer)—(813).
MEET ME AT DAWN—C—William Eythe, Stanley Holloway, Beatrice Campbell—Minor Import—89m.—see March 31 issue—(English-made)—(812).
MINE OWN EXECUTIONER—PD—Burgess Meredith, Dulcie Gray, Michael Shepley—Absorbing import has restricted appeal—105m.—see June 23 issue—(English-made)—(Korda)—Leg.: B—(824).
ROSE OF WASHINGTON SQUARE—MU—Tyrone Power, Al Tolson, Alice Faye—Reissue will benefit from name draw—86m.—see July 7 issue—(832).
SCUDDA-HOO! SCUDDA-HAY!—D—June Haver, Lon McCallister, Walter Brennan—Very good entry, especially for small town and rural spots—95m.—see March 17 issue—(Technicolor)—(811).
SITTING PRETTY—C—Robert Young, Maureen O'Hara, Clifton Webb—High-rating comedy—84m.—see March 17 issue—(810).
SLAVE SHIP—MD—Wallace Beery, Mickey Rooney, Elizabeth Allan—Names will help reissue—92m.—see July 7 issue—(833).

STREET WITH NO NAME, THE—MD—Mark Stevens, Richard Widmark, Barbara Lawrence—Very good meller—91m.—see July 7 issue—(823).

THAT LADY IN ERMINE—CMU—Betty Grable, Douglas Fairbanks, Jr., Cesar Romero—Will depend on the Grable draw—89m.—see July 21 issue—(Technicolor) (Leg. B)—(836).

13 LEAD SOLDIERS—MD—Tom Conway, Maria Palmer, Helen Westcott—For the lower half—67m.—see April 14 issue—(Reliance)—(814).

WALLS OF JERICHO, THE—D—Cornel Wilde, Linda Darnell, Anne Baxter—Good filmization of a best-seller also has names to sell—106m.—see July 21 issue—(826).

WINNER'S CIRCLE, THE—OD—Johnny Longden, Morgan Farley, Jean Willes—Fair dualler—70m.—see July 7 issue—(Polimer)—(829).

YOU WERE MEANT FOR ME—MUD—Jeanne Crain, Dan Dailey, Oscar Levant—Should bring in the dough—91m.—see Feb. 4 issue—(802).

TO BE REVIEWED OR IN PRODUCTION

APARTMENT FOR PEGGY—Jeanne Crain, William Holden, Edmund Gwenn—(Technicolor).
BONNIE PRINCE CHARLIE—David Niven, Margaret Leighton, Will Fyfe — (English-made) — (Korda) — (Technicolor).
BUNGALOW—Tom Conway, Margaret Hamilton—(Belsam).
CHICKEN EVERY SUNDAY—Dan Dailey, Alan Young, Celeste Holm.
CREEPER, THE—John Baragrey, Onslow Stevens, Janis Wilson—(Reliance).
DEEP WATERS—Dona Andrews, Jean Peters, Cesar Romero—(821).
FAN, THE — Jeanne Crain, George Sanders, Madeleine Carroll.
LAW AND MARTIN ROMEO, THE—Victor Mature, Richard Conte, Betty Garde.
LOST ILLUSION, THE—Michele Morgan, Ralph Richardson, Sonia Dresdel—(English-made)—(Korda).
LUCK OF THE IRISH, THE—Tyrone Power, Anne Baxter, Cecil Kellaway.
MISS MINK OF 1949—Jimmy Lydon, Richard Lane, Lois Collier—(Wurtzel).
NIGHT WIND—Charles Russell, Virginia Christine, Gary Gray—(Wurtzel).
ROAD HOUSE—Ida Lupino, Cornel Wilde, Celeste Holm.
SAND—Mark Stevens, Coleen Gray, Rory Calhoun—(Technicolor).
SNAKE PIT, THE—Olivia de Havilland, Leo Genn, Mark Stevens.
THAT WONDERFUL URGE—Tyrone Power, Gene Tierney, Reginald Gardner.
THIS WAS A WOMAN—Sonia Dresdel, Emyrs Jones, Barbara White—(English-made).
THREE WIVES—Jeanne Crain, Linda Darnell, Jeffrey Lynn.
TROUBLE PREFERRED—Peggy Knudson, Charles Russell, Lynne Roberts—(Wurtzel).
TUCSON—Jimmy Lydon, Penny Edwards, Charles Russell—(Wurtzel).
UNFAITHFULLY YOURS—Linda Darnell, Rex Harrison, Rudy Vallee.
WEST OF TOMORROW—Kristine Miller, Arthur Franz, Mickey Knox—(Seltzer).
WHEN MY BABY SMILES AT ME—Betty Grable, Dan Dailey, Jack Oakie—(Technicolor).
WINSLOW BOY, THE—Robert Donat, Margaret Leighton—(English-made)—(Korda).
YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark—(Technicolor).

United Artists

ADVENTURES OF DON COYOTE, THE — W — Richard Martin, Frances Rafferty, Marc Cramer—For the lower half—65m.—see May 14 issue—(Cinecolor)—(Comet).
ARCH OF TRIUMPH—D—Ingrid Bergman, Charles Boyer, Charles Laughton—Highly-touted entry should hit the spot with femmes—114m.—see March 3 issue—(Enterprise)—(Leg.: B.).
DEAD DON'T DREAM, THE—MYW—William Boyd, Andy Clyde, Mary Sawdon—Good 'Hopalong Cassidy'—62m.—see Aug. 18 issue—(Hopalong Cassidy).
FOUR FACES WEST — WD — Joel McCrea, Frances Dee, Charles Bickford—Unusual western should attract plenty of attention—90m.—see May 26 issue—(Enterprise).
HERE COMES TROUBLE (Loff-Time—Part 1)—C—Bill Tracy, Joe Sawyer, Emory Parnell—Mild comedy for the lower half—50m.—see April 28 issue—(Roach)—(Cinecolor).
KINGS OF THE OLYMPICS—PART I—DOC—The 11th Olympic meet covered by 600 cameramen; narrated by Bill Slater; edited by Joseph Lerner and Max Rosenbaum—Good entry for sport spots—60m.—see Feb. 4 issue—(German-made).
LAFF-TIME—See Here Comes Trouble, Who Killed Doc Robin.
MAD WEDNESDAY—C—Harold Lloyd, Frances Ramsden, Jimmy Conlin—Word-of-mouth should help delightful comedy—89m.—see Sept. 3 issue—(Sturges).
MAN OF EVIL—D—James Mason, Phyllis Calvert, Wilfred Lawson—Satisfactory English drama for class houses—89m.—see Feb. 18 issue—(English-made)—Leg.: B.
MIRACLE CAN HAPPEN, A—see On Our Merry Way.
ON OUR MERRY WAY—(A Miracle Can Happen)—C—Burgess Meredith, Paulette Goddard, Fred MacMurray—High rating comedy—107m.—see Feb. 18 issue—(Bogaus-Meredith)—Leg.: B.
PITFALL—MD—Dick Powell, Elizabeth Scott, Jane Wyatt—Intriguing meller—85m.—see Aug. 18 issue—(Regal).
RED RIVER—OD—John Wayne, Montgomery Clift, Joanne Dru—Topnotch—125m.—see July 21 issue—(Monterey).
SILENT CONFLICT—W—William Boyd, Andy Clyde, Rand Brooks—Fair series entry—61m.—see April 14 issue—(Hopalong Cassidy).
SLEEP, MY LOVE—PD—Claudette Colbert, Robert Cummings, Don Ameche—Good psychological entry—97m.—see Jan. 21 issue—(Triangle).
SO THIS IS NEW YORK—C—Henry Morgan, Rudy Vallee, Virginia Grey—Entertaining comedy will need selling—79½m.—see May 26 issue—(Enterprise).

TEXAS, BROOKLYN AND HEAVEN — C — Guy Madison, Diana Lynn, James Dunn—Average program comedy—76m.—see Aug. 4 issue—(Golden).

TIME OF YOUR LIFE, THE—CD—James Cagney, William Bendix, Jeanne Cagney—Fine picturization of hit play—109m.—see June 9 issue—(Cagney).

VICIOUS CIRCLE, THE—D—Conrad Nagel, Fritz Kortner, Reinhold Schunzel—Mild drama for the duallers has some angles to offer—77m.—see June 9 issue—(Wilder).

WHO KILLED 'DOC' ROBBIN—(Laff-Time—Part 2)—C—Virginia Grey, Don Castle, George Zucco—For the lower half—50m.—see May 26 issue—(Roach)—(Cinecolor).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF THE CISCO KID—Duncan Renaldo, Leo Carillo, Barbara Billingsley—(Krasne).
ANGRY GOD, THE—Alicia Parla, Casimiro Ortega—(Mexican-made)—(Fullcolor)—(Peskey).
ATLANTIS, THE LOST CONTINENT—Maria Montez, Jeon Pierre Aumont, Dennis O'Keefe—(Nebenzal)—Leg.: B.
COVER UP—William Bendix, Dennis O'Keefe, Barbara Britton—(Nasser).
FALSE PARADISE — William — Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
FLESH AND BLOOD—Madeleine Carroll—(Comet).
GAY AMIGO, THE—Duncan Renaldo, Leo Carillo—(Krasne).
GIRL FROM MANHATTAN, THE—Dorothy Lamour, Charles Laughton, George Montgomery—(Bogaus).
HIGH FURY—Madeleine Carroll, Ian Hunter, Michael Rennie—(Comet).
INNOCENT AFFAIR, AN—Fred MacMurray, Madeleine Carroll, Charles "Buddy" Rogers—(Nasser).
LITTLE PRINCE, THE — Feature length cartoon—(Harman-Ising).
LUCKY STIFF, THE — Dorothy Lamour, Brian Donlevy, Claire Trevor—(Amusement Enterprises).
MY BLONDE HEAVEN—The Marx Brothers, Ilona Massey, Vera Ellen—(Pickford-Cowan).
MY DEAR SECRETARY—Laraine Day, Kirk Douglas, Keenan Wynn—(Popkin).
OLYMPIC CAVALCADE—(Kings of the Olympics—Part II)—60m.—(Westport).
OUTPOST IN MOROCCO—George Raft, Akim Tamiroff—(Star).
SINISTER JOURNEY—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
STRANGE GAMBLE — William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
URUBU—All Native cast—(Brazilian-made)—(World Adventures).
VENDETTA—George Dolenz, Faith Domergue, Nigel Bruce—(California).
WAR PATH—George Montgomery, Ellen Drew, Phillip Reed—(Small).

Universal-International

(1946-47 releases from 601 up;

1947-48 releases from 624 up)

ABBOTT AND COSTELLO MEET FRANKENSTEIN—C—Bud Abbott, Lou Costello, Lenore Aubert—One of the better Abbott and Costello entries—83m.—see July 7 issue—(664).
ALL MY SONS—D—Edward G. Robinson, Burt Lancaster, Mady Christians—Engrossing drama promises heavy grosses—94m.—see March 3 issue—(Leg.: B)—(657).
ANOTHER PART OF THE FOREST—D—Fredric March, Dan Duryea, Ann Blyth—High calibre—106½m.—see April 28 issue—(660).
ARE YOU WITH IT?—CMU—Donald O'Connor, Olga San Juan, Martha Stewart—Entertaining programmer—90m.—see March 31 issue—Leg.: B. (656).
BAD SISTER—D—Margaret Lockwood, Joan Greenwood, Ian Hunter—Import has femme angles—90m.—see June 23 issue—(English-made)—Leg.: B—(663).
BLACK BART—OMD—Yvonne De Carlo, Dan Duryea, Jeffrey Lynn—Should get the business—80m.—see Feb. 4 issue—(Technicolor)—(653).
BROTHERS, THE—D—Patricia Roc, Will Fyfe, Maxwell Reed—Good English drama for the class houses—90m.—see May 26 issue—(English-made)—(Prestige).
CASBAH—ROMDMU—Yvonne DeCarlo, Tony Martin, Peter Lorre—Remake of 'Algiers' should prove attractive boxoffice—94m.—see March 17 issue—Leg.: B—(655).
CORRIDOR OF MIRRORS—D—Eric Portman, Edana Romney, Joan Maude—Above average import for the art houses—96m.—see July 7 issue—(English-made).
DEAR MURDERER—MD—Eric Portman, Greta Gynt, Dennis Price—Below average British import—90m.—see May 26 issue—(English-made)—(658).
END OF THE RIVER, THE—MD—Sabu, Raymond Lovell, Eva Hudson—Import will need selling—80m.—see July 7 issue—(English-made)—(Prestige).
FEUDIN', FUSSIN', AND A-FIGHTIN' — CMU — Donald O'Connor, Marjorie Main, Percy Kilbride—Will depend upon names—78m.—see June 23 issue—(665).
HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney — Powerful picturization of Shakespeare's work should prove strong grosser in many areas on special handling basis—153m.—see July 21 issue—(English-made).
HOLIDAY CAMP—C—Flora Robson, Dennis Price, Jack Warner—Entertaining British offering—97m.—see Feb. 4 issue—(English-made)—(Prestige).
JASSY—D—Margaret Lockwood, Patricia Roc, Dennis Price—Moderate English offering for class houses—96m.—see Feb. 18 issue—(English-made)—Leg.: B—(Technicolor)—(654).
LARCENY—MD—John Payne, Joan Caulfield, Dan Duryea—Good meller—89m.—see Aug. 18 issue.
LETTER FROM AN UNKNOWN WOMAN—ROMD—Joan Fontaine, Louis Jourdan, Mody Christians—Femme appeal will make the difference—86½m.—see April 28 issue—Leg.: B. (659).
MAN-EATER OF KUMAON — AD — Sabu, Wendell Corey, Joanne Page—High-rating exploitation show is packed with selling angles—79m.—see June 23 issue—(666).

MIKADO, THE—MU—Kenny Baker, John Barclay, Jean Colin—Reissue should have appeal for class spots—90m.—see May 26 issue—(English-made)—(Prestige)—(Technicolor).

MR. PEABODY AND THE MERMAID—CFAN—William Powell, Ann Blyth, Irene Hervey—Better-than-average comedy has names to help—89m.—see July 21 issue.

NAKED CITY—MD—Barry Fitzgerald, Howard Duff, Dorothy Hart—Tapnatch meller—95m.—see Feb. 4 issue—(651).

RIVER LADY—AD—Yvonne De Carlo, Rod Cameron, Dan Duryea—Program—78m.—see May 26 issue—(Technicolor)—(661).

TAP ROOTS—D—Van Heflin, Susan Hayward, Boris Karloff—Topnotch drama—109m.—see July 7 issue—(Technicolor)—(668).

UP IN CENTRAL PARK—CMU—Deanna Durbin, Dick Haymes, Vincent Price—Will depend on name draw—87m.—see June 9 issue—(662).

TO BE REVIEWED OR IN PRODUCTION

ACT OF MURDER, AN—Fredric March, Edmond O'Brien, Florence Eldridge.

BLACK VELVET—Ann Blyth, George Brent, Howard Duff—(Technicolor).

BLANCHE FURY—Valerie Hobson, Stewart Granger—(English-made)—(Technicolor).

BLUE LAGOON, THE—Jean Simmons, Donald Houston, Noel Purcell—(English-made)—(Technicolor).

CHRISTOPHER COLUMBUS—Fredric March, Florence Eldridge, Francis L. Sullivan—(English-made)—(Technicolor).

COUNTRESS OF MONTE CRISTO, THE—Sonja Henie, Michael Kirby, Olga San Juan.

CRISS CROSS—Burt Lancaster, Yvonne DeCarlo, Dan Duryea.

DAYBREAK—Ann Todd, Eric Portman, Maxwell Reed—(English-made).

DEVIL IN THE FLESH (Le Diable Au Corps)—Micheline Presle, Gerard Philipe—(French-made).

DULCIMER STREET—Richard Attenborough, Fay Compton, Alastair Sim—(English-made).

FAMILY HONEYMOON—Claudette Colbert, Fred MacMurray, Rita Johnson.

GOOD TIME GIRL—Jean Kent, Herbert Lom, Dennis Price—(English-made).

MEXICAN HAYRIDE—Bud Abbott, Lou Costello, Virginia Grey.

MISS NUMBER PLEASE—Deanna Durbin, Edmond O'Brien, Don Taylor.

MY HEART GOES CRAZY—Sid Field, Greta Gynt, Tessie O'Shea—(English-made)—(Technicolor).

O'FLYNN, THE—Douglas Fairbanks, Jr., Helena Carter, Richard Greene.

ONE NIGHT WITH YOU—Nino Martini, Patricia Roc, Bonar Colleano, Jr.—(English-made).

ONE TOUCH OF VENUS—Robert Walker, Ava Gardner, Dick Haymes.

PASSIONATE FRIENDS, THE—Ann Todd, Trevor Howard, Claude Rains—(English-made).

ROGUE'S REGIMENT—Dick Powell, Marta Toren, Vincent Price.

SAXON CHARM, THE—Robert Montgomery, Susan Hayward, John Payne.

SNOWBOUND—Robert Newton, Dennis Price, Milla Parely—(English-made).

THREE KIDS AND A QUEEN—Fred Brady, Mary Morris, Beverly Simmons.

UNAFRAID, THE—Joan Fontaine, Burt Lancaster, Robert Newton.

WOMAN HATER—Stewart Granger, Edwige Feuillere—(English-made).

YOU GOTTA STAY HAPPY—Joan Fontaine, James Stewart, Eddie Albert.

Warners

(1946-47 releases from 601 up;

1947-48 releases from 701 up)

ADVENTURES OF ROBIN HOOD, THE—COSMD—Errol Flynn, Olivia de Havilland, Claude Rains—Technicolor reissue has the names and angles—102m.—see March 3 issue—(Technicolor)—(718).

APRIL SHOWERS—CMU—Jack Carson, Ann Sothorn, Robert Alda—Show biz entry will depend on the names—94m.—see March 31 issue—(719).

BIG PUNCH, THE—MD—Wayne Morris, Lois Maxwell, Gordon MacRae—Neat programmer—80m.—see June 9 issue—(727).

EMBRACEABLE YOU—D—Dane Clark, Geraldine Brooks, S. Z. Sakall—Interesting programmer—80m.—see Aug. 4 issue.

FIGHTING 69TH, THE—D—James Cagney, Pat O'Brien, George Brent—Reissue has the names and angles—79m.—see April 28 issues—(723).

FLOWING GOLD—OMD—John Garfield, Frances Farmer, Pat O'Brien—Names will help fair reissue—82m.—see July 7 issue—(730).

GOD'S COUNTRY AND THE WOMAN—OD—George Brent, Beverly Roberts, Barton MacLane—Mild reissue—71m.—see July 7 issue—(729).

I BECAME A CRIMINAL—MD—Sally Gray, Trevor Howard, Griffith Jones—Interesting import—78m.—see Feb. 18 issue—(English-made)—Leg.:B—(717).

JEZEBEL—MD—Bette Davis, Henry Fonda, Margaret Lindsay—Reissue has the names to help—93m.—see Nov. 26 issue—(710).

KEY LARGO—MD—Humphrey Bogart, Edward G. Robinson, Lauren Bacall—High-rating thriller—101m.—see July 21 issue—(731).

LIFE WITH FATHER—CD—Irene Dunne, William Powell, Elizabeth Taylor—Picturization of topnotch play will be among top grossers—118m.—see Sept. 3 issue—(Technicolor)—(702).

MY GIRL TISA—C—Lilli Palmer, Akim Tamiraff, Sam Wanamaker—Pleasing comedy—95m.—see Feb. 4 issue—(715).

ROMANCE ON THE HIGH SEAS—ROMCMU—Jack Carson, Janis Paige, Don DeFore—Pleasing entertainment—99m.—see June 23 issue—(Technicolor)—(728).

SILVER RIVER—WD—Errol Flynn, Ann Sheridan, Thomas Mitchell—Names should make the difference—110m.—see May 26 issue—(725).

TO THE VICTOR—D—Dennis Morgan, Viveca Lindfors, Victor Francen—Interesting dramatic entry has names to help—101m.—see April 14 issue—(720).

TWO GUYS FROM TEXAS—CMU—Dennis Morgan, Jack Carson, Dorothy Malone—Good comedy has the names and angles—86m.—see Aug. 18 issue—(Technicolor).

VALLEY OF THE GIANTS—OMD—Wayne Morris, Claire Trevor, Frank McHugh—Reissue should draw action fans—78m.—see April 28 issue—(722).

WALLFLOWER—ROMC—Joyce Reynolds, Robert Hutton, Janis Paige—Mild program—77m.—see May 26 issue—Leg.:B—(726).

WINTER MEETING—D—Bette Davis, Janis Paige, James Davis—Slow-moving drama for the femme trade—104m.—see April 14 issue—(721).

WOMAN IN WHITE, THE—MYD—Alexis Smith, Eleanor Parker, Sydney Greenstreet—Interesting entry has names to help—109m.—see May 12 issue—(724).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF DON JUAN, THE—Errol Flynn, Viveca Lindfors, Robert Douglas—(Technicolor).

CLEOPATRA ARMS—Jane Wyman, David Niven, Wayne Morris.

DECISION OF CHRISTOPHER BLAKE, THE—Alexis Smith, Robert Douglas, Cecil Kellaway.

FIGHTER SQUADRON—Edmond O'Brien, Robert Stack, Henry Hull—(Technicolor).

FLAXY MARTIN—Zachary Scott, Virginia Mayo, Dorothy Malone.

FOUNTAINHEAD, THE—Gary Cooper, Patricia Neale, Kent Smith.

GIRL FROM JONES BEACH—Ronald Reagan, Virginia Mayo, Eddie Bracken.

HOUSE ACROSS THE STREET, THE—Janis Paige, Bruce Bennett, James Holden.

JOHN LOVES MARY—Ronald Reagan, Jack Carson, Patricia Neal.

JOHNNY BELINDA—Jane Wyman, Lew Ayers, Charles Bickford.

JUNE BRIDE—Bette Davis, Robert Montgomery, Betty Lynn.

LOOK FOR THE SILVER LINING—June Haver, Ray Bolger, Gordon MacRae—(Technicolor).

MY DREAM IS YOURS—Jack Carson, Doris Day, Lee Bowman—(Technicolor).

NIGHT BEAT—Robert Douglas, Helen Westcott, Robert Alda.

NIGHT UNTO NIGHT—Viveca Lindfors, Ronald Reagan, Osa Massen—(84m.).

ONE LAST FLING—Alexis Smith, Zachary Scott, Douglas Kennedy.

ONE SUNDAY AFTERNOON—Dennis Morgan, Janis Paige, Dorothy Malone—(Technicolor).

ROPE—James Stewart, John Dall, Joan Chandler—80m.—(Transatlantic)—(Technicolor).

SERENADE—Ann Sheridan, Dennis Morgan.

SMART GIRLS DON'T TALK—Bruce Bennett, Virginia Mayo, Robert Hutton.

SOUTH OF ST. LOUIS—Joel McCrea, Zachary Scott, Alexis Smith—(Technicolor).

UNDER CAPRICORN—Ingrid Bergman, Joseph Cotton, Michael Wilding—(Transatlantic)—(English-made).

UP UNTIL NOW—Ronald Reagan, Viveca Lindfors, Claude Rains.

WHIPLASH—Dane Clark, Alexis Smith, Zachary Scott.

YOUNGER BROTHERS, THE—Janis Paige, Wayne Morris, Bruce Bennett—(Technicolor).

Miscellaneous

(Address of producers and distributors will be furnished on request).

BOB AND SALLY—ED—Gloria Marlen, Ralph Hodges, Rick Vallin—Exploitation show—71m.—see June 23 issue—(Social Guidance).

CHRIST THE KING—BID—Jose Cibrian, Jose Baviera, Aurora Walker—Good religious offering for non-commercial outlets—75m.—see March 31 issue—(Mexican-made)—(Barry-Simpex).

CITIZEN SAINT—DOC—Jed Prouty, Loraine MacMartin, Walter Butterworth—Religious offering has restricted appeal—68m.—see June 23 issue—(Elliott).

DREAMS THAT MONEY CAN BUY—FAN—John Bittner, John Latouche, Valerie Tie—Unique art house offering—84m.—see May 26 issue—(Films Int. of America)—Leg.:B.

FIGHT NEVER ENDS, THE—MD—Joe Louis, Ruby Dee, The Mills Brothers—All-Negra entry with Joe Louis should draw well—64m.—see March 17 issue—(Alexander).

GREAT BETRAYAL, THE—DOC—Produced by Idea Films. Narration by W. S. Gailmor—Good documentary for the specialty houses—72m.—see June 25 issue—(Screencraft).

IRELAND TODAY—DOC—Michael Shannon, Julie Conway—Satisfactory entry for the Irish neighborhoods—80m.—see July 7 issue—(Irish-American)—(Kodachrome).

KILLER DILLER—MUC—Dusty Fletcher, George Wiltshire, Butterfly McQueen—Okeh for the Negro spots—73m.—see July 7 issue—(All-American).

NIGHT AT THE FOLLIES, A—MU—Evelyn West, Rene Andre, Pat O'Shea—Novelty picturization of burlesque show for censorless spots—48m.—see Aug. 18 issue—(Excelsior).

STORY OF LIFE, THE—ED—Joseph Creehan, Wanda McKay, John Parker—Educational sex film requires special selling—62m.—see Aug. 4 issue—(Crusade).

STRANGE VICTORY—DOC—Virgil Richardson, Cathy McGregor, Sophie Maslow—High-rating documentary will need selling—73m.—see Aug. 4 issue—(Target).

Foreign

(Address of producers and distributors will be furnished on request).

ANGELINA—D—Anna Magnani, Nando Bruno, Ave Ninchi—High-rating Italian entry—90m.—see May 12 issue—(Italian-made)—(English titles)—(President).

ANTOINE AND ANTOINETTE—D—Roger Pigaut, Claire Maffei, Noel Roquevert—High rating—88m.—see May 12 issue—(French-made)—(English titles)—(Sirlitzky-Int.)—Leg.:B.

BLIND DESIRE—DMU—Jean-Louis Barrault, Edwige Feuillere, Jean Wall—Mediocre French import—88m.—see June 23 issue—(French-made)—(English titles)—(Discina Int.).

CONFESSIONS OF A ROGUE—CD—Louis Jouvet, Suzy Delair, Annette Poivre—Good French entry—91m.—see April 28 issue—(French-made)—(English titles)—(Distinguished).

CRIME AND PUNISHMENT—D—Hampe Faustman, Gunn Wallgren, Sigurd Wallen—High-rating Swedish import—105m.—see March 31 issue—(Swedish-made)—(English titles)—(Film Rights Int.).

DAMNED, THE—D—Henri Vidal, Florence Marly, Kurt Kronefeld—High-rating French import—104m.—see May 26 issue—(French-made)—(English titles)—(Discina Int.).

DAY OF WRATH—D—Thirskid Roose, Lisbeth Movin, Sigrid Neliendam—Slow-moving Danish drama for the art houses—97m.—see May 12 issue—(Danish-made)—(English titles)—(Schaefer).

DIE FLEDERMAUS—MUC—Marte Harell, Johannes Heesters, Willi Dohm—Good German entry for the art houses—96m.—see May 12 issue—(German-made)—(English titles)—(Artkino).

ETERNAL MELODIES—BIDMU—Gino Cervi, Conchita Montenegro, Luisella Beghi—Fair Italian import—95m.—see March 3 issue—(Italian-made)—(English titles)—(Grandi).

FARBEIQUE—DOCD—Conceived and produced by Georges Rouquier. with a French farm family as performers—Unusual French import for the art houses—90m.—see March 3 issue—(French-made)—(English titles)—(Sirlitzky-Int.).

FIRST OPERA FILM FESTIVAL—MU—Tito Gobbi, Pina Malcarini, Vittoria Diocredi—Unique offering for the specialty spots—95m.—see June 23 issue—(Italian-made)—(Classic).

FRIC-FRAC—CD—Fernandel, Arletty, Michael Simon—Entertaining adult fare—90m.—see June 23 issue—(French-made)—(English titles)—(Oxford)—Leg.:C.

FRIEND WILL COME TONIGHT, A—D—Michel Simon, Madeleine Sologne, Louis Salou—Better-than-average French offering—90m.—see Aug. 4 issue—(French-made)—(English titles)—(Lopert).

GELOSIA—D—Luisa Ferida, Roldano Lupi, Elena Zareschl—Average Italian import—87m.—see May 12 issue—(Italian-made)—(English titles)—(World-Wide).

HENRY IV—D—Oswaldo Valenti, Clara Calamai, Luigi Pavese—Entertaining—92m.—see March 17 issue—(Italian-made)—(English titles)—(Superfilm)—Leg.:B.

ILLEGALS, THE—DOC—Tereska Torres, Yankel Mikalovich—Documentary-type drama has limited appeal—77½m.—see July 7 issue—(Palestinian-made)—(Mayer-Burstyn).

LYSISTRATA—CD—Judith Helzmeister, Paul Kemp, O. W. Fischer—Mediocre German offering—85m.—see July 7 issue—(German-made)—(English titles)—(Distinguished).

MARIUS—CD—Raimu, Pierre Fresnay, Charpin—Excellent French import—125m.—see May 26 issue—(French-made)—(English titles)—(Sirlitzky Int.).

MR. ORCHID—MD—Noel-Noel, Nadine Alari, Jose Arthur—Good import—93m.—see May 12 issue—(French-made)—(English titles)—(Lopert).

NOT GUILTY—MD—Michel Simon, Jany Holt, Jean Debucourt—High-rating French import—94m.—see May 26 issue—(French-made)—(English titles)—(LeLarge-Ariane)—Leg.:B.

PORTRAIT OF INNOCENCE—CD—Louise Carletti, Gilbert Gil, Pierre Larquey—Good French offering—86m.—see June 23 issue—(French-made)—(English titles)—(Sirlitzky-Int.).

RAVEN, THE—MYD—Pierre Fresnay, Pierre Larquay, Noel Roquevert—French import rates high—90m.—see March 17 issue—(French-made)—(English titles)—(Westport Int.).

RAZZIA—MD—Paul Bildt, Elli Burgmer, Walter Gross—Good German-made offering for the art houses—94m.—see July 7 issue—(German-made)—(English titles)—(Artkino).

REVENGE—D—Anna Magnani, Gino Cervi, Luisa Poselli—Good Italian import—66m.—see Dec. 10 issue—(Italian-made)—(English titles)—(Distinguished).

ROOM UPSTAIRS, THE—ROMD—Marlene Dietrich, Jean Gabin, Jean d'yd—Above average import—86m.—see June 9 issue—(French-made)—(English titles)—(Lopert).

SHOWTIME—DMU—Richard Greene, Ann Todd, Peter Graves—Minor English entry—90m.—see June 23 issue—(English-made)—(English Films).

SON OF THE REGIMENT—D—Yura Yankin, Alexander Morosov, Gregory Pluzhnik—High-rating Russian import—75m.—see May 12 issue—(Russian-made)—(English titles)—(Artkino).

SPRING—CMU—Lubov Orlova, Nikolai Cherkassov, Nikolai Kononov—Good Russian comedy—104m.—see April 28 issue—(Russian-made)—(English titles)—(Artkino).

THEY ARE NOT ANGELS—DOCD—Pierre Blanchard, Raymond Bussieres, Jean Wall—Excellent French entry—123m.—see July 7 issue—(French-made)—(English titles)—(Sirlitzky-Int.)—Leg.:B.

TRIUMPH OF YOUTH—DOC—The Athletic and Youth Clubs of Soviet Russia—Good filler for the art houses—44m.—see June 23 issue—(Russian-made)—(Artkino)—(Color).

VILLAGE TEACHER—D—Vera Maretskaya, Dmitri Sagal, Vassili Maruta—Fair Russian entry—97m.—see July 21 issue—(Russian-made)—(English titles)—(Artkino).

WELL DIGGER'S DAUGHTER, THE—D—Raimu, Fernandel, Josette Day—Excellent French entry—120m.—see Oct. 16 issue—(French-made)—(English titles)—(Sirlitzky-International)—Leg.:B.

WHO KILLED SANTA CLAUS—CMD—Harry Baur, Raymond Rouleau, Renee Faure—Mediocre French import—95m.—see May 26 issue—(French-made)—(English titles)—(Film Rights Int.).

The Shorts Parade

(Additional listing of 1946-47 shorts product will be found on pages 2225, 2226, 2227, 2244, 2245, 2303, 2304, 2305, 2404, 2405, and 2406 of The Pink Section, another regular service of THE EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season. Uncompleted 1946-47 series will appear until ended.—Ed.)

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
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Columbia

Two Reel

COMEDIES

ASSORTED AND ALL-STAR (20)

9421	(Oct. 9)	Wedding Belle (Schilling-Lane)	F	17m.	2287
9422	(Nov. 13)	Should Husbands Marry? (Herbert)	F	17m.	2302
9423	(Jan. 29)	Silly Billy (Burke)	F	18m.	2351
9424	(Feb. 19)	Two Nuts In A Rut (Schilling and Lane)	F	18m.	2360
9425	(Apr. 15)	Tall, Dark and Gruesome (Herbert)	F	16m.	2375
9426	(May 13)	Crabbin' in the Cabin (Vernon and Quillan)	F	18m.	2413
9427	(June 10)	Pardon My Lamb Chop (Schilling and Lane)	B	17m.	2422
9431	(Sept. 4)	Rolling Down To Reno (Von Zell)	G	16 1/2m.	2262
9432	(Sept. 18)	Hectic Honeymoon (Holloway)	F	17m.	2271
9433	(Nov. 20)	Wife To Spare (Clyde)	F	16m.	2302
9434	(Dec. 18)	Wedlock Deadlock (DeRita)	G	16m.	2328
9435	(Dec. 25)	Radio Romeo (Von Zell)	F	17 1/2m.	2351
9436	(Jan. 15)	Man or Mouse (Holloway)	F	18m.	2351
9437	(Mar. 11)	Eight-Ball Andy (Clyde)	F	17 1/2m.	2369
9438	(Apr. 29)	Jitter Bughouse (De Rita)	G	17m.	2393
9439	(May 27)	The Sheepish Wolf (Von Zell)	F	17 1/2m.	2413
9440	(June 24)	Flat Feet (Holloway)	F	17 1/2m.	2436

SERIALS (3)

9120	(Sept. 4)	The Sea Hound	G	15ep.	2241
9140	(Dec. 18)	Brick Bradford	G	15ep.	2311
9160	(Apr. 1)	Tex Granger	G	15ep.	2369

SPECIAL FEATURE SERIAL

9180	(July 15)	Superman	E	15ep.	2428
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SPECIAL (1)

9451	(Jan. 15)	A Voice Is Born	E	20 1/2m.	2271
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THREE STOOGES (8)

9401	(Sept. 11)	Brideless Groom	G	16 1/2m.	2262
9402	(Oct. 30)	Sing A Song of Six Pants	F	17m.	2287
9403	(Dec. 11)	All Gummed Up	F	18m.	2302
9404	(Jan. 8)	Shivering Sherlocks	G	17m.	2375
9405	(Feb. 26)	Pardon My Clutch	F	15m.	2351
9406	(Mar. 4)	Squareheads of the Round Table	F	18m.	2360
9407	(May 6)	Fiddlers Three	B	17m.	2393
9408	(July 8)	The Hot Scots	G	17m.	2436

One Reel

COLOR FAVORITES (8)

(Re-releases)

(Technicolor)

9601	(Oct. 30)	Dreams On Ice	G	6 1/2m.	2271
9602	(Nov. 20)	Novelty Shop	F	6 1/2m.	2303
9603	(Dec. 18)	Dr. Bluebird	F	8m.	2302
9604	(Jan. 22)	In My Gondola	F	7 1/2m.	2329
9605	(Feb. 19)	Animal Cracker Circus	G	7m.	2336
9606	(Apr. 8)	Bon Bon Parade	G	8 1/2m.	2375
9607	(May 6)	House That Jack Built	F	7m.	2393
9608	(July 15)	The Untrained Seal	F	7 1/2m.	2436

COLOR PHANTASIES (8)

9701	(Nov. 6)	Kitty Caddy	F	6m.	2287
9702	(Feb. 5)	Topsy Turkey	F	6 1/2m.	2352
9703	(June 3)	Short Snorts On Sports	F	6 1/2m.	2422

COLOR RHAPSODIES (8)

(Technicolor)

9501	(Sept. 11)	Swiss Tease	F	6m.	2263
9502	(Dec. 4)	Boston Beany	G	6m.	2302
9503	(Mar. 18)	Flora	G	7m.	2352

COMMUNITY SINGS (12)

(Series 12)

9651	(Sept. 4)	No. 1—Linda	G	10m.	2243
9652	(Oct. 2)	No. 2—April Showers	G	9m.	2271
9653	(Nov. 6)	No. 3—Peg O' My Heart	G	9m.	2303
9654	(Dec. 4)	No. 4—When You Were Sweet Sixteen	G	9 1/2m.	2328
9655	(Jan. 8)	No. 5—Feudin' & Fightin'	G	10 1/2m.	2352
9656	(Feb. 12)	No. 6—Civilization	G	10m.	2360

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9657	(Apr. 29)	No. 7—I'm Looking Over A Four-Leaf Clover	G	9 1/2m.	2376
9658	(June 3)	No. 8—Manana	G	10 1/2m.	2413
9659	(Aug. 12)	No. 9—California Here I Come		9m.	

FILM NOVELTIES (12)

9901	(Nov. 27)	Aren't We All	F	10 1/2m.	2328
	(.....)	Candid Microphone	E	10m.	2437

SCREEN SNAPSHOTS (12)

(Series 27)

9851	(Sept. 4)	Hollywood Cowboys	G	9 1/2m.	2243
9852	(Oct. 9)	Laguna, U. S. A.	G	9 1/2m.	2303
9853	(Nov. 27)	Out of This World Series	G	9m.	2328
9854	(Dec. 18)	Off The Air	F	10m.	2328
9855	(Jan. 22)	Hawaii In Hollywood	G	10m.	2361
9856	(Mar. 18)	Photoplay Magazine's Gold Medal Awards	G	9 1/2m.	2376
9857	(Apr. 1)	Smiles and Styles	G	9 1/2m.	2376
9858	(May 6)	Hollywood Honors Herholt	G	8m.	2393
9859	(June 10)	Hollywood Party	G	9m.	2422
9860	(July 8)	Hollywood Friars Honor George Jessel	G	9 1/2m.	2437

THRILLS OF MUSIC (12)

(Series 2)

9951	(Sept. 18)	Boyd Raeburn and Orchestra	G	11m.	2263
9952	(Oct. 30)	Claude Thornhill and Orchestra	G	11m.	2271
9953	(Nov. 13)	Lecuna Cuban Boys	G	10 1/2m.	2297
9954	(Dec. 11)	Skitch Henderson and Orchestra	G	10m.	2352
9955	(Jan. 15)	Charlie Barnet and Orchestra	G	10 1/2m.	2393
9956	(Mar. 25)	Ted Weems & Orchestra	G	10 1/2m.	2361
9957	(June 10)	Gene Krupa and Orchestra	F	10m.	2422
9958	(July 22)	Tony Pastor and Orchestra		10m.	

WORLD OF SPORTS (12)

9801	(Sept. 25)	Cinderella Cagers	G	9 1/2m.	2263
9802	(Oct. 23)	Ski Demons	G	9m.	2287
9803	(Nov. 13)	Bowling Kings	G	10m.	2306
9804	(Dec. 25)	Navy Crew Champions	G	10m.	2328
9805	(Jan. 29)	Rodeo Thrills and Spills	G	9 1/2m.	2361
9806	(Mar. 11)	Net Marvels	G	9m.	2377
9807	(May 13)	Champions in the Making	F	8 1/2m.	2407
9808	(June 17)	No Holds Barred	G	9m.	2423
9809	(July 15)	Aqua Zannies	F	9m.	2437

Metro-Goldwyn-Mayer

Two Reel

SPECIALS (4)

A-901	(Mar. 27)	Drunk Driving	F	21m.	2360
A-902	(Apr. 24)	Going To Blazes	E	21m.	2384

One Reel

CARTOONS (16)

(Technicolor)

(T-J—Tom and Jerry)

W-931	(Sept. 20)	Slap Happy Lion	G	7m.	2281
W-932	(Sept. 27)	The Invisible Mouse (T-J)	F	7m.	2256
W-933	(Dec. 6)	King Size Canary	F	7m.	2297
W-934	(Jan. 31)	The Bear and the Bean	G	7m.	2336
W-935	(Mar. 20)	What Price Freedom	F	6m.	2352
W-936	(Apr. 24)	Make Mine Freedom	G	9m.	2376
W-937	(May 1)	Kitty Foiled (T-J)	E	7m.	2384
W-938	(May 15)	Little Tinker	G	8m.	2413
W-939	(June 26)	The Bear and the Hare	F	7m.	2422
W-940	(July 17)	The Truce Hurts		7m.	

FITZPATRICK TRAVELTALKS (6)

(Technicolor)

T-911	(Nov. 29)	Visiting Virginia	G	9m.	2281
T-912	(Dec. 13)	Cradle Of A Nation	G	10m.	2297
T-913	(May 8)	Cape Breton Island	G	9m.	2438
T-914	(July 17)	Chicago, the Beautiful		10m.	

GOLD MEDAL REPRINT CARTOONS (7)

(Technicolor)

W-921	(Nov. 22)	Goldilocks and the Three Bears	F	11m.	2289
W-922	(Dec. 20)	The Fishing Bear	F	8m.	2311
W-923	(Feb. 14)	The Milky Way	E	8m.	2342
W-924	(Mar. 27)	The Midnight Snack	F	9m.	2360
W-925	(Apr. 24)	Puss 'N' Toots	G	7m.	2393
W-926	(June 12)	The Bowling Alley Cat	F	8m.	2428

MARTIN BLOCK'S

MUSICAL MERRY-GO-ROUNDS (4)

M-981	(Feb. 14)	No. 1—Freddy Martin and Keenan Wynn	E	10m.	2342
M-982	(Apr. 24)	No. 2—Tex Beneke and Orchestra	G	10m.	2352
M-983	(June 26)	No. 3—Ray Noble and Buddy Clark	G	11m.	2422
M-984	(July 17)	No. 4—Les Brown and Virginia O'Brien		10m.	

PASSING PARADES (6)

K-971	(Dec. 20)	Miracle in A Cornfield (Technicolor)	E	8m.	2312
K-972	(Jan. 10)	It Can't Be Done	E	10m.	2337
K-973	(Jan. 24)	Goodbye Miss Turlock	G	10m.	2342
K-974	(Feb. 7)	My Old Town	G	9m.	2342
K-975	(June 19)	Souvenirs of Death	G	10m.	2428

PETE SMITH SPECIALTIES (10)

S-951	(Sept. 6)	Football Thrills No. 10	E	10m.	2250
S-952	(Oct. 18)	Surfboard Rhythm (Technicolor)	G	9m.	2263
S-953	(Nov. 8)	What D'Ya Know?	G	9m.	2281
S-954	(Dec. 13)	Have You Ever Wondered?	G	10m.	2303
S-955	(Jan. 10)	Bowling Tricks	E	9 1/2m.	2312
S-956	(Feb. 7)	I Love My Mother-In-Law, But	G	8m.	2337
S-957	(Mar. 20)	Now You See It (Technicolor)	G	9m.	2361
S-958	(May 29)	You Can't Win	F	9m.	2393
S-959	(July 17)	Just Suppose		9m.	

Monogram

Two Reel

(Ansco Color)

4741	(May 30)	Climbing the Matterhorn	E	21m.	2249
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Paramount

Two Reel

MUSICAL PARADE FEATURETTES (6)

(Technicolor)

FF7-1	(Feb. 27)	Samba Mania	G	18m.	2336
FF7-2	(Apr. 9)	Footlight Rhythm	G	19m.	2369
FF7-3	(June 25)	Gypsy Holiday	F	19m.	2414
FF7-4	(Aug. 6)	Tropical Masquerade			
FF7-5	(Oct. 1)	Big Sister Blues			

One Reel

GRANTLAND RICE SPOTLIGHTS (10)

R7-1	(Oct. 3)	Riding The Waves	G	10m.	2281
R7-2	(Oct. 31)	Running The Hounds	G	11m.	2287
R7-3	(Nov. 28)	Five Fathoms of Fun	G	10m.	2306
R7-4	(Dec. 5)	Stop, Look And Guess 'Em	G	10m.	2312
R7-5	(Jan. 16)	All American Swing Stars	G	10m.	2337
R7-6	(Feb. 20)	Double Barrelled Sport	G	10m.	2342
R7-7	(Mar. 26)	Big Game Angling	G	10m.	2361
R7-8	(Apr. 30)	Riding Habits	G	10m.	2377
R7-9	(June 11)	Big League Glory	E	10m.	2414
R7-10	(July 30)	Her Favorite Pools	G	10m.	

NOVELTOONS (8)

(Polacolor)

P7-1	(Dec. 5)	Santa's Surprise	G	9m.	2303
P7-2	(Jan. 9)	Cat O' Nine Ails	G	7m.	2313
P7-3	(Feb. 13)	Flip Flap	G	8m.	2360
P7-4	(Mar. 19)	We're In The Honey	G	8m.	2360
P7-5	(Apr. 9)	The Sored Cuckoo	G	8m.	2375
P7-6	(Apr. 23)	There's Good Boo's Tonite	G	9m.	2376
P7-7	(May 7)	Land Of The Lost	E	7m.	2385
P7-8	(June 4)	Butterscotch and Soda	G	7m.	2414

(1948-49) (8)

P8-1	(Sept. 3)	The Mite Makes Right			
P8-2	(Sept. 3)	Hector's Hectic Life			
P8-3	(Sept. 3)	Old Shell Game			
P8-4	(Sept. 3)	Little Red School House			
P8-5	(Sept. 10)	Hep Cat Symphony			
P8-6	(Oct. 1)	Lost Dream			

PACEMAKERS (6)

K7-1	(Oct. 3)	It Could Happen To You	G	11m.	2281
K7-2	(Nov. 14)	Babies, They're Wonderful	G	11m.	2287

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
X7-2	(Jan. 23)	Bose Brawl	G	8m. 2337	
X7-3	(Jan. 20)	Little Brown Jug	G	8m. 2337	
X7-4	(Mar. 12)	The Golden State	G	8m. 2360	
X7-5	(Mar. 19)	Winter Draws On	G	7m. 2360	
X7-6	(June 4)	Sing Or Swim	G	7m. 2414	
X7-7	(July 16)	Camptown Races	G	8m.	
X7-8	(Aug. 20)	The Lone Star State			

(1948-49) (8)
X8-1 (Sept. 17) Readin', 'Ritin' and
'Rhythmic

SPEAKING OF ANIMALS (6)

Y7-1	(Oct. 3)	Dog Crazy	G	11m. 2281	
Y7-2	(Nov. 14)	Ain't Nature Grand	F	10m. 2287	
Y7-3	(Dec. 12)	Monkey Shines	G	9m. 2306	
Y7-4	(Feb. 6)	Home Sweet Home	F	10m. 2337	
Y7-5	(Apr. 16)	Tain't So	F	10m. 2376	
Y7-6	(June 18)	As Headliners	G	10m. 2414	

UNUSUAL OCCUPATIONS (6)

(Magnacolor)

L7-1	(Nov. 7)	No. 1—Hula Magic	G	10m. 2281	
L7-2	(Jan. 2)	No. 2—Bagpipe Lassies	G	11m. 2313	
L7-3	(Feb. 13)	No. 3—Modern Pioneers	G	11m. 2361	
L7-4	(Apr. 16)	No. 4—Nimrod Artist	G	10m. 2376	
L7-5	(May 14)	No. 5—Feather Finery	G	10m. 2393	
L7-6	(Aug. 13)	No. 6—Aerial Hot Rods			

RKO

Two Reel

EDGAR KENNEDY COMEDIES (6)

83401	(Nov. 21)	Mind Over Mouse	F	17m. 2311	
83402	(Jan. 2)	Brother Knows Best	F	17m. 2336	
83403	(Feb. 6)	No More Relatives	F	18m. 2351	
83404	(May 14)	How To Clean House	F	18m. 2403	
83405	(June 25)	Dig That Gold	F	17m. 2436	
83406	(.....)	Home Canning			

LEON ERROL COMEDIES (6)

83701	(Jan. 16)	Bet Your Life	G	14m. 2336	
83702	(Mar. 5)	Don't Fool Your Wife	F	18m. 2360	
83703	(Apr. 9)	Secretary Trouble	F	17m. 2403	

MY PAL (4)

83201	(Oct. 31)	My Pal	G	22m. 2262	
83202	(.....)	Lost Pal			

RAY WHITLEY MUSICAL WESTERN REISSUES (4)

83501	(Sept. 5)	Molly Cures A Cowboy	F	19m. 2256	
83502	(Oct. 10)	Musical Bandit	F	16m. 2280	
83503	(Nov. 14)	Corralling A School Marm	F	20m. 2319	
83504	(Dec. 19)	Prairie Spooners	G	13m. 2328	

SPECIALS

83901	(Dec. 12)	Football Highlights of 1947	G	19½m. 2302	
841	(.....)	Louis-Walcott Fight	G	21m. 2302	
83601	(Apr. 1)	Twenty Years of Academy Awards	E	18m. 2369	
83801	(Apr. 23)	Basketball Headliners of 1948	G	18m. 2384	
842	(June 26)	Louis-Walcott Fight No. 2	G	19m. 2422	

THIS IS AMERICA (13)

83101	(Nov. 14)	Border Without Bayonets	E	16m. 2286	
83102	(Dec. 12)	Switzerland Today	E	18m. 2311	
83103	(Jan. 9)	Children's Village	E	19m. 2319	
83104	(Feb. 6)	Operation White Tower	G	18m. 2336	
83105	(Mar. 5)	Photo Frenzy	E	16m. 2352	
83106	(Apr. 2)	Funny Business	E	18m. 2369	
83107	(Apr. 30)	Democracy's Diary	E	17m. 2384	
83108	(May 28)	Crime Lab	E	17m. 2403	
83109	(June 25)	Letter To A Rebel	G	16m. 2428	
83110	(July 23)	Sport's Golden Age	G	18m. 2436	

One Reel

FLICKER FLASHBACKS (7)

84201	(Oct. 24)	No. 1	G	10m. 2281	
84202	(Dec. 5)	No. 2	G	9m. 2319	
84203	(Jan. 16)	No. 3	F	9m. 2337	
84204	(Feb. 27)	No. 4	F	9m. 2361	
84205	(Apr. 9)	No. 5	F	8m. 2385	
84206	(May 21)	No. 6	F	9m. 2437	
84207	(July 2)	No. 7	G	9m. 2438	

JAMBOREES (7)

(Re-Releases)

84401	(Sept. 5)	Enric Madriguera and Orchestra	F	8m. 2256	
84402	(Oct. 3)	It's Tommy Tucker Time	F	8m. 2281	
84403	(Oct. 31)	Johnny Long and His Orchestra	G	8m. 2287	
84404	(Nov. 28)	Duke Ellington and His Orchestra	G	9m. 2319	
84405	(Dec. 26)	Jerry Wald and His Orchestra	G	9m. 2328	
84406	(Jan. 23)	Ray McKinley and His Orchestra	F	8m. 2328	
84407	(Feb. 20)	Dick Stabile and His Orchestra	G	8m. 2337	

SPORTSCOPES (13)

84301	(Sept. 19)	Ski Holiday	G	8m. 2271	
84302	(Oct. 17)	Golf Doctor	G	8m. 2271	
84303	(Nov. 14)	Quail Pointers	G	8m. 2287	
84304	(Dec. 12)	Pin Games	G	8m. 2312	
84305	(Jan. 9)	Racing Day	G	8m. 2319	
84306	(Feb. 6)	Sports Coverage	G	8m. 2337	
84307	(Mar. 5)	Teen Age Tars	G	9m. 2361	
84308	(Apr. 2)	Doggone Clever	G	8m. 2385	
84309	(Apr. 30)	Big Mouth Bass	F	8m. 2437	

84310	(May 28)	Muscles and the Lady	G	9m. 2414	
84311	(June 25)	Ladies In Wadding	G	8m. 2437	

WALT DISNEY CARTOONS (18)

(Ninth Series)

(Technicolor)

(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto;

F—Figaro)

(1946-47)

74101	(May 30)	Figaro And Frankie (F)	F	7m. 2131	
74102	(June 20)	Clown of the Jungle (D)	G	6m. 2154	
74103	(July 11)	Donald's Dilemma (D)	G	7m. 2163	
74104	(Aug. 1)	Crazy With The Heat (D)	F	6m. 2187	
74105	(Aug. 22)	Bottle Beetle (D)	G	7m. 2211	
74106	(Sept. 12)	Wide Open Spaces (D)	G	7m. 2187	
74107	(Oct. 3)	Mickey's Delayed Date (M)	G	7m. 2250	
74108	(Oct. 31)	Foul Hunting (G)	F	6m. 2250	
74109	(Nov. 14)	Mail Dog (P)	G	7m. 2271	
74110	(Nov. 28)	Chip An' Dale	G	7m. 2286	
74111	(Dec. 26)	Pluto's Blue Note (P)	G	7m. 2311	
74112	(Jan. 23)	They're Off (G)	G	7m. 2337	
74113	(Feb. 6)	The Big Wash (G)	G	7m. 2271	
74114	(Mar. 5)	Drip Dippy Donald (D)	E	7m. 2360	
74115	(Mar. 19)	Mickey Down Under (M)	F	7m. 2385	
74116	(Apr. 16)	Daddy Duck (D)	G	7m. 2403	
74117	(Apr. 30)	Bone Bandit (P)	F	7m. 2403	
74118	(May 21)	Donald's Dream Voice (D)	E	6m. 2422	

(1947-48) (18)

(.....)	Cat Nap Pluto (P)				
(.....)	Inferior Decoration (D)				
(.....)	Pueblo Pluto (P)				
(.....)	Donald's Happy Birthday				

WALT DISNEY REISSUES (6)

(Technicolor)

84701	(Oct. 17)	Hawaiian Holiday	E	8m. 2280	
84702	(Dec. 12)	The Clock Cleaners	E	8m. 2319	
84703	(Feb. 20)	Little Hiawatha	E	9m. 2336	
84704	(Apr. 2)	Alpine Climbers	E	9m. 2329	
84705	(May 14)	Woodland Cafe	E	8m. 2337	
84706	(June 18)	Three Little Pigs	E	9m. 2436	

Republic

Two Reel

SERIALS

791	(.....)	G-Men Never Forget	G	12ep. 2262	
792	(Jan. 31)	Dangers of the Canadian Mounted	G	12ep. 2311	
793	(Apr. 24)	Dick Tracy Returns (Re-release)	E	15ep. 2319	
794	(July 17)	Adventures of Frank and Jesse James	G	13ep. 2428	

One Reel

CARTOON

(Trucolor)

761	(Dec. 20)	It's A Grand Old Nag	G	8½m. 2297	
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20th Century-Fox

Two Reel

MARCH OF TIME (13)

(Vol. 14)

(Sept. 5)	No. 1—Is Everybody Listening?	F	18½m. 2243	
(Oct. 3)	No. 2—T-Men In Action	E	18m. 2262	
(Oct. 31)	No. 3—End of an Empire	G	18½m. 2280	
(Nov. 28)	No. 4—Public Relations . . . This Means You	G	17m. 2286	
(Dec. 26)	No. 5—The Presidential Year	G	17m. 2319	
(Jan.)	No. 6—The 'Cold War': Act 1—France	G	18½m. 2328	
(Feb.)	No. 7—Marriage and Divorce	F	17m. 2352	
(Mar.)	No. 8—Crisis In Italy	E	17m. 2360	
(Apr.)	No. 9—Life With Junior	G	18m. 2376	
(May)	No. 10—Battle for Greece	G	17m. 2393	
(June)	No. 11—The Fight Game	G	18½m. 2413	
(July)	No. 12—The Case of Mrs. Conrad	E	20m. 2428	
(Aug.)	No. 13—White Collar Girls	G	17m.	

SPECIAL

(.....)	Report For Action	G	17m. 2403	
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One Reel

FEMININE WORLD

(Ilka Chase)

8601	(Feb.)	Something Old—Something New	E	9m. 2337	
8602	(Apr.)	Fashioned for Action	G	8m. 2376	

LEW LEHR DRIBBLE PUSS PARADE

8901	(Nov. 21)	Album of Animals	F	9m. 2250	
8902	(May)	Dying To Live	G	9m. 2403	

MOVIETONE ADVENTURES (12)

(Black and White)

8201	(Sept. 12)	Horizons Of Tomorrow	G	9½m. 2281	
8202	(Nov. 7)	The Three R's Go Modern	G	9m. 2243	
8203	(Mar.)	Sky Thrills	E	9m. 2342	
8204	(July)	Majesty Of Yellowstone	G	9m. 2393	

(Color)

(T—Technicolor; C—Cinacolor)

8251	(Aug. 22)	Holiday In South Africa (T)	G	8m. 2256	
8252	(Oct. 17)	Home Of The Danes (T)	G	8m. 2256	
8253	(Dec. 12)	Jungle Closeups (T)	G	8m. 2342	

8254	(Jan.)	Copenhagen Pageantry (T)	G	8m. 2342	
8255	(June)	Scenic Sweden (T)	G	8m. 2407	
8256	(July)	Riddle of Rhodesia (T)		8m.	
8257	(Aug.)	Bermuda (T)		8m.	
8258	(Aug.)	Desert Lights (T)		8m.	

SPECIAL

(.....)	Thanks America	E	11m. 2352	
(.....)	Israel Reborn	G	10m. 2437	

SPORTS REVIEWS (6)

(Technicolor)

8351	(Sept. 26)	Vacation Magic	G	8m. 2256	
8352	(Jan.)	Aqua Capers	F	8m. 2297	
8353	(Apr.)	Playtime in Scandinavia (Black and White)	G	8m. 2377	
8301	(Aug. 1)	Gridiron Greatness	G	10½m. 2243	
8302	(Feb.)	Olympic Class	G	10m. 2342	
8303	(May)	Everglades Adventure	G	9m. 2342	
8304	(.....)	Football Finesse			

TERRYTOONS (24)

(Technicolor)

8501	(Feb.)	One Note Tony	G	7m. 2256
8502	(Aug. 15)	The Talking Magpies In Flying South	F	7m. 2256
8503	(Aug. 29)	Mighty Mouse In A Date For Dinner	F	7m. 2256
8504	(Sept. 19)	The Talking Magpies In Fishing By The Sea	F	6½m. 2281
8505	(Oct. 10)	Mighty Mouse in the First Snow	F	6½m. 2297
8506	(Oct. 24)	The Talking Magpies in the Super Salesman	F	6½m. 2297
8507	(Nov. 14)	Mighty Mouse In A Fight to the Finish	F	7m. 2303
8508	(Dec. 5)	The Wolf's Pardon	G	7m. 2311
8509	(Dec. 19)	Mighty Mouse In Swiss Cheese Family Robinson	G	7m. 2337
8510	(Dec. 12)	The Talking Magpies In The Hitchhikers	F	7m. 2352
8511	(Dec. 26)	Mighty Mouse In Lazy Little Beaver	F	7m. 2352
8512	(Jan.)	Felix The Fox	G	7m. 2375
8513	(Jan.)	The Talking Magpies In Taming The Cat	G	7m. 2376
8514	(Mar.)	Mighty Mouse and the Magician	F	7m. 2385
8515	(Mar.)	Gandy Goose and the Chipper Chipmunk	F	7m. 2413
8516	(Apr.)	Hounding The Hares	F	7m. 2403
8517	(Apr.)	Mighty Mouse In the Feudin' Hillbillies	F	7m. 2403
8518	(May)	Mystery in the Moonlight	F	7m. 2403
8519	(June)	Seeing Ghosts	F	7m. 2403
8520	(June)	The Talking Magpies in a Sleepless Night		7m.
8521	(July)	Mighty Mouse in the Witch's Cat		7m.
8522	(July)	The Talking Magpies In Magpie Madness		7m.
8523	(Aug.)	Mighty Mouse In Love's Labor Won		7m.
		(Reissues)		
8531	(May)	Butcher of Seville	G	7m. 2384
8532	(May)	Mighty Mouse in the Green Line	F	7m. 2422

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed in Pink Section
3304	(Mar. 3)	Orchestra	G	15m. 2328	
3305	(Mar. 31)	Tex Beneke and Orchestra	G	15m. 2342	
3306	(June 16)	Woody Herman and His Orchestra	G	15m. 2369	
3307	(June 23)	Red Ingle and his Natural Seven	G	15m. 2403	
		Tex Williams and Orchestra in "Western Whoopee"	G	15m. 2436	
		Jimmy Dorsey and Orchestra			
SPECIALS (2)					
(1946-47)					
2201	(Aug. 27)	Fight of the Wild Stallions	G	20m. 2255	
2202	(Nov. 12)	Harnessed Lightning	F	17m. 2297	
		(1947-48)			
3201	(Feb. 18)	Snow Capers	G	19m. 2342	
One Reel					
THE ANSWER MAN (8)					
3391	(Dec. 22)	No. 1—Wind, Curves and Trapdoors	G	9m. 2319	
3392	(Jan. 19)	No. 2—Hall of Fame	G	7m. 2376	
3393	(Mar. 15)	No. 3—Men, Women and Motion	G	8m. 2403	
3394	(Apr. 26)	No. 4—Flood Waters	G	8m. 2437	
3395	(June 21)	No. 5—Mighty Timber	G	9m. 2437	
3396	(July 5)	No. 6—Rockets of the Future			
3397	(Aug. 16)	No. 7—Water Battlers			
3398	(Aug. 23)	No. 8—Home of the Iceberg			
SING AND BE HAPPY (8)					
3381	(Mar. 29)	Spotlight Serenade	G	8m. 2385	
3382	(June 14)	Singin' The Blues	F	9m. 2437	
3383	(July 5)	River Melodies	G	8m. 2437	
WALTER LANTZ CARTUNES					
(Technicolor)					
2329	(Dec. 15)	Woody, the Giant Killer	F	7m. 2319	
		Pickled Puss	F	7m. 2328	
(Reissues) (13)					
3321		Knock Knock	G	7m. 2403	
3322	(May)	Syncopated Sioux	F	7m. 2403	
3323	(July)	Woody Woodpecker	F	7m. 2403	
VARIETY VIEWS (8)					
3341	(Sept. 29)	Tropical Harmony	G	10m. 2287	
3342	(Nov. 17)	Chimp Aviator	G	9m. 2287	
3343	(Feb. 9)	Brooklyn Makes Capital	G	10m. 2319	
3344	(June 7)	Whatta Built	F	10m. 2407	
3345	(June 28)	Copa Carnival	F	10m. 2423	
3346	(July 12)	Paris On The Plate	F	10m. 2438	
3347	(Aug. 16)	Gaucha Fiesta	F	8 1/2m. 2428	
Vitaphone					
Two Reel					
SPECIAL (1)					
(Technicolor)					
4101	(Oct. 11)	Power Behind the Nation	G	18m. 2256	
		(1948-49)			
5101	(Sept. 11)	Football Magic			
TECHNICOLOR SPECIALS (8)					
4001	(Jan. 31)	Celebration Days	B	19m. 2336	
4002	(Oct. 18)	Soap Box Derby	G	20m. 2273	
4003	(Feb. 21)	Teddy, the Rough Rider			
		(Reissue)	E	20m. 2341	
4004	(Apr. 3)	King of the Carnival	E	20m. 2360	
4005	(May 29)	Calgary Stampede	E	18m. 2393	
4006	(July 3)	A Day At the Fair	G	19m. 2414	
4007	(Sept. 4)	The Man From New Orleans			
4008	(Oct. 16)	My Own United States			
One Reel					
ADVENTURE SPECIALS (6)					
(Technicolor)					
4801	(Sept. 6)	Land of Romance	G	10m. 2263	
4802	(Nov. 15)	Beautiful Bali	G	10m. 2297	
4803	(Dec. 20)	Dad Minds the Baby	G	10m. 2311	
4804	(Feb. 28)	What's Hatchin'?	G	10m. 2342	
4805	(Mar. 27)	Rhythm of a Big City	G	10m. 2352	
4806	(June 5)	Living With Lions	E	10m. 2415	
		(1948-49)			
5801	(Sept. 25)	Mysterious Ceylon			
BLUE RIBBON HIT PARADES (13)					
(Reissues)					
(Technicolor)					
4301	(Dec. 20)	Dangerous Dan McFoo	G	7m. 2319	
4302	(Jan. 17)	Hobo Gadget Band	G	7m. 2319	
4303	(Mar. 20)	Little Pancho Vanilla	G	7m. 2336	
4304	(Apr. 10)	Don't Look Now	F	7m. 2336	
4305	(Apr. 24)	Curious Puppy	F	7m. 2403	
4306	(May 22)	Circus Today	G	7m. 2403	
4307	(June 12)	Little Blabber Mouse	G	7m. 2422	
4308	(July 10)	The Squawkin Hawk	G	7m. 2436	
4309	(July 13)	A Tale Of Two Kitties	G	7m. 2436	
4310	(Aug. 14)	Pigs In A Polka	G	7m. 2436	
4311	(Aug. 28)	Greetings Bait	G	7m. 2436	
4312	(Sept. 18)	Hiss and Make Up			
4313	(Oct. 2)	Hollywood Steps Out			
		(1948-49)			
5301	(Oct. 30)	An Itch In Time			
BUGS BUNNY SPECIALS (8)					
(Technicolor)					
(1946-47)					
3719	(June 28)	Easter Yeggs	B	7m. 2221	
3720	(Nov. 1)	Slick Hare	G	7m. 2297	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed in Pink Section
3721	(Jan. 3)	Gorilla My Dreams	G	7m. 2336	
3722	(Feb. 7)	A Feather in His Hare	F	7m. 2336	
3723	(Apr. 10)	Rabbit Punch	G	7m. 2376	
3724	(May 8)	Buccaneer Bunny	F	7m. 2393	
3725	(June 12)	Bugs Bunny Rides Again	F	7m. 2415	
3726	(July 24)	Haredevil Hare	G	7m. 2438	
		(1947-48)			
4719	(Aug. 21)	Hot Cross Bunny			
4720	(Sept. 25)	Hare Splitter			
JOE McDOAKES COMEDIES (6)					
4401	(Sept. 13)	So You Want To Be A Salesman	G	10m. 2263	
4402	(Nov. 22)	So You Want To Hold Your Wife	F	10m. 2297	
4403	(Jan. 3)	So You Want An Apartment	G	11m. 2328	
4404	(Feb. 14)	So You Want To Be A Gambler	G	10m. 2337	
4405	(May 15)	So You Want To Build A House	G	11m. 2393	
4406	(June 26)	So You Want To Be A Detective	G	10m. 2415	
		(1948-49)			
5401	(Oct. 23)	So You Want To Be In Politics			
MELODY MASTERS (8)					
(Reissues)					
4601	(Sept. 13)	Freddy Martin and his Orchestra	G	10m. 2263	
4602	(Oct. 25)	Swing Styles	F	10m. 2281	
4603	(Dec. 6)	Borrah Minevitch and Harmonica School	F	10m. 2319	
4604	(Jan. 10)	Rubioff and His Violin	F	10m. 2337	
4605	(Feb. 7)	Artie Shaw and His Orchestra	F	10m. 2337	
4606	(May 15)	Henry Busse and His Orchestra	F	10m. 2393	
4607	(June 19)	The Saturday Night Swing Club	G	10m. 2422	
4608	(July 17)	Joe Reichman and His Orchestra	G	10m. 2436	
MEMORIES OF MELODY LANE (6)					
4201	(Sept. 27)	Let's Sing A Song of the West	G	10m. 2263	
4202	(Dec. 27)	Let's Sing An Old Time Song	G	9m. 2297	
4203	(Jan. 24)	Let's Sing A Song About the Moonlight	G	10m. 2337	
4204	(Mar. 13)	Let's Sing Grandfather's Favorites	G	10m. 2352	
4205	(May 8)	Let's Sing A Stephen Foster Song	G	10m. 2385	
4206	(July 17)	Let's Sing A Song From the Movies	G	10m. 2415	
MERRIE MELODIES (18)					
(T—Technicolor; C—Cinacolor)					
4701	(May 1)	Nothing But The Tooth (T)	F	7m. 2393	
4702	(May 22)	Bone Sweet Bone (C)	F	7m. 2393	
4703	(July 10)	The Shell-Shocked Egg (T)	F	7m. 2438	
4704	(July 3)	Up-Standing Sitter (C)	F	7m. 2438	
4705	(June 26)	The Rattled Rooster (T)	F	7m. 2415	
4706	(Aug. 7)	You Were Never Duckier (T)	G	7m. 2438	
4707	(Aug. 14)	Dough Ray Me-ow (C)			
4708	(Sept. 11)	The Pest That Came To Dinner (T)			
4709	(Oct. 2)	Odor Of the Day (C)			
4710	(Oct. 9)	The Foghorn Leghorn (T)			
4711	(Oct. 23)	A Lad In His Lamp (T)			
4712	(Oct. 30)	Daffy Dilly (C)			
SPORTS NEWS REVIEWS					
5601	(Oct. 2)	Roaring Wheels			
SPORTS PARADE (15)					
(Technicolor)					
4501	(Nov. 1)	Las Vegas, Frontier Town	G	10m. 2281	
4502	(Dec. 13)	Action in Sports	G	10m. 2319	
4503	(July 31)	A Nation On Skis	G	10m. 2438	
4504	(Feb. 14)	Sun Valley Fun	G	10m. 2337	
4505	(Mar. 6)	Trlp to Sportland	F	10m. 2352	
4506	(Mar. 20)	Ride, Ranchero, Ride	G	10m. 2352	
4507	(Apr. 17)	Holiday for Sports	G	10m. 2377	
4508	(June 5)	Built For Speed	G	10m. 2407	
4509	(May 1)	Fighting Athletes	G	10m. 2385	
4510	(June 19)	The Race Rider	G	10m. 2415	
4511	(Aug. 14)	Playtime In Rio	G	10m. 2438	
4512	(Sept. 18)	Sports Down Under			
4513	(Oct. 9)	Gauchos Of the Pampas			
Foreign					
ARTKINO					
		Human Heart, The	F	10m. 2243	
		Khlva, The City of Four Gates	G	10m. 2246	
		Kindergartens	G	10m. 2385	
		Life and Death in the Desert (Duel to the Death)	G	20m. 2384	
		Lower Depths, The	F	20m. 2297	
		Northern Korea	G	22m. 2243	
		Secrets of Nature	G	19m. 2342	
		Song of Happiness	F	11m. 2337	
		Soviet Science and Technique	G	9m. 2342	
		Soviet Sports	G	10m. 2256	
		Winter Sports in Moscow	G	7m. 2312	

Miscellaneous

African Big Game (AF) G	20m. 2329
All American Soap Box Derby (Emerson Yorke) G	25m. 2384
American Heritage, The (NSS) G	10m. 2256
Another 'First' For Mr. Washington (Audio) F	11m. 2376
Assignment-Tel Aviv Bannister Baby Land (Elliott) F	9½m. 2414
(United Palestine Appeal) G	21m. 2256
Borrowing in Subtraction (The World Today) G	17m. 2336
Card Sharps (Target) F	8m. 2414
Children's Republic, The (AF) E	23m. 2438
Church in the Atomic Age, The (Film Program Services -16mm.) G	19m. 2414
Clearing The Way (Screen Guild) G	32m. 2438
Colour (BIS) G	15m. 2414
Colour In Clay (BIS) G	11m. 2414
Crimes of Carelessness (National Board of Fire Underwriters) G	9½m. 2266
Does It Matter What You Think? (BIS) G	16m. 2281
Encores In Music (Sack Amusement) F	10m. 2250
Feeling of Rejection, The (NFB of Canada) G	23m. 2311
First Steps (Film Program Services) E	11m. 2414
Forgotten Children (Hadassah) G	18m. 2271
Fragment of Seeking (Curtis Harrington) F	14m. 2329
Friendship Train, The (Warners) E	14m. 2282
Graziano vs. Zale Fight Picture (Coram) G	16m. 2413
Heir To The Throne (BIS) F	15m. 2297
Hermits of the Sky (AF) ...G	11m. 2250
High Plain, The (General) E	19m. 2266
Hot Ice (NFB of Canada) F	9m. 2312
House In the Desert (United Palestine Appeal) G	30m. 2255
Indonesia Calling (Brandon) G	20m. 2297
Know Your Baby (NFB of Canada) F	10m. 2312
Lima Family (General).....F	18m. 2250
Make Way for Youth (National Social Welfare Assembly) E	22m. 2342
Makers of Destiny (Astor) G	15m. 2403
Matter Of Time, A (AF).....F	20m. 2438
Montevideo Family (Bryan) F	15m. 2414
Music in the Wind (NFB of Canada) F	9m. 2243
My Name Is Han (Religious Film Association) G	27m. 2414
O'Youtie O'Rooney (Astor) G	23½m. 2360
Passing Hours, The (AF)..G	12m. 2281
People Between, The (NFB of Canada) G	21m. 2271
People's Charter, The (UN Film Board) E	17m. 2256
Penn State vs. S. M. U. (Film Productions Ltd.) F	6m. 2328
Peru (General) G	20m. 2286
Rhapsody Of Saturne (Technicolor) (Sirlitzky-Int.) F	9½m. 2385
Rhythm of Africa (AF) G	15m. 2329
Roman Singers of Vatican City, The (Elliott) G	17m. 2403
Round Trlp: The USA in World Trade (20th Century Fund) G	20m. 2266
Rudolph, The Red-Nosed Reindeer (Technicolor) (Jam Handy) G	10m.
Scotland Yard At Work (Merlin) F	22m. 2280
Searchlight on the Nations (The World Today) E	33m. 2336
Ski Skill (NFB of Canada) F	9m. 2312
Spanish Gypsies (AF) G	10m. 2312
Tobacco Land (De Rochemont) G	8m. 2376
Twln Tornadoes (Sportsworld) F	19m. 2352
Underground Farmers (RKO Dist. Corp.) F	9m. 2329
Varieties In Music (Sack Amusement) F	10m. 2250
Wheels Turn Again, The (French Information Service) F	10½m. 2243
Woman Speaks No. 7 (Film Studios of Chicago) F	8m. 2377
Woman Speaks No. 8 (Film Studios of Chicago) G	10½m. 2297
Woman Speaks No. 9 (Film Studios of Chicago) F	8m. 2377
Women Wrestlers (United Sports Attraction) G	9m. 2385
Your Children and You (BIS) G	29m. 2329

	COLUMBIA	EAGLE-LION	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JULY 16		Oliver Twist R. Newton, K. Walsh, A. Guinness (English-made)		Back Trail, W J. M. Brown, R. Hatton		Berlin Express R. Ryan, M. Oberon, C. Korvin	Eyes of Texas R. Rogers A. Devine, L. Roberts (Tricolor)	King of the Turf A. Menjou, D. Costello (Reissue)	The Street With M. Stevens, B. Lawrence, R. Widmark			God's Country and the Woman G. Brent, B. Roberts (Reissue)
23		She'd No Tears W. Ford, J. Vincent, F. Albertson		16 Fathoms Deep A. Lake, L. Chaney, T. Chandler (Anso-color) (1948-49)	Dream Girl B. Hutton, M. Carey, P. Knowles	Fighting Father Dunne P. O'Brien, M. Dell	Marshal Of Amarillo, W A. Lane, E. Waller, M. Coles	Runaway Daughter B. Stanwyck, R. Young (Reissue)	Mine Own Executioner B. Meredith, K. Moore (English-made)	The Vicious Circle C. Nagel F. Korthner, R. Schunzel (Wilder)		Flowing Gold J. Garfield, F. Farmer, P. O'Brien (Reissue)
30	The Arkansas Swing H. Hotshots, G. Henry Coroner Creek J. Oakie R. Scott, M. Chapman (Cinecolor)	Northwest J. Leslie, J. Craig, J. Oakie (Cinecolor)	(July releases) Easter Parade F. Astaire, J. Garland A. Miller (Technicolor)	Big Town Scandal P. Reed, H. Brooke	Return Of the Badmen R. Scott, R. Ryan, A. Jeffreys		The Gallant Legion W. Elliott, A. Booth, J. Schildkraut	The Showdown, W W. Boyd, R. Hayden (Reissue)	Deep Waters D. Andrews, J. Peters, C. Romero	The Time Of Your Life J. Cagney, W. Bendix, P. Draper (Cagney)		
AUG 6			A Date With Judy W. Beery, J. Powell, E. Taylor (Technicolor)	So Evil My Love R. Milland, A. Todd, G. Fitzgerald (English-made)	Bring 'Em Back Alive F. Buck (Reissue)		Daredevils Of The Clouds R. Livingston, M. Clarke	Return of Wildfire R. Arlen, P. Morrison, M. B. Hughes (1948-49)	The Checkered Coat T. Conway, N. Nash, H. Hatfield (Belsam)	Texas, Brooklyn and Heaven D. Lynn, G. Madison, J. Dunn (Golden)	Bad Sister M. Lockwood, L. Hunter, J. Greenwood (English-made)	Life With Father W. Powell, I. Dunne, E. Taylor (Technicolor)
13	Trail To Laredo, W C. Starrett, S. Burnette, V. Maxey		The Search M. Clift, A. MacMahon, J. Novotna (August release)	Fighting Ranger, W J. M. Brown, R. Hatton, C. Larson	Race Street G. Raft, W. Bendix, M. Maxwell			Jungle Goddess G. Reeves, W. McKay, R. Byrd (1948-49)	Slave Ship W. Baxter, W. Beery, M. Rooney (Reissue)	Four Faces West J. McCrea, F. Dee, C. Bickford (Enterprise)	Man-Eater of Kumaon Sabu, W. Corey, J. Page	Embraceable You D. Clark, G. Brooks, S. Z. Sakall (End 1947-48)
20	The Strawberry Roan G. Autry, G. Henry, J. Holt (Cinecolor)		Julia Misbehaves G. Garson, W. Pidgeon, P. Lawford (September releases)	The Golden Eye R. Winters, V. S. Young, M. Moreland	A Foreign Affair J. Arthur, M. Dietrich, J. Lund	The Twisted Road C. O'Donnell, F. Granger, H. Da Silva (End 1947-48)	Out Of The Storm J. Lydon, L. Collier, R. Travis (1948-49)	S.O.S. Submarine (Semi- documentary) (1948-49)	The Walls of Jericho C. Wilde, L. Darnell, A. Baxter	High Fury C. Bickford (Enterprise)	Feudin', Fussin' and A-Fightin' D. O'Connor, M. Main, P. Kilbride	
27	Lulu Belle D. Lamour, G. Montgomery The Black Arrow L. Hayward, J. Blair, G. Macready		A Southern Yankee R. Skelton, B. Donlevy, A. Dahl	The Dude Goes West E. Albert, G. Storm, J. Gleason (Allied Artists)	Rachel and the Stranger L. Young, W. Holden, R. Mitchum		Sons Of Adventure L. Roberts, R. Hayden	Harpoon J. Bromfield, A. Louis (1948-49)	That Lady In Ermine B. Grable, D. Fairbanks, Jr. (Technicolor)	Red River J. Wayne, M. Clift, J. Dru (Monterey)	Tap Roots V. Heflin, S. Hayward, B. Karloff (Technicolor)	Two Guys From Texas D. Morgan, J. Carson, D. Malone (Technicolor)
SEPT 3				Joe Palooka In Winner Take All J. Kirkwood, E. Knox, S. Clements	Beyond Glory A. Ladd, D. Reed, T. Neal	The Pearl P. Armendariz, M. E. Marques (Mexican-made)	Code Of Scotland Yard O. Homolka, D. Farr	Hidden Gold, W W. Boyd, R. Hayden (Reissue)	Fighting Back P. Langton, J. Rogers, G. Gray (Wurtzel)	Pitfall D. Powell, L. Scott, J. Wyatt (Regal)	Mr. Peabody and the Mermaid W. Powell, A. Blyth, I. Hervey	
10	Gentleman From Nowhere W. Baxter, F. Baker, W. Graff					Tarzan and the Arrow of Death L. Barker, B. Joyce, A. Dekker		Flirting With Fate J. E. Brown, B. Roberts, S. Duna (Reissue)	The Winner's Circle J. Longden, M. Farley, J. Willes (Palmer)			
17	Black Eagle, The Story of A Horse W. Bishop, V. Patton, J. Bell				Sorry, Wrong Number B. Stanwyck, B. Lancaster, A. Richards	The Best Years of Our Lives F. March, D. Andrews, M. Loy (Specials)		That's My Boy J. Durante, R. Tauber (Reissue)	Blood And Sand T. Power, L. Darnell, R. Hayworth, (Reissue)	An Innocent Affair F. MacMurray, M. Carroll, C. Rogers (Nasser)		
24						Melody Time (Disney) (Technicolor)		The Mozart Story H. Holt, W. Markus	I Wake Up Screaming B. Grable, V. Mature, C. Landis (Reissue)			

HOLIDAYS—SPECIAL EVENTS
Sept. 2—V-J Day
Sept. 6—Labor Day

SELZNICK RELEASING ORGANIZATION
The Paradine Case—G. Peck, Valli, A. Todd
Mr. Blandings Builds His Dream House—M. Loy
C. Grant, M. Douglas

FILM CLASSICS
Drums—(Technicolor) (Reissue)
Miraculous Journey—R. Calhoun, V. Grey, (Cinecolor).
Deep In The Heart Of Texas—Western Reissue
Wheels Of Destiny—Western Reissue

Trailers

**COST
LESS**

**SELL
MORE**

*Than Any Other
Form of Theatre
Advertising!*



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

THE EXHIBITOR



SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE

AUGUST 18, 1948



VOLUME 40
NUMBER 15

NOT SOLD

The eastern publicity-exploitation men who figured prominently in the big campaign Universal-International organized in advance of William A. Scully Month, September, are, left to right, Charles Simonelli, Maurice A. Bergman, Al Horwits, John Joseph, national director, and Henry A. Linet.

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

IN THIS ISSUE: *"The Little Men"* present all the latest information on current grosses in

THE TIP-OFF ON BUSINESS

Which is the twin that takes Vitamin M-G-M?



The talk of New York's Film Row is the Preview of "JULIA MISBEHAVES" held last week at Loew's 72nd Street Theatre. Everything you've heard about Greer Garson's new picture is true. (*What a cast! Greer Garson, Walter Pidgeon, Peter Lawford, Elizabeth Taylor, Cesar Romero.*) The audience was in hysterics from beginning to end. Nothing like it has been seen on the screen. A survey of the patrons by Motion Picture Research Bureau following the Preview yielded a new high in audience reaction. "JULIA MISBEHAVES" joins M-G-M's non-stop hit parade: "HOMECOMING", Frank Capra's "STATE OF THE UNION", Irving Berlin's "EASTER PARADE" (*Technicolor*), "A DATE WITH JUDY" (*Technicolor*), "ON AN ISLAND WITH YOU" (*Technicolor*), and soon "THREE MUSKETEERS" (*Technicolor*), "HILLS OF HOME" (*Technicolor*). PLENTY MORE VITAMIN M-G-M COMING!

Extra at Press Time! "A Date With Judy" first 5 days at Music Hall sets new M-G-M all-time high!

It's so good for what ails you



A MIDWESTERN UNION asks that a special price be arranged for children between 12 and 15. No suggestion is made as to how the theatre is to determine the ages.



BIRD LOVERS among the exhibition fraternity will be interested in learning that in a West Virginia theatre a pet sparrow shows up every evening to get its share of popcorn.



MATTERS are getting complicated in a Nebraska town where several houses have been picketed in a labor dispute. Once a week, one house plays a Spanish film because many farmers in the area are Mexican. The picket took a night off, and had a Mexican stand-in. Next week, the regular picket was back, carrying a sign written in Spanish.



A 94-YEAR OLD WOMAN scratched a manager in Chicago, and otherwise caused a disturbance until the police had to be called. But we never expect to see the day when a section will be roped off for folks 90 and over, with a matron in charge, just as they now do for children in many theatres.



THE PRODUCER of "Urubu" missed a good bet by not calling the film "Ururu". This would have allowed such selling lines as "For people over 40, it's 'Ururu' backwards or forwards", or "Coming or going 'Ururu' is the hit of the year."



TWO REPRODUCTIONS of the ships in which Columbus sailed for America, the Nina and the Santa Maria, got into trouble in the West Indies while scenes were being shot. One broke away from her moorings, while another burned and will have to be rebuilt. Compared to production headaches, Columbus really had a cinch. All he had to do was to discover America.

—H. M. M.

I N D E X

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THE EXHIBITOR

VOL. 40, No. 15



AUGUST 18, 1948

As The Summer Ends

IF THERE WAS any striking note about the summer, other than the fact that grosses began to approach seasonal normalcy for the first time in several years, it was that a good picture could still buck factors which generally took toll of the boxoffice.

DESPITE the record, which shows many a house registering the lowest grosses in some time, some pictures managed to hold their own not only with seasonal highs but with house records.

THE STATEMENT, "There is nothing wrong with this business that a good picture will not cure," held true as always.

THERE WERE some surprises. Here and there, an exhibitor who had heard that this or that picture was not doing business, learned, to his surprise, while he played it, that there was still some "gold left in them thar reels." One of these, for example, was WB's "Wallflower," which didn't make a dent in any records when it played the first-runs. However, we happened to be in a theatre where a sneak prevue was being held, and the audience saw "Wallflower" before it saw the new show. It easily secured more laughs than the highly-touted prevue.

THE SUMMER also showed that clean, family entertainment, capably presented, could score at the boxoffice. MGM's "A Date With Judy" was an example.

IN AREAS where television made its bow, it became evident that where many sets were being installed, the boxoffice was beginning to feel the effects. Along the eastern seaboard, during the Presidential conventions, grosses sagged, and where night baseball was popular, again the competition took its toll.

ON THE WHOLE, however, there is reason for optimism in the fall. The trouble is that we became geared to the wartime gross, and although those peaks may never be consistently seen again, there is no reason why this business, supplied with the proper brand of entertainment, can't again zoom.

WHAT IS NEEDED is a note of confidence. Circulate that, and it will help reach the goal, a healthy industry.

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THE SOUTHWEST'S MIGHTIEST EVENT!

**IN 25 YEARS
ONLY THREE!**

**"THE COVERED WAGON"
"CIMARRON"**

**and NOW
HOWARD
HAWKS'**

RED RIVER

Monterey Productions present

HOWARD HAWKS' Production "RED RIVER" starring **JOHN WAYNE • MONTGOMERY CLIFT**

400 theatre day-and-date

FOUR-STATE WORLD PREMIERE AUG. 26th



WALTER BRENNAN • JOANNE DRU

with **HARRY CAREY, Sr. • COLEEN GRAY • JOHN IRELAND •**
NOAH BEERY, Jr. • HARRY CAREY, Jr. • PAUL FIX

From the Saturday Evening Post story,
"The Chisholm Trail", by Borden Chase
Screenplay by Borden Chase and Charles Schnee
Executive Producer, Charles K. Feldman

Directed and Produced by HOWARD HAWKS
Released thru UNITED ARTISTS

engagements!

now thru UA

The picture that "Racked up
by far in one week since
grosses!"* Is ready for September

REGULAR FOREVER

Color by **TECHNICOLOR**

* **Reprinted from Variety, October, 1947!**

"FOREVER AMBER" • Color by TECHNICOLOR • Starring LINDA DARNELL • CORNEL WILDE • RICHARD GREENE and GEORGE SANDERS with GLENN LANGAN, RICHARD HAYDN, JESSICA TANDY, ANNE REVERE, John Russell, Jane Ball, Robert Coote, Leo G. Carroll, Natalie Draper, Margaret Wycherly, Alma Kruger, Edmond Breon, Alan Napier • Directed by OTTO PREMINGER • Produced by WILLIAM PERLBERG • From the Novel by KATHLEEN WINSOR • Screen Play by Philip Dunne and Ring Lardner, Jr. • Adaptation by Jerome Cady

SEPTEMBER IS YOUTH MONTH — SALUTING YOUNG AMERICA!

the greatest amount of money

Variety began tabulating

her first-run dates first-time at

PRICES AMBER



September is *LUCKY* month from

20th
CENTURY-FOX

THE LUCK
OF THE IRISH

• THAT LADY
IN ERMINE
TECHNICOLOR

• THE WALLS
OF JERICHO



TO THOSE TIRED OF THE ORDINARY IS THIS SHOT DEDICATED. THE "MERMAID" IS BEING SNAPPED IN ATLANTIC CITY BY A U-INT. CAMERAMAN.

It's Not The Heat, It's The Activity

U-I Decided That Hot Weather Could Be Bucked By Sensational Selling

IT'S not often that a film company plans a full scale multiple-film exploitation campaign during the sweltering summer months, but nowadays the "usual thing" doesn't hold much significance as a new and vibrant showmanship grows steadily in the trade.

One of the most ambitious summer projects undertaken in many a season was the campaign put on by Universal-International on a group of productions which lent themselves to intensive selling.

Next month, the company starts to tabulate returns on its "William A. Scully Month" sales drive, the culmination of two months of powerful advance promotion effort which began with "U-I World Premiere Month" in July. During that month, four world premieres were set under the direction of John Joseph, director of advertising and publicity, and Maurice A. Bergman, eastern advertising and publicity director. Another film was opened in July, and two more bowed in August, thus



Ray Schindler and Lou Cotlow, Adventurers Club, N. Y., inspect Mary Ann Reeve, "Tiger Girl", aiding in exploiting U-Int.'s "Man-Eater of Kumaon".

giving the distribution organization seven pictures for which to seek the widest possible playing time during September.

For "Man-Eater of Kumaon", the company returned to good old fashioned ballyhoo for the Winter Garden, New York, launching. Atlantic City was an ocean of activity when "Mr. Peabody and the Mermaid" kicked off, aided by exciting beauty contests. "Feudin', Fussin' and A-Fightin'" received a great sendoff later, followed by "Abbott and Costello Meet Frankenstein".

Probably the really ace campaign was the 11-city territorial premiere of Walter Wanger's "Tap Roots", with the stars of the production journeying to Philadelphia and other cities during the Democratic National Convention.

No angle was left unturned by the hard-working U-Int. staff, and the odds are big that the company plus thousands of exhibitors all over the country will benefit from the campaign.



Pat Varner, chosen "Miss Mermaid" in the national beauty contest conducted for "Mr. Peabody and the Mermaid", is seen at the Hollywood, Atlantic City, with, right to left, J. J. Scully, U-I; G. Schwartz, U-I; Harry Waxmann.



U-Int. distribution execs C. J. Feldman, western division head; Lou Levy, Des Moines manager, and Foster Blake, district chief, welcome Shelley Winters and Joe Besser to Des Moines' bow of "Feudin', Fussin', and A-Fightin'."



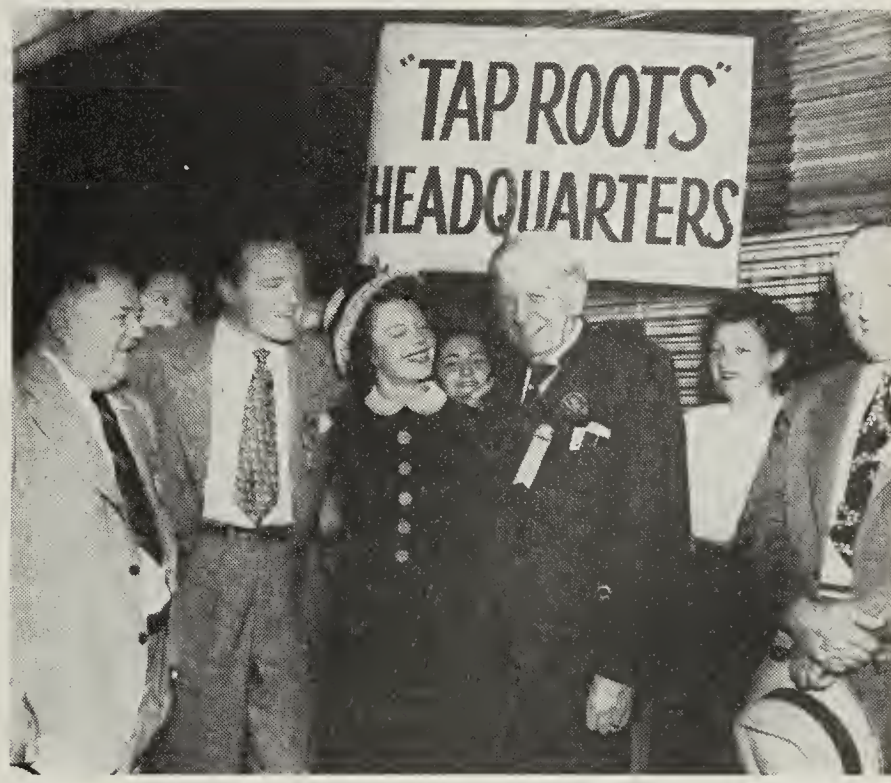
A. H. Blank, president, and G. Ralph Branton, general manager, Tri States Theatres, hosted Marjorie Main, center, and other personalities at a dinner in Des Moines in connection with "Feudin', Fussin', and A-Fightin'."



Campaign for "Man-Eater of Kumaon", New York Winter Garden, was good, and old-timers in the trade rubbed their hands with glee, and murmured, "We've got showmanship again." This is the movable theatre front.



A special screening of "Man-Eater" was held at the Park Avenue for members of the Adventurers Club and Explorers Club. Renowned travellers are interviewed in the lobby by Pat Bamed, WJZ, which covered the event.

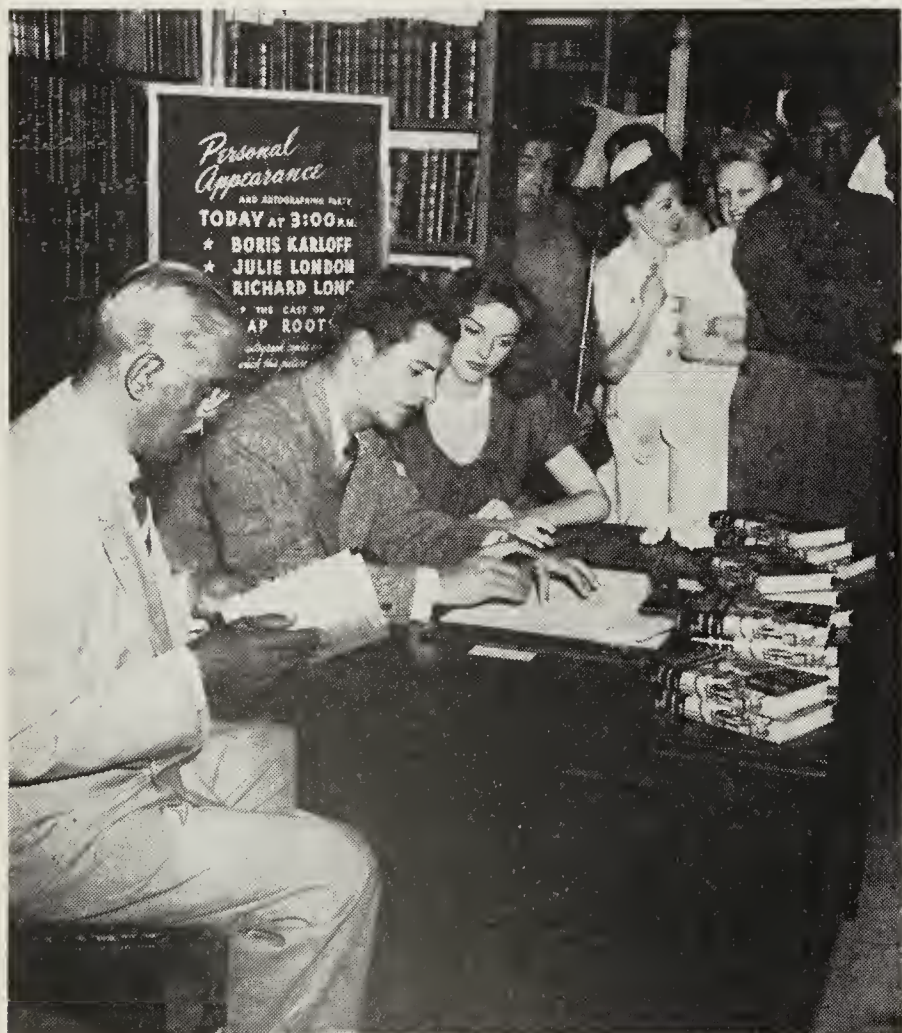


"Tap Roots" had a big territorial world bow centered in Philadelphia, with the stars on hand. Here Van Heflin is made an honorary delegate to the Democratic convention from North Carolina by its Senator Clyde Hoey.



U-Int. utilized three models for street ballyhoo on "Tap Roots" in Philadelphia, tying in with the Democratic convention. One of the models here pins

Earl Wilson down with a badge reading "I'm A Delegate To The World Premiere Of 'Tap Roots' in Technicolor at the Goldman". He seems to like it.



Boris Karloff, Richard Long, and Julie London autographed copies of the book "Top Roots" in Gimbel's Department Store's book section. The featured players of the production also made numerous stage appearances.



Irving Lesser and Seymour Poe, representatives of Walter Wanger, producer of "Tap Roots", greet bogey man Karloff and Long in the lobby of the Goldman. A special midnight screening kicked off the picture.

EXCEPTIONAL EXPLOITATION PACKAGE TO PACK 'EM IN!

TWICE AS THRILLING
BECAUSE IT'S TRUE!

"URUBU" Pronounced: OOR-A-BOO THE VULTURE PEOPLE

SEE: A beautiful maiden in the hands of the horrible Urubu tribe!

SEE: Man against beast in a fight for survival!

SEE: Jungle warfare as poison arrows and venomous darts battle man's most modern weapons!

SEE: The horrible fate of a python's prey... the crushing coils of a slithering monster!

SEE: The most awful death that stalks at night... the blood-mad black panther!

PLUS

FILMED
BY
600
CAMERA
MEN!

"OLYMPIC CAVALCADE"

"Undoubtedly the greatest sport picture ever filmed!"

—Avery Brundage,
President American Olympic Committee

A Money Package thru U

MEL KONECOFF'S NEW YORK

WELL, WE'VE really lived now. Last week we flew down to Washington to witness White House ceremonies commemorating the issuance of the Youth Month stamp by President Harry Truman and Postmaster Jesse M. Donaldson. Why, we even got to shake the President's hand and pass through some of the executive offices at the White House.



we were in.

By-passing the House press room, we entered the usher's office and after which went through Truman's executive office where he was waiting with a smile and a handshake, as well as a verbal greeting. Next we came to the portico and rose garden where the ceremonies of the President being presented the first sheet of the new stamps by the Postmaster General were recorded for posterity by newsreel and still cameramen and the chief executive in turn made some of the stamp presentations to representative youngsters from the nation.

The ceremony attended by some 500 guests representing government agencies, youth organizations, the film industry etc., marked the first public ceremony in connection with TOA's Youth Month campaign which will be launched nationally in September. The Postmaster General noted that while the stamp was "a small thing, it speaks and stands for so much—it will carry its message of youth into millions of homes each day."

The President also touching on the responsibilities of youth said, "We are working for peace not only in our time but for all time. I am as sure of that as I am standing here. We are coming into the greatest age in our history and I wish I were in this class (pointing to a group of boys and girls) instead of the one I am in."

Surrounding the President and the Postmaster General were Attorney General Tom C. Clark, Senator Alben Barkley, Charles Skouras, national chairman of the TOA Youth Month committee, Ted Gamble and Gael Sullivan, president and executive director of TOA.

Following the ceremonies, we attended a luncheon hosted by Skouras at the Carleton Hotel attended by Drew Pearson, Harry M. Lowenstein, Oklahoma; Albert Pickus, Conn.; Fred Kogod and Sidney Lust, Washington; Ed Martin, Georgia; Kermit Stengel, Tenn.; Tony Muto, Washington liaison, 20th Century-Fox; Joseph De Fiore, Delaware; Maury Miller, New Jersey; Herman Levy, TOA general counsel; Sam Shain, 20th Century-Fox home office director of exhibitor relations; Thornton Sargent, Stanley Prenosil and Henry Murdock, TOA; Chet Bahn, James Jerrauld, Walter Brooks, Andrew Older, and others. Of course we can't forget Gael Sullivan and his fine job.

Sam Shain, who did a fine job escorting press reps to and fro as well as hither and yon, was duly congratulated by Skouras at the luncheon with the latter remarking "Anytime 20th Century-Fox doesn't want him I and National Theatres will take him."

The flight home was a little bumpy with Skouras beating Gamble at gin rummy,

but no one in our group minded. Youth Month really got off to a flying start and it's bound to wind up on the credit side of the ledger.

THIS LION ROARED, TOO: Dore Schary, newly appointed and contracted vice president in charge of production at MGM, held a press confab in Howard Dietz's office prior to actually taking over his job. And squatting (the only adequate word) on one of Dietz's leather bucket seats amidst a number of press representatives, we heard Schary reiterate some of his production policies announced when he took over not so long ago at RKO in a similar capacity pre-H. H.

He told us that future plans called for making more pictures per year than heretofore, although he would name no number and that films will not be hampered by a restrictive budget, preferring instead to let each feature find its own level, of course, bearing in mind a more confined market, mainly domestic. He estimated that about six more top films would be made over last year, as well as a number (between five and ten) moderately budgeted films, which he labeled as progressive or experimental films, a carry-over from his RKO planning days.

Schary estimated that a good "A" picture can gross three million dollars domestically and as a result as much as \$1,600,000 can be spent on its production. He did not entirely discount the foreign market, preferring to believe that some revenue can be extracted from certain remnants overseas. As far as the Latin-American market was concerned, he opined, that this would increase, perhaps not immediately, but in the future.

He didn't plan to buck production costs in any new or novel way, but rather to better prepare scripts and eliminate carelessness. Schary estimated that production costs on the coast were on the downgrade and have been for the past six to eight months. He anticipated that the company's present story backlog would be re-examined and probably brought up to date. Commenting on the length of features generally, he thought that there were quite a number that were too long. He insisted, however, that a film should be long enough to tell its story and that pre-production examination can eliminate over-length.

Questioned on the subject of television, Schary declined to venture an opinion on what that medium would do to the motion picture, if anything. Neither he nor the

(Continued on page 17)

"Jericho" Opening B'way Highlight

NEW YORK—Generally average business for this time of year was reported by the Broadway first-runs last weekend. According to usually reliable sources reaching THE EXHIBITOR, the break-down was as follows:

"KEY LARGO" (WB). Strand, with stage show, claimed \$26,000 for Friday through Sunday, the fifth week sure to top \$52,000.

"ESCAPE" (20th-Fox). Globe had a \$16,000 opening week.

"MAN FROM TEXAS" (EL). Gotham had an \$8,000 opening week.

"THE WALLS OF JERICHO" (20th-Fox). Roxy, with stage and ice show, reported \$80,000 for Wednesday through Sunday, the second week heading toward \$105,000.

"A DATE WITH JUDY" (MGM). Radio City Music Hall, with Stage show, garnered \$93,000 for Thursday through Sunday, the second week anticipated at \$152,000.

"RETURN OF THE BAD MEN" (RKO). Mayfair reported \$15,500 for the second week.

"ON AN ISLAND WITH YOU" (MGM). Capitol, with stage show, hit \$40,000 for Thursday through Sunday, the third week sure to tally \$60,000.

"BEYOND GLORY" (Para.). Paramount, with stage show, took in \$95,000 on the second week.

"ABBOTT AND COSTELLO MEET FRANKENSTEIN" (U-I). Criterion had a \$22,000 third week.

"THE BABE RUTH STORY" (AA). Astor had a \$35,000 third week.

"SO EVIL MY LOVE" (Para.). Rivoli claimed \$22,000 for the third week.

"EASTER PARADE" (MGM). Loew's State reported \$35,000 for the seventh week.

"MR. PEABODY AND THE MERMAID" (U-I). Winter Garden claimed \$24,000 for the first week.

New Cadiz Suit Filed

CLEVELAND—Emerson W. and Edwin B. Long, Cadiz, O., last week filed suit in U. S. District Court against the Schine Theatrical Corporation of Ohio charging violation of the Sherman and Clayton anti-trust laws.

In the suit, similar to one recently filed in Columbus, the plaintiffs ask triple damages of \$345,000, attorneys fees, and court costs, claiming that pressure from Schine in Mt. Vernon, O., resulted in the loss of the Memorial lease to the defendant.

Buck Continues Tour

NEW YORK—Frank Buck, accompanied by RKO eastern field supervisor, Harry Reiners, resumed his personal appearance tour last fortnight.

First stop was Washington, where "Bring 'Em Back Alive" opened at the Metropolitan on Aug. 4.

MPEA Stays In Holland

NEW YORK—Directors of the Motion Picture Export Association under the chairmanship of Francis S. Harmon, vice-president, last week decided that MPEA will continue to operate in the Netherlands.

Committees Named For Sept. Meeting

CHICAGO—John Balaban and Eddie Zorn, chairman and vice-chairman, respectively, TOA's general convention committee, last week named 38 members to the reception committee for the two-day sessions to be held on Sept. 24 and 25 in the Drake Hotel.

From the exhibitor ranks in the area the following were appointed: W. K. Hollandér, N. M. Platt, and D. B. Wallerstein, Balaban and Katz; Frank Smith, RKO Theatres; Aaron Jones, McVickers; Edwin Silverman, Essaness Theatres; James Coston, Warner Theatres; Jack Rose, Manta and Rose; Arthur Schoenstadt, Schoenstadt and Sons; Jack Kirsch, president, Allied Theatres of Illinois, and George Kerasotes, vice-president, United Theatre Owners of Illinois.

Named from the distributing companies were: James Donohue and J. Harold Stevens, Paramount; Jack Lorentz and Tom Gilliam, 20th Century-Fox; H. Greenblatt and S. Gorelick, RKO; Bill Bishop, W. E. Banford, and W. Devaney, Metro; R. Cramblet and N. Nathanson, United Artists; Sam Horowitz and Harry Mandel, SRO; Ben Lowery, Columbia; Harry Seed and A. J. Shumow, Warners; Irving Mandel and Ben Eisenberg, Monogram; Ed. Heiber and Clarence Phillips, Eagle Lion; Max Roth and Ed Spiers, Film Classics; M. Gottlieb and L. Berman, U-I; W. Baker and A. Fischer, Republic, and Henri Elman, Capitol.

Few SEC Changes Revealed

WASHINGTON—The SEC reported unexciting stock transactions last week for the period between June 11 and July 10, 1948. The breakdown was as follows:

Associated Motion Picture Industries: Albert W. Lind acquired 100 shares to add to his 400 already held.

Columbia: Abraham Schneider gifted 25 shares of common, retaining 10,028.

Paramount: The F. K. Griffis Trust dropped 2,500 shares of dollar common, retaining 3,500 shares. Stanton Griffis, who also has three other trust funds, with 11,800 shares, also owns 9,000 personally. Henry Ginsberg added 500 shares to the 500 he already held.

RKO: Howard Hughes acquired 929,020 shares of dollar common.

Warners: Jack Warner gave 2,000 shares to the United Jewish Welfare Fund, retaining 418,000 and 21,500 in trust. Major Albert Warner gifted charity with 400 shares, retaining 428,000 plus 21,000 in trust.

IA Invades CIO Area

NEW YORK—IATSE Local H-63, AFL, last week again invaded the territory of CIO's SOPEG, driving into the union's ranks at Paramount. A committee of 20, made up of SOPEG and non-SOPEG members, was heading the drive, and Russell Moss is H-63 business agent.

SOPEG is one of the unions which is not complying with the Taft-Hartley law requirements of non-Communist affidavits. About 600 employees are involved. The IA local had previously fought SOPEG at United Artists.

"Withhold ASCAP Payments," Kirsch

CHICAGO—Members of Allied Theatres of Illinois, Inc., were advised last week by Jack Kirsch, president, to withhold future payments of fees to ASCAP, based upon an opinion submitted to Allied by its attorney Thomas C. McConnell.

"ASCAP license agreements with theatres," said McConnell's opinion, "are illegal, and cannot be used by ASCAP to collect license fees from theatre owners who have signed such agreements." "It would seem," he continues, "to be clearly indicated that Allied members should not make any further payments to ASCAP because such payments are illegal, and do not afford any protection under the copyright laws. In other words, Allied members receive nothing for their money by continuing such payments, and are now clearly on notice that such payments are illegal exactions."

Concluding, he stated, "I am of the opinion that Allied members can safely refuse to pay any further monies under ASCAP agreements, and that the Allied organization can safely recommend such course of action to its members."

Bernhard Drive Set

NEW YORK—A new sales drive, in honor of Film Classics' president, named the "Joseph Bernhard Drive," was announced last week by B. G. Kranze, vice-president and general sales manager. It was placed in effect immediately following the company's international sales meeting this weekend, and terminates on Dec. 4. Prizes will be awarded immediately before Christmas.

Nine branches will share in the prizes, which will be based on playdates and collections on all product, new Cinecolor pictures, new black and whites, combination reissues such as the Korda Technicolor hits, "Drums" and "Four Feathers," Realart re-releases such as "Gung Ho" and "Eagle Squadron," Goldwyn re-releases, Selznick re-releases, Roach re-releases, short subjects, and serials.

Participating in additional awards will be the division manager whose division wins first place.

Distribs Get Permission

NEW YORK—RKO and Loew's were last week given the right to inspect the books of Rhinehook Theatres and Millerton Amusement Corporation by Judge John C. Knox. The distributors are engaged in percentage fraud suits against the exhibitor companies covering the period between January, 1942, and January, 1948.

Loew's also received a similar grant in its suit against the Stern-Levy Circuit.

Mid-Central Allied Meets

CAPE GIRARDEAU, Mo.—The first regional meeting of the Mid-Central Allied Independent Theatre Owners will be held today (Aug. 18) at the Colonial Tavern. Charles Niles, Allied ITO of Iowa-Neb-raska, is to be a speaker.

Schnitzer, Jack Upped By UA

NEW YORK—Edward M. Schnitzer and Fred Jack have been upped to the newly created posts of eastern and western general sales managers, respectively, of United Artists Corporation, it was announced last week following the resignation of Joseph J. Unger.

Announcement of the complete reorganization of the UA sales structure was made by Paul N. Lazarus, Jr., who, as executive assistant to President Gradwell L. Sears, will maintain policy and administrative supervision of the distributing firm's sales operations.

Jack, former southern district manager, will maintain headquarters in Dallas. Schnitzer will continue to operate from the home office. The former eastern and Canadian division sales manager's added responsibilities include a projected series of field meetings to acquaint sales personnel with UA's new hard-hitting sales technique.

Lazarus stated that under the new sales setup greater autonomy will be given to individual branch and district managers.

Mark Silver has been appointed assistant eastern general sales manager, it was announced.

Silver will act in the capacity of field representative for Schnitzer.

With UA since 1934, Silver has successively held the posts of salesman, office manager, branch manager in New York and Washington, and district manager, Pennsylvania-Washington area.

Abe Dickstein will continue in his present post of executive assistant to Schnitzer.

Blumenstock Ends Trip

NEW YORK—Mort Blumenstock, Warners vice-president in charge of advertising and publicity, returned last week from the four-city world premiere engagements of the company's Technicolor production, "Two Guys From Texas", in San Antonio, Houston, Dallas and Oklahoma City.

Each engagement was preceded by an extensive advertising, publicity, radio, and exploitation campaign covering a radius of over 80 miles of each city. Stars of the picture, Dennis Morgan, Jack Carson, and Dorothy Malone, made personal appearances, and participated in a series of special events that included Governor Jester of Texas, local mayors and other civic dignitaries. Newspaper correspondents from over 50 outlying cities covered the events, in addition to newsreels, magazines, and wire services.

Colosseum Still Negotiates

NEW YORK—Negotiations between the Colosseum of Film Salesmen and the major distribs were recessed last week, but were to be resumed again.

Interim reports to their groups were to be made by C. J. Scollard, for the companies, and Mel Keller, for the salesmen.

Fabian Acquires Another

NEW YORK—Reports were current last week that Si Fabian would take over the Strand, Brooklyn, from WB next month.

NOTHING EVER HELD YOU LIKE



STARRING

JAMES S

WARNER BROS.

PRESENT IT FOR THE FIRST TIME AT THE

GLOBE, N. Y.

WITH

JOHN DALL · FARLEY GRANGER · SIR CEDRIC HARDWICKE · CONSTANCE COLLIER

Screen Play by Arthur Laurents From the Play by Patrick Hamilton • Director of Photography Joseph Volentine, A.S.C.

ALFRED HITCHCOCK'S

P.T.

IN COLOR BY
TECHNICOLOR

STEWART

AUGUST 26

JOHN CHANDLER A TRANSATLANTIC PICTURES PRODUCTION



Green, Johnston At IATSE Meeting

CLEVELAND—William Green, president, AFL; Eric A. Johnston, president, MPAA, and Thomas J. Herbert, governor of Ohio, headed the list of speakers at the 39th convention of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada at the Hotel Hollenden on Aug. 16-20.

The convention was preceded by the general executive board meeting at the same hotel, International President Richard F. Walsh presiding.

More than 1,100 delegates attended from all parts of the two countries and held 14 district conventions at the hotel prior to the start of the International gathering at the Public Auditorium. President Walsh, pointing out that sponsors of the Taft-Hartley Act gave a distorted picture as to the power of labor leaders, publicly invited members of the 80th Congress to attend the convention, and "find that the duly elected delegates are our supreme government."

Joseph D. Keenan, head, labor's League for Political Education, among the speakers, gave impetus to the IATSE's drive for repeal of the law.

Problems facing labor on an international scale were to be brought into focus through the presence of Tom O'Brien, a member of the British Parliament and general secretary of that country's National Association of Theatrical and Kine Employees.

Youngstein Still On Tour

NEW YORK—After completing visits to 16 of the 31 Eagle Lion exchanges throughout the country, Max E. Youngstein, vice-president in charge of advertising, publicity, and exploitation, and captain, Bill Heineman Sales Drive, returned to the home office last week before taking off on the fifth leg of his countrywide tour.

Youngstein then left for New Orleans and Charlotte to meet with leading exhibitors and circuit executives in each of those cities, and to appoint local deputy drive captains in each exchange.

British Film Withdrawn

NEW YORK—"Piccadilly Incident", MGM release, was withdrawn last fortnight by Sirtzky-International after a three-day showing at the Elysee when the Sons Of Liberty threatened to throw a picket line around the house. The unit is opposed to the showing of British films in this country.

Holtz Heads NAVED

CHICAGO—NAVED, in annual convention, with an enrollment of 1500, elected Merriam Holtz, Portland, Ore., president; Hazel Calhoun, Atlanta, and Rea Birch, Milwaukee, vice-presidents; Keith South, Minneapolis, secretary-treasurer, and Don White, reelected executive secretary.

NY Holds Examination

ALBANY — The New York State Civil Service Commission will hold a written examination on Sept. 18 for the post of motion picture division director, State Department of Education.

Carolinas Operators Forming Drive-In Unit

CHARLOTTE—R. O. Jeffrees, who operates the Fort Rock Drive-In near Rock Hill, S. C., last week invited 121 operators of drive-ins to meet here on Aug. 29 to organize an association for mutual benefit and protection. It is the first move of its kind in the south.

EL, SOPEG In Deal

NEW YORK—Eagle Lion and SOPEG last week signed a 2½ year contract covering some 65 employees at the film company's home office. EL recognizes the union as the sole bargaining agent, granting an immediate seven and one-half per cent wage increase and subsequent increases every six months, depending on the company's position, until a total of 15 per cent is reached. Salaries are also subject to a cost-of-living adjustment up or down at six-month intervals. Both the union and EL pledged themselves to jointly "maintain, strengthen, and encourage harmonious labor relations." William C. MacMillen, Jr., vice-president in charge of operations for EL, signed the pact with Sidney Young, SOPEG prexy, and James Durkin, UOPWA, CIO, inking for the employees.

Illinois Okehs "Youth Month"

CHICAGO—Following a board meeting of Allied Theatres of Illinois, Inc., Jack Kirsch, president, announced last week that it wholeheartedly endorsed "Youth Month", which is being observed throughout the nation during September.

Local Allied members are being urged to give their fullest cooperation in this movement by making their screens available for showing special trailers calling attention to the observance, and generally creating public interest in this commendable civic and community project.

WB Declares Common

NEW YORK—At a meeting of the board of directors on Aug. 5, a dividend of 25 cents per share was declared, payable on Oct. 4, 1948, to the holders of common stock of the corporation of record at the close of business on Sept. 3, 1948.

Charles Skouras Gets Coast "Heart Award"

LOS ANGELES—George Jessel was toastmaster for the "Great Heart Award" testimonial banquet on Aug. 16 at the Ambassador's Coconut Grove in honor of Charles P. Skouras.

Sponsored by the Variety Club of Southern California, more than 900 civic, business, and industry leaders from Hollywood, New York, Washington, Miami, Chicago, St. Louis, and Houston, Tex., attended the affair.

Bob O'Donnell, Dallas, Chief Barker, Variety Clubs, International, presented Skouras with the award in recognition of his "unselfish contributions to community betterment and public welfare activities." This is the first time the award was made here.

NJ Allied Stops ASCAP Payments

NEW YORK—ASCAP, conciliation, and "Bingo" legislation highlighted the discussion of the Allied Theatre Owners of New Jersey last week. George Gould, who reported on the "Bingo" situation, represented the body at the legislative hearing later in Trenton, N. J.

Ed Lachman, president, urged that the body set up a conciliation plan to work with 20th Century-Fox along lines recently established by Allied.

Members were advised to withhold payments to ASCAP until the situation clarified itself.

An eastern regional meeting was held later, and among those on hand were Sidney Samuelson, Meyer Leventhal, Jules Rivkin, Irving Dollinger, Wilbur Snaper, George Gold, and Ed Lachman.

Reisman Winners Revealed

NEW YORK—Winners of the Phil Reisman "Beat Last Year Drive" were announced last week by RKO as follows: First prize: Peru, Erich Steinberg, manager; second: Egypt, Gregory Georgoussy, manager, and third: Siam, William Palmer, manager.

Special "Top Men" prizes for the best individual effort went to T. S. Ananth, assistant to managing director, India; John M. Eddy, manager, Maracaibo, Venezuela; Jose M. Henridques, acting sales manager, Rio de Janeiro, Brazil; Austin Levy, manager, Melbourne, Australia; C. E. McGuinness, salesman, Belfast; Armand Palivoda, manager, Switzerland; Michael Drachoussoff, publicity director, Belgium; Goesta Friberg, salesman, Stockholm; L. R. File, salesman, London; Don Jellie, salesman, Brisbane; C. P. Lee, sales manager, Hong Kong, and Ricardo Madrigal, booker, Cuba.

Rockne Suit Settled

NEW YORK — Out-of-court settlement was made last week by a group of defendants in the Rivoli-Rockne \$900,000 treble damage suit against the majors. Settling with Paramount, 20th-Fox, and U-Int., the two theatres have been given opportunity for preferred playing time against competing spots in addition to payment of attorney fees.

With the expectations that Warners and United Artists would settle also, it was understood that the suit may continue against Essaness, defendant in the Rivoli case only, and Columbia, defendant in both suits.

"Lulu" Okeh In Memphis

MEMPHIS—The city's board of censors last fortnight revised its ruling on Columbia's "Lulu Belle," and the film opened at the Malco on Aug. 12. The board lifted its ban after deletions were made by Columbia, censor Lloyd Binford announced.

However, according to Binford, the film "will not be shown at any suburban theatre, where most of the children go." He said that the Malco showing would not be restricted to adults since "that would just make some youngsters lie about their age to get in."

PEOPLE

HOLLYWOOD—The resignation of J. L. 'Les' Kaufman from Universal-International was announced last week. Kaufman was advertising director for International Pictures prior to its merger with Universal, and was previously associated with Republic and Fanchon and Marco.

NEW YORK—B. G. Kranze, vice-president and sales chief, Film Classics, Inc., last week announced the appointment of Jack Partin as branch manager of the Portland exchange, effective immediately. Partin was formerly a salesman with the Portland branch, and has been with Film Classics for two years.

HOLLYWOOD—Milton Sperling, president, United States Pictures, Inc., announced with regret last week the resignation of Donald Hyde, who, for the past two years, has acted as vice-president and general manager. Hyde's option was recently exercised, and had another 18 months to run. Prior to joining United States Pictures, he was in charge of the literary department of the William Morris Agency.

WASHINGTON—The appointment of Merrill C. Gay, acting associate chief, State Department's Commercial Policy Division, to coordinate "policy and action on matters affecting commercial motion pictures," was announced last week. Gay, one time university professor of economics, succeeds I. Wilson Beale.

NEW YORK—George A. Generalis, formerly head of foreign language publicity for 20th Century-Fox, was last week appointed general advertising and publicity manager of the National Herald, Greek-American daily newspaper.

LONDON — King George last fortnight conferred the Order of the British Empire upon J. B. L. 'Jock' Lawrence, executive vice-president, J. Arthur Rank Organization, Inc., and Rank's public relations top-per in the U. S. The award is in recognition of Colonel Lawrence's war services.

LONDON—The board of Associated British Pictures Corporation last week elected Charles J. Latta, former Warner Theatres Albany, N. Y., zone manager, as managing director of the organization. Latta succeeds Max Milder, who passed on recently. D. J. Goodman, was appointed managing director, Associated British Cinemas.

Scully-Marks

PHILADELPHIA—John J. Scully, Jr., formerly of the local Universal-International sales staff, was married on Aug. 7 to Frances Muir Marks, Montgomery, Ala., at the Church of St. Philomena, Lansdowne, Pa. The former Miss Marks served overseas with the Red Cross during World War II and Scully, former captain in the field artillery, is credited with 36 months overseas, 24 spent in Nazi prison camps. Scully is the son of John J. Scully, U-I district manager, and nephew of William A. Scully, U-I vice-president. After the wedding trip to Canada, the couple will take up residence in Allentown, Pa., where Scully will head Allentown Theatres, Inc., operating the Transit and Midway.

Agnew Resigns As SRO Head

NEW YORK — The resignation of Neil Agnew as president, Selznick Releasing Organization, was announced last week. According to an SRO spokesman, Agnew tendered his resignation some months ago but the official announcement was held up.

Agnew, whose departure becomes effective on Sept. 1, had previously been vice-president in charge of distribution for Paramount, and joined Selznick in 1944, becoming president three years later.

Konecuff

(Continued from page 12)

company have any specific plans for the medium as yet.

His contract runs for fourteen years and his only responsibility will be to the public indirectly and directly to Louis B. Mayer.

LUNCHEON AND REPORT DEPT: William F. Rodgers, vice-president in charge of distribution at MGM, the "friendly company," played host to the trade press at one of his periodic confab luncheons at the Hotel Astor last week, and he announced that his company has adopted a more rigid policy of handling bids for pictures wherever such a situation exists. Namely, he has issued instructions that all bids are to remain sealed until the day following the deadline at which time they will be opened before several witnesses, who will affix their witnessing signatures to all bids which are then forwarded to the home office. By this ruling, it is hoped that any danger of "leaks" will thus be eliminated, although according to Rodgers, none have occurred to date.

Touching on this method of doing business, Rodgers stated that he does not necessarily prefer this means of selling pictures. However, locations demand it as the solution and as a result quite a few troublesome problems have been cleared up thusly. He admitted that the company has preferred to split its available product rather than engage in competitive bidding wherever feasible. In some cases where bidding has been in force, Rodgers has had to caution certain exhibitors not to overbid on features, where they were anxious to obtain MGM releases.

Rodgers said that his company does not seek bidding, nor solicit it, but rather passes on requests for same from exhibitors and while not all bidding requests are approved, the majority are granted. At present this operation is being conducted in some 150 situations with the prospect of that number increasing in the future. He reported that many bids are against major circuit operations.

Touching on other phases of operation, Rodgers stated MGM is not conducting a campaign to reduce clearances but that the company is rather analyzing and correcting those situations wherever they need attention. He also stated that MGM and its customers are not in need of a new conciliation plan because its relations with exhibitors have always been on an above-board and "open door" basis and friendly up and down the line. He admitted that he would back an industry-wide concilia-

RKO Holds NY Meeting

NEW YORK — RKO's six-zone meeting held at the Astor last week was presided over by Robert Mochrie, the company's vice-president in charge of domestic distribution. The home-office roll-call included Harry J. Michalson, short subjects sales manager; Charles Boasberg, north-south division chief; Carl Peppercorn, Boasberg's assistant, and A. A. Shubert, exchange operations head.

The New York exchange was represented by Len S. Gruenberg, Phil Hodes, Herman Silverman, William Hartman, John Dacey, Charles Penzer, and Lou Kutinsky.

Sam Katz Leaving MGM

LOS ANGELES—The resignation of Sam Katz as executive producer on musicals at MGM was announced last week. With his pact having five-and-one-half more years to go, Katz and the company agreed to terminate the deal so that he can devote more time to his theatre holdings. Katz' brother, Harry, who managed the 50-theatre Monarch Circuit in Illinois, Indiana, and Ohio, died recently.

It's A Girl

LOS ANGELES — An eight-pound, six-ounce baby girl, Kathleen, was born to Virginia and Ed Morey, Jr. at St. Josephs Hospital, Burbank, Cal., last fortnight. Morey, an assistant director at Monogram, is the son of the company's vice-president. The Moreys have a four-year-old daughter and a two-year-old son.

tion plan, but that he would not change his company's method, which has worked out well to date. Personally speaking, Rodgers stated that he would like to see the old arbitration system restored to its status in the industry, when everyone seemed satisfied with resulting settlements.

Rodgers announced that commencing shortly branch managers would be invited to visit the home offices for conferences and information on the overall operation of the company. He also announced the first selectees for the Executive Training Course to be conducted at the home office.

THE METROPOLITAN SCENE: Didya' see those new "Metro-Goldwyn-Mayer" lions? They're honeys and we like the slogan that goes with 'em. "Vitamin MGM Puts The Boxoffice Back On The Gold Standard." . . . The Postmaster in Shamrock, Oklahoma (population 461) did a landoffice business last week when he mailed out 20th Century-Fox's unusual promotion piece for "The Luck Of The Irish." Via a Shamrock and a cute note, advertising and publicity director Charlie Schlaifer, a good Irishman, offers the "protective guidance of the Society of Leprechauns Ltd." against the whammy of Friday the 13th to over 300 editors, publishers and critics throughout the country. "Hamlet" has been presented with a special "award for extraordinary merit" by Parents' magazine. . . . Nomination of officers for the National Television Film Council takes place at Sardi's tomorrow night at the organization's meeting. . . . Herman Weinberg, brother to Max, will be profiled in the September issue of Esquire as "The Man In The Title Role," wherein his translation of foreign films into readable titles is detailed.

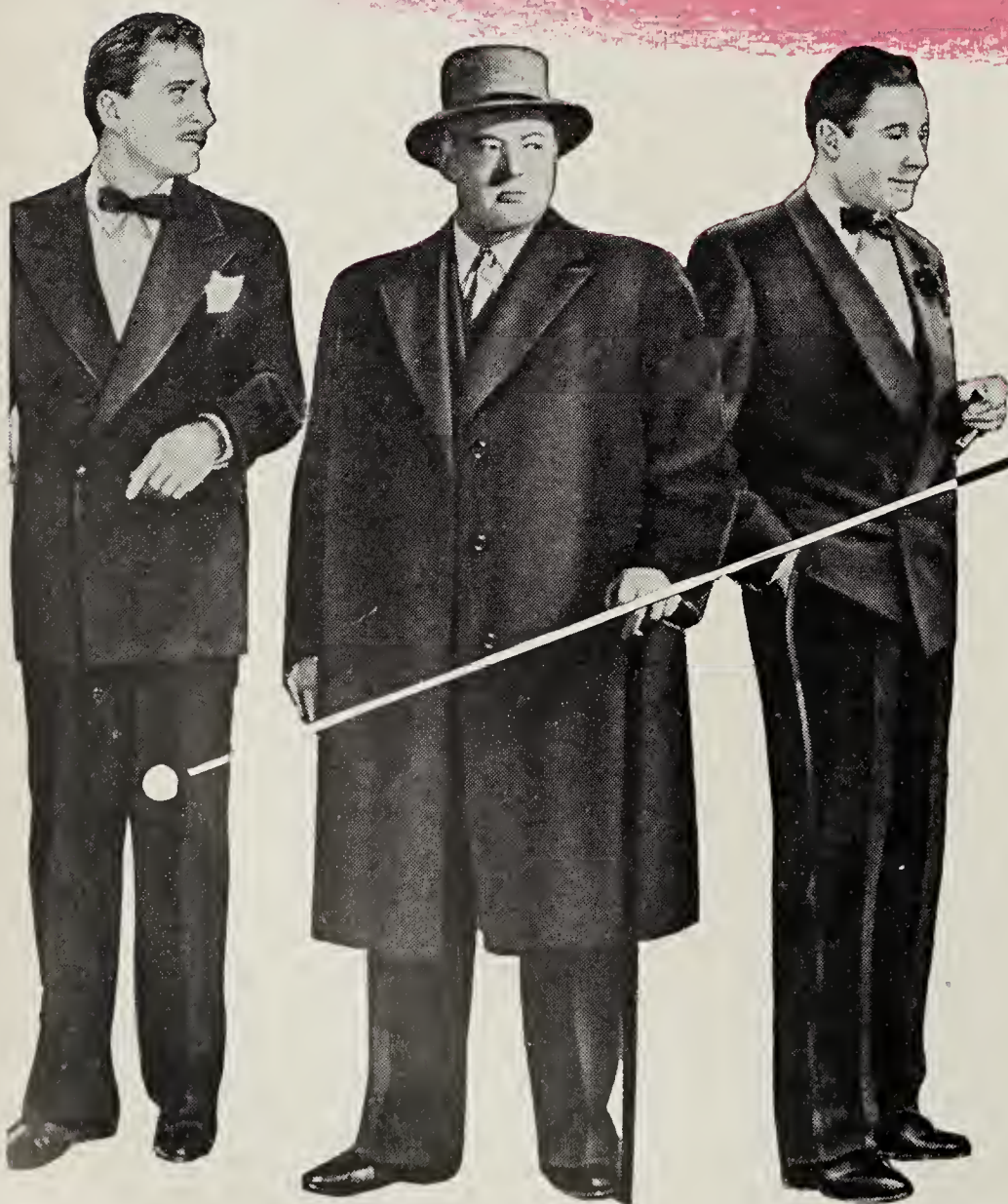
Rosalind...GAY, GLAMOUROUS, DANCE

...in the intimate story of Broadway's most exciting actress, who played her most enticing scenes
OFF STAGE!

ROSALIND RUSSELL

in

THE VELVET TOUCH



A FREDERICK BRISSON PRODUCTION

also starring

**LEO GENN • CLAIRE TREVOR
SYDNEY GREENSTREET**

with

**LEON AMES • FRANK MCHUGH
WALTER KINGSFORD • DAN TOBIN**

Directed by JOHN GAGE • Screenplay by LEO ROSTEN
An INDEPENDENT ARTISTS Picture • Released by RKO RADIO PICTURES



OPENS AT BROADWAY'S FAMOU

POUS



"You can get away with ANYTHING
...if you've got the VELVET TOUCH!"

Anything?

RIVOLI THEATRE, **SOON**

YOUTH
MONTH—
SALUTING
YOUNG
AMERICA

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

London: The Olympic Games.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 63)
Washington: Communism in U.S. exposed.
Dayton, O.: Strike. Missouri: President Truman votes in primary. Washington: Lumber mill fire.

NEWS OF THE DAY (Vol. XIX, No. 297)
Washington: Communism in U.S. exposed.

PARAMOUNT NEWS (No. 100)—Washington: 'Teen-age "Statesmen" boys forum sees government at work.

UNIVERSAL NEWSREEL (Vol. 21, No. 167)
See "In All Five."

WARNER PATHE NEWS (Vol. 19, No. 102)
Washington: 'Teen-age "Statesmen" boys forum sees government at work. USA: Birthday fashions for the young set.

ALL AMERICAN NEWS (Vol. 6, No. 302)
Washington, D. C.: President Truman addresses special session of Congress. Philadelphia: Progressive Party holds first convention. New York City: Singer Carol Brice gives tips on how to save money.

ALL AMERICAN NEWS (Vol. 6, No. 303)
New York City: Children attend theatre party at Loew's Victoria. Richmond, Va.: Heat wave crowds beaches and pools. Pittsburgh: "Sons Of Harmony" quartette give street concert. Kansas City: Iota Phi Lambda holds annual conference. New York City: Councilman Davis speaks after release on bond following Communist round up. London: Olympic games.

IN ALL FIVE:

London: Olympics highlights.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 64) Washington: Red Spy hearings. England: Atomic plant at Harwell. France: Movie stars' night in Paris. Colorado: Wire-walker, 82, crosses Boulder Creek Canyon.

NEWS OF THE DAY (Vol. XIX, No. 298)
California: Ballet school for toddlers. France: Movie stars' night in Paris. Arizona: U.S. giant bombers called back to duty.

PARAMOUNT NEWS (No. 101) Canada: St. Laurent to succeed Mackenzie King. Greece: National forces advance; king and queen visit battle lines.

UNIVERSAL NEWSREEL (Vol. 21, No. 168)
Arizona: U. S. giant bombers called back to duty. Puerto Rico: Largest private housing project in the world. Chicago: "Queen of Height" contest.

WARNER PATHE NEWS (Vol. 19, No. 103)
Yugoslavia: Danube conference. Arizona: U. S. giant bombers called back to duty. Puerto Rico: Largest housing project in the world. Atlantic City, N. J.: Athos, "the man who stands on one finger". Texas: Dennis Morgan and Jack Carson guests.

TELENEWS DIGEST (Vol. 1, No. 32) Malaya: Jungle troops hunt rebels. Palestine: Jews and Arabs mingle in peace. Indonesia: The struggle between Dutch authorities and republicans. Australia: Exclusive films from the Papuan Territory. Mexico: Mexico City flooded. Washington: Red spy hearings. New York: D.P.'s from Europe find haven. Washington: Congress adjourns. New Jersey: Exclusive visit to Nudists' convention. Texas: Southwest sailplane meet. Moscow: Sports festival. Austria: Motorcycle sidecar race.

Money Giveaways Spread On Broadway

NEW YORK — Second Broadway house to adopt the policy, Warners' Strand on Aug. 27 will offer \$5000 in prizes when the radio show, "Winner Take All", is run on the stage four times daily, five on Saturdays, with "Two Guys From Texas" as the screen show.

ARBITRATION

Appeal Board

In the matter of arbitration between Herman Hunt and Maurice Chase, doing business as the Vogue, Wyoming, Springfield Township, Cincinnati, and Loew's, Inc., the distributor-defendant recently appealed from the award of an arbitrator in the Cincinnati district. The award of the arbitrator is modified to read as follows: "In licenses hereafter entered into by Loew's, Inc., the maximum clearance which may be granted to downtown first-run theatres in Cincinnati and to the Emery, Reading, O., over the Vogue, Wyoming, O., shall be 35 days after the conclusion of downtown first-run. Costs are assessed one half against the complainants and one half against the defendant. The arbitrator's original award was "There is no substantial competition between the Vogue and Emery. Hence it is awarded that neither the Vogue nor the Emery should have clearance over the other, that the Vogue is entitled to the same availability as the Emery, to wit, 29th day. Costs are equally divided."

Boston

In the matter of arbitration between R and W Theatres, Inc., and the five majors and Haverhill Operating Corporation, the arbitrator made the following award last week: "With respect to clearances granted the Strand and Premier, Newburyport, Mass., over the Strand, Amesbury, Mass., the demand for arbitration is dismissed. The maximum clearance of the Paramount and Colonial, Haverhill, Mass., over the Strand, Amesbury, which may be granted in licenses hereafter entered into by the five major distributors shall be one day. Costs are equally assessed." An appeal on the above case was filed by the complainant.

In the matter of arbitration between Park Neponset Corporation, the five majors, and George A. Giles Company's Elite and Southern, the arbitrator last fortnight made the following award: "The maximum clearance which may be granted in licenses hereinafter entered into by the five majors to the George A. Giles Company's Norwood and Guild, Norwood, Mass., over the complainant's Park, East Walpole, Mass., and the intervening Elite, Walpole, and Southern, South Norwood, shall remain at 21 days, 21 days, and 35 days, respectively, but such clearances shall apply only to pictures shown by either the Norwood or Guild within 21 days of availability, and all pictures not shown by either the Norwood or Guild within such 21 day-period shall become available to the Park, Elite, or Southern respectively, immediately upon the expiration of such period. Costs are assessed in equal shares among parties involved.

TRADE SCREENINGS

RKO — "Mourning Becomes Electra" (Rosalind Russell, Michael Redgrave, Raymond Massey) and "Bodyguard" (Lawrence Tierney, Priscilla Lane) in all exchange centers on Aug. 31; "Station West" (Dick Powell, Jane Greer) and "Design For Death" (Documentary), in all exchange centers on Sept. 1.

RKO—"A Song Is Born" (Danny Kaye, Virginia Mayo—Technicolor), in all exchange centers on Aug. 23, except Cincinnati, and Memphis, Aug. 24, and New Haven, Aug. 25.

A. Schlaifer Mourned

OMAHA—Funeral services were held last week for A. Schlaifer, pioneer Omahan and father of Charles Schlaifer, director of advertising and publicity, 20th Century-Fox. He passed away when complications developed following a fall which resulted in a fractured hip. A leader in the business, civic, and cultural life of Omaha, Schlaifer, who recently observed his 56th wedding anniversary, is survived by his wife, Ziril, and four other sons, Israel, Leo, Nathan, and Morrie.

N. J. "Bingo" Hearing Held

TRENTON, N. J.—Hearings were under way last week on a referendum in November aiming for the legalization of "Bingo". A letter from Mayor Frank H. Eggers, Jersey City, urged a popular vote on the game, while the Rev. Alfred E. Willett, Passaic Valley Methodist Council, asked for the repeal of the horseracing betting law in 1949 if the "Bingo" issue goes to the ballot.

Exhibitors are opposing the referendum.

Stiefel, Rooney Form Unit

HOLLYWOOD—The organization of a new company to produce in four different fields was announced last week by Mickey Rooney and Sam H. Stiefel. The company will produce for motion pictures, the stage, radio, and television.

Stiefel is a former Philadelphia exhibitor, and has been Rooney's business manager for six years.

Detroit

The complaint of the Center, Grand Blanc, Mich., has been postponed until Sept. 13 at the request of the Butterfield Circuit. The case involved a number of theatres in Flint, Mich. Meanwhile, the complaint of the Arcade, Middleville, Mich., against two theatres in Hastings, Mich., owned by Allied Unit President Ray Branch, was settled by agreement, and withdrawn from the tribunal.

Cincinnati

The arbitrator last week modified an award on appeal by Loew's giving local first-runs and the Emery, Reading, O., a maximum clearance of 35 days after conclusion of first-runs over the Vogue, Wyoming, O. The original decision directed that neither the complainant, Vogue, nor the Emery should have clearance over the other, with availability to both 29 days after first-runs.

THE TIP-OFF ON *Business*

(The Tip-Off On Business is a record of how pictures are doing in their playdates in various parts of the country. The ratings given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. It does not necessarily follow that the rating given constitutes the business in each individual engagement, but an honest attempt is made to present a general average. By studying the ratings, which are changed if necessary in accordance with newer information, exhibitors will be able to determine how to guide themselves in their buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (AUGUST 18, 1948)

Swell, topnotch, record-breaking or close to it in all types of houses. 

Just fair, nothing out of the ordinary, returns about average. 

Good, although not breaking the walls down, but solid returns. 

Disappointing, way below the average expected, decidedly off. 

The Week's Newcomers

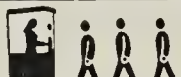
THE BLACK ARROW
(Columbia) 

MR. PEABODY AND THE
MERMAID (U-International) 

Continuing

ABBOTT AND COSTELLO
MEET FRANKENSTEIN (U-I) 

A DATE WITH JUDY
(MGM) 

A FOREIGN AFFAIR
(Paramount) 

ANNA KARENINA
(20th-Fox) 

ANOTHER PART OF THE
FOREST (U-International) 

BERLIN EXPRESS
(RKO) 

BEYOND GLORY
(Paramount) 

CANON CITY
(Eagle Lion) 

CORONER CREEK
(Columbia) 

DEEP WATERS
(20th-FOX) 

DREAM GIRL
(Paramount) 

EASTER PARADE
(MGM) 

FEUDIN', FUSSIN', AND
A-FIGHTIN' (U-International) 

FIGHTING FATHER DUNNE
(RKO) 

HATTER'S CASTLE
(Paramount) 

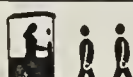
KEY LARGO
(WB) 

LULU BELLE
(Columbia) 

MAN-EATER OF KUMAON
(U-International) 

MELODY TIME
(RKO) 

MR. BLANDINGS BUILDS HIS
DREAM HOUSE (SRO) 

ON OUR MERRY WAY
(UA) 

RAW DEAL
(Eagle Lion) 

RETURN OF THE BAD MEN
(RKO) 

SO EVIL MY LOVE
(Paramount) 

SUMMER HOLIDAY
(MGM) 

TAP ROOTS
(U-International) 

THE BABE RUTH STORY
(Allied Artists) 

THE EMPEROR WALTZ
(Paramount) 

THE FULLER BRUSH MAN
(Columbia) 

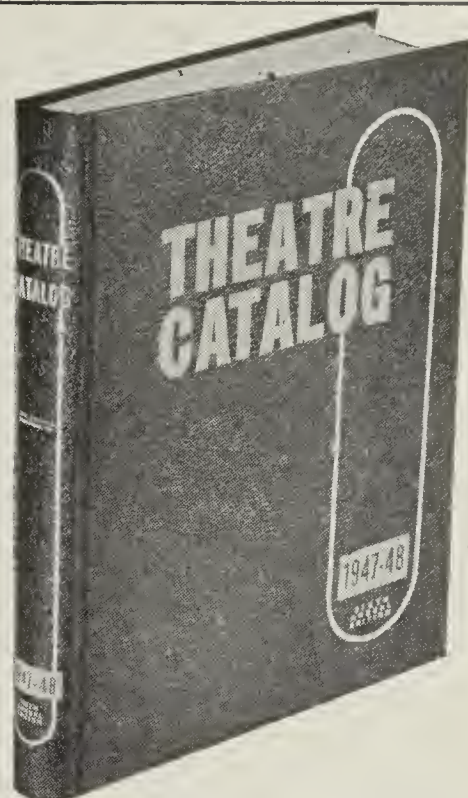
THE NOOSE HANGS HIGH
(EL) 

THE STREET WITH NO NAME
(20th-Fox) 

THE TIME OF YOUR LIFE
(UA) 

THE WALLS OF JERICHO
(20th-Fox) 

UP IN CENTRAL PARK
(U-International) 



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smashing adventure-spectacle that always packs 'em in!
Ballyhoo those undersea monsters! Circus it and clean up!

16 FATHOMS

FILMED IN VIVID ANSCO COLOR!

AN ARTHUR LAKE PRODUCTION Starring

ARTHUR LAKE • LON CHANEY
LLOYD BRIDGES • ERIC FELDARY

with

TANIS CHANDLER • JOHN QUALEN • IAN MacDONALD

Produced by JAMES S. BURKETT and IRVING ALLEN

Directed by Irving Allen

Screenplay by Max Trelle Adaptation by Forrest Judd

From the American Magazine Story "SIXTEEN FATHOMS UNDER" by Eustace L. Adams

**FULL-PAGE ADS IN LIFE,
COLLIER'S, SAT. EVE. POST!**

Ansco Color's national ad campaign
sells this amazing picture to over
27 million readers coast-to-coast!

A vintage movie poster for the film 'Jaws'. The background is a dark, murky blue-green, representing the ocean. A massive shark's head dominates the upper right portion of the frame, its mouth wide open, revealing rows of sharp, white teeth. In the lower left, a diver in a full-body white suit and a helmet with a circular viewing port is shown. The diver is holding a long, silver spear in his right hand and a knife in his left. He is positioned as if he is about to be attacked by the shark. The word 'DEEP' is written in large, white, blocky letters with a black outline, slanted upwards from left to right, across the middle of the poster.

DEEP

"A sure-fire money-maker. Has strong human interest!"

—SHOWMEN'S TRADE REVIEW

"Highly suspenseful. Excellent color!"

—HOLLYWOOD REPORTER

"A thing of beauty!"

—MOTION PICTURE HERALD

It's a MONEY HIT from MONOGRAM

Schedule Develops For Chi. TOA Meet

CHICAGO—Samuel, Cardinal Stritch, last week accepted the invitation of Gael Sullivan, executive director, Theatre Owners of America, to open the TOA convention to be held on Sept. 24 and 25 in the Drake Hotel.

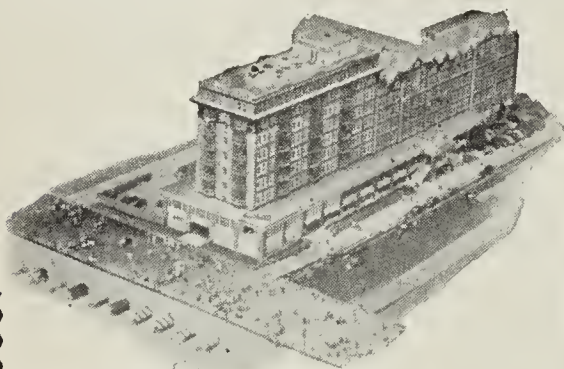
It is estimated that more than 600 TOA members will be in attendance when the first session is convened.

During the two-day meeting, full discussions and open forums will be held on such vital industry subjects as television, 16mm. competition, ASCAP, admission taxes, public relations, and the probable effects of the Supreme Court decision in the Paramount case. There will be a distinguished panel of guest speakers.

The convention will close with the president's dinner and dance on Sept. 25. Cocktail parties and other entertainment is scheduled for non-business hours. The Variety Club will hold open house during the period, and special events, including a luncheon, entertainment, and fashion show at Marshall Fields department store on Sept. 24, have been planned for the women guests.

Kirsch Organizes Unit

CHICAGO—Theatre Concession Company, Inc., was organized last fortnight by Jack Kirsch, Illinois Allied Theatres, and Charley Cooper, his partner in the Kirsch Circuit. Joe Weiss is manager.



HOTEL STRAND

ATLANTIC CITY'S HOTEL of DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel.

Spacious Colorful Lounges — Sun Tan Decks atop — Open and inclosed Solaria — Salt Water Baths in rooms — Garage on premises. Courteous atmosphere throughout.

FAMOUS FIESTA LOUNGE RENOWNED FOR FINE FOOD

Under Ownership Management

EXCLUSIVE PENNA. AVE. AND BOARDWALK

"Stop ASCAP Payments," Exhib Units Advised

NEW YORK—Reports from various parts of the country last week indicated that exhibitor units were urging their members not to pay their ASCAP tax.

All members of the Independent Theatres of New England have been advised to stop payments to ASCAP. Ray Feeley, executive secretary, said that the policy should be in effect until the position of exhibitors is clarified in the situation resulting from the recent decision of Federal Judge Vincent L. Leibel, which declared the collections illegal.

Associated Theatre Owners of Indiana, Indianapolis, and Allied Rocky Mountain Independent Theatres, Denver, also urged their members to withhold ASCAP payments.

NT Holds Drive Meeting

LOS ANGELES—National Theatres three-day session with division presidents and film buyers was held last fortnight with Charles P. Skouras, president, presiding.

Major topic was the forthcoming 13th annual fall drive, which gets under way on Labor Day, and which runs through Dec. 18. Plans for "Youth Month" were discussed, and bonus checks were handed out to division presidents for their personnel, bonuses for the last "Skouras Showmanship Campaign." Film buyers held a special session before joining the general meetings.

Those present in the buying field were: Eddie Zabel, Cullen Espy, Pete Lundgren, Bert Pirosh, Everett Sharp and Frank Prince, FWC; George Milner, San Francisco; Gordon Hewitt, Milwaukee; Frank Christie, Seattle; Lon Cox, Kansas City, and Robert Selig, Denver.

Division presidents included: Dick Spier, Dick Dickson, George Bowser, Frank Newman, Frank Ricketson, Harold Fitzgerald, and Elmer Rhoden.

"Carmen Doll" Bows

NEW YORK—The majority of America's leading toy buyers were present last fortnight at a cocktail party and reception given in the Stork Club to introduce the "Carmen Doll", inspired by Rita Hayworth's performance in Columbia's Technicolor "The Loves of Carmen". Wally Gould, W. I. Gould Enterprises, acted as host.

Guest of honor was Miss Phyllis Berquist, Northwestern University graduate studying in New York on a Julliard scholarship, who was selected by John Powers to model the "Carmen Doll". The model was clad in one of the original "Carmen" costumes.

H-W Profit Increases

NEW YORK—A net profit of \$391,025 was reported for a six-month period by Heywood-Wakefield Company last week, as against a \$345,882 profit for the same period last year. The figure is equal to \$5.06 per share of common as compared to \$4.32 the previous year. The company's figures include provision for \$100,000 covering abnormal plant costs.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"Julia Misbehaves"—Names should help fast-moving comedy.

Tele Argument Leads To Injunction

NEW YORK—The American Broadcasting Company obtained an injunction against the IATSE last week complaining that it was the "innocent party" in a jurisdictional dispute between the union and the National Association of Broadcast Engineers and Technicians, an independent union. ABC charged that the dispute threatened to disrupt the premiere of the company's new television station, WJZ-TV, and was granted a temporary injunction by District Court Judge Samuel H. Kaufman, on petition to the National Labor Relations Board.

Richard F. Walsh, IA president, in Cleveland at the organization's annual convention, charged that the NLRB had not solicited his union's version of the dispute before applying for the injunction which was effective for five days.

Walsh said:

"The injunction is so vague and general that we are at a loss to know what to do to protect our rights. The Taft-Hartley Law has already proved itself as making the federal courts the injunction Reno of America. This injunction is based on statements of one side only, as presented by ABC and an unofficial group, namely NABET.

"It was issued without warning to IATSE, and no hearing was accorded to IATSE. Meanwhile, the injunction is in effect, and our organization is prevented from having its day in court, which is basic, the basic subject matter of the suit issue.

"The issue at stake is whether our members will be deprived of work to which they are rightly entitled, and whether they can be compelled at the present time to work against their will at a theatre within their jurisdiction for 30 years or more with persons seeking to undermine and destroy long-established conditions of our organization."

"Cinderella" Tieup Set

NEW YORK—An extensive motion picture-radio tieup with "Cinderella Weekend", a daily audience participation show in 10 eastern cities, was announced last week by Charles Schlaifer, director of advertising and publicity, 20th Century-Fox. The promotion provides daily air mention for current 20th Century-Fox pictures. Weekly winners from each city will receive a trip to New York, where they will visit the Roxy. A special back stage tour will precede their attending the showing of "The Walls of Jericho", first picture to receive mention.

"Cinderella Weekend" is a VIP Service package show.

→ **OUTDOOR REFRESHMENT CONCESSIONAIRES**
from Coast to Coast
over 1/4 Century

Now Specializing in Refreshment Service for DRIVE-IN THEATRES

→ **SPORTSERVICE, Inc.** JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

TELEVISION

NEW YORK—Allen B. DuMont Laboratories last week issued a 63-page book entitled "The Cathode-ray Tube and Typical Applications." This book, prepared by the DuMont instrument division, offers a non-technical discussion of the cathode-ray tube and its functions, and is especially intended for high schools, technical schools and colleges, particularly in conjunction with the DuMont wall chart on the cathode-ray tube. A copy of both the wall chart and the book may be obtained by any instructor requesting same on school stationery. To others interested in the subject, the primer will be furnished at cost, or 50 cents per copy. Bulk quantities for school use will be furnished at \$2.50 per dozen copies.

A RECENT SURVEY of set owners in Milwaukee revealed some interesting facts. Twelve per cent of the city's 3,780 receiver owners were queried in the poll. Figures indicated that approximately 75 per cent used their private sets every night there was a televising, while public sets were also in use on an average of 75 per cent of the time. Over 90 per cent of those queried indicated that they would rate current WTMJ-TV programs as good or better than they expected when they purchased their set. It was shown by the poll that 251 of those queried had had children view the televising, while 56 had not. Children's reaction was overwhelmingly favorable. The percentage of women viewing television in home installations came to 31.8 per cent, men, 56.3 per cent, and children, 11.9 per cent. At public installations, the percentage was, women, 20.1 per cent, and men, 79.9 per cent. Fridays and Sundays were indicated by small margins of percentage as the nights most people had their sets in use.

THE TELEVISION BOX SCORE as of July 26 indicated that 30 stations were operating, 81 CP's had been granted, and 299 applications were pending.

Dallas Suit Filed

DALLAS—H and B Theatres, Temple, operating the Strand, last week filed suit against the major producers and distributors for \$41,000. The suit was placed for hearing in Federal Judge William H. Atwell's court.

Listed as defendants are Interstate, Robb and Rowley, Paramount, RKO, 20th Century-Fox, Warners, Columbia, Universal, and UA.

Benefit Aids Ball Players

DULUTH, MINN.—Families of three baseball players and their manager, fatally injured in a bus-automobile collision last month, were recipients last week of funds raised through a special showing of "The Babe Ruth Story".

With tickets ranging in price from \$5 to \$100, a midnight showing of Roy Del Ruth's Allied Artists cinema biography of the 'Bambino' was held at the Norshore.

Mrs. Giroux Passes

HOLLYWOOD—Mrs. J. F. Giroux, mother of George R. Giroux, field representative, Technicolor, passed away last fortnight. Interment was in Chicago.

House Committee Readies Hearings

WASHINGTON—It was learned last week that when the House Small Business Committee begins its hearings during September and October in various western cities exhibitors are expected to testify on alleged monopolistic practices.

To be held in federal courthouses for the most part, the schedule lines up as follows:

Sept. 3—Butte, Mont.; 8, Casper, Wyo.; 11, Salt Lake City; 15, Kansas City; 17, Omaha; 20-21, Minneapolis; 23, Madison, Wis.; 27, South Bend, Ind; Oct. 1-2, Detroit; 5, Louisville, Ky.; Oklahoma City, 8, and Houston, Tex., 12.

Others may be scheduled later.

"River" Bow Readies

NEW YORK—Mori Krushen, exploitation manager for United Artists, left for Dallas last week to complete details for the four-state exploitation and publicity campaigns for the day and date openings of Howard Hawks' "Red River" in more than 300 situations. Krushen will direct the activities of fieldmen Claud Morris, Ben Hill, William J. Healy, Julian W. Bowes, and William Howard Waugh, who inundated Texas, Oklahoma, Kansas, and New Mexico with "Red River" publicity and exploitation material. While in Dallas, Krushen meets with Interstate Circuit and other exhibitors on the opening of the film scheduled for Aug. 26.



A. Blumenfeld

Blumenfeld Theatres,
San Francisco, Cal.,
says:

"THE SERVICE ALTEC PERFORMS ACTUALLY PRESERVES MY ASSETS"

"There has been a lot of improvement in what sound does to give the product we show better entertainment value, and the directors on the Coast are exploiting sound more all the time. The research work the Altec scientists are constantly doing pays off in the new methods the Altec inspector is provided with for getting the improved sound off the sound track in my theatres. In times like the present, when an exhibitor has to make every effort to keep his patrons from

being lured away by non-theatre entertainment, the service Altec performs in my theatres actually preserves my assets. It adds to my assurance to know that Altec devotes its efforts one hundred percent to improving my business, and does not spend its energies in other fields."

Altec Service, known for its service "over and above the contract" is a vital ingredient of your theatre's ability to meet successfully the competition of other forms of entertainment. An Altec Service contract is the soundest long term investment an exhibitor can make today.

ALTEC
SERVICE CORPORATION
161 Sixth Avenue
New York 13, N. Y.

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

Park-In Files New Suit

CHARLOTTE—Park-In Theatres, Camden, N. J., last fortnight filed suit against the A. S. F. Theatre Company, George W. Ferguson, Byron Adams, and R. C. Saunders, operating the North 29 Drive-In, on the Concord road near here, charging infringement on the Hollingshead or Park-In Patent. Counsel for the plaintiff, Tillett and Campbell, filed in U. S. District Court declaring that the Wilkinson Boulevard Drive-In is the only one in Mecklenburg County licensed to use the patents.

More than 100 drive-ins have opened in the Carolinas in the past year, and this is the first infringement suit to be filed.

GPEC Reports Profit

NEW YORK—A consolidated net profit of \$292,952 was reported last week by General Precision Equipment Corporation for the three months ended on June 30. The figure, including subsidiaries, is subject to year-end adjustments but includes income tax provisions. Meanwhile, a dividend of 25 cents per share on capital stock outstanding, payable on Sept. 15 to stockholders of record on Aug. 25 was announced.

WHN Becomes WMGM

NEW YORK—It was learned last week that coincident with the change in its call letters from WHN to WMGM on Sept. 15, the Loew-owned station will lean heavily on the studio's talent in its programs. The station opens new quarters at 711 Fifth Avenue on that date. The frequency modulation station will be renamed WMGM-FM. A gala show will formally open Loew's radio outlet.

MGM Training Course Starts In September

NEW YORK — MGM's executive training course will get started on Sept. 13 when seven men, one branch head, one assistant branch manager, four salesmen, and a booker come here to start the month course at the home office. Principles and policies of the company, home office procedure, and a short Dale Carnegie course in public speaking will be included.

In the contingent will be Lou Formato, Philadelphia branch head; A. B. Padgett, Atlanta assistant branch manager; M. J. Ford, Chicago salesman; H. R. Gaus, Los Angeles salesman; Lou Marks, Cleveland salesman; L. J. Weber, Dallas salesman, and Phil Gravitz, New Haven office manager-head booker. All of them have been with the company for years.

Ya, Loew's-Int. In Deal

NEW YORK—Loew's International Corporation last week announced completion of arrangements for the world-wide distribution outside of the United States and Canada of educational pictures produced by Young America Films, Inc.

The Young America Films series will have sound tracks made in the world's major languages.

Jersey Allied Sets Outing

WEST END, N. J.—The annual outing of the Allied Theatre Owners of New Jersey will be held here on Aug. 24 at the Casino.

Many 16mm. Prints Recovered By FBI

NEW YORK—It was revealed last week that the Army Motion Picture Service had just received from the coast over 70 16mm. prints of some 66 different feature films recovered from the possession of a merchant seaman in San Francisco by the Federal Bureau of Investigation and the U. S. Attorney in that city. The shipment includes features of all the major companies and duplicate prints of some of them. Some Army Signal Corps training films and other service films were also recovered.

Investigation by the FBI in cooperation with the industry's Copyright Protection Bureau disclosed the films. The films were from among the thousands turned over by the picture companies to the armed services as the industry's contribution to the war effort, and included pictures of companies which do not otherwise release in 16mm. in the U. S. The matter was taken up directly with the Attorney General in Washington by Sargoy and Stein, special counsel for the picture companies in Copyright Protection Bureau matters, as a result of which instructions were issued to the U.S. Attorney in San Francisco to take appropriate action to recover the prints for the War Department for accounting to the companies concerned. Title to the prints remained at all times with the copyright owners, under the agreement made by the War Activities Committee of the industry with the War Department acting as agent for the army, navy, and other branches of the armed services, although the prints were technically government property while they remained in the possession of the government. Under the agreement, the armed services were required to see that they did not get into improper hands or unauthorized uses, and were to account to the copyright owner for the film either by an affidavit of destruction, or by return to the company.

Under the instructions of the U. S. Attorney General, the recovered films were turned over to the San Francisco unit of the Army Motion Picture Service, which in turn forwarded them.

Colosseum Meetings Near

NEW YORK—Paramount's C. J. "Pat" Scollard was last week named chairman of the companies' committee planning to meet with the Colosseum of Film Salesmen for contract negotiations. Scollard's group consists of Harry Buckley, UA; Joseph McMahon, Republic; Charles O'Brien, Loew's, and Burton A. Zorn, counsel. Representing the union are Mell Keller, Warners, Portland, Ore.; Frank Flaherty, Columbia, Chicago, and N. M. Provencher, UA, Milwaukee, with David Beznor, Milwaukee, as counsel.

Selznick Films Entered

NEW YORK—On special invitation of the Italian government, David O. Selznick's "Duel In The Sun" was last week entered along with other American films in the Venice Festival Aug. 14-Sept. 4.

DOS' "Since You Went Away" and his production of Alfred Hitchcock's Academy Award winner, "Rebecca," will be entered in special division of the exhibit.

YOU CAN'T RUN A THEATRE ON GUESSWORK!!!

"HOW TO MANAGE A THEATRE"

A PRACTICAL GUIDE TO SUCCESSFUL THEATRE OPERATION

FIRST EDITION—A sellout!

SECOND EDITION—Selling Fast!

This book endorsed by theatre and film executives.

It tells how to improve your theatre and your business—how to build up poor nights—how to buy and book pictures—how to build or buy theatres with limited finances—explains about picture projection and sound and many other subjects.

Price only \$5.00 postage prepaid.

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SAM CARVER

ORDER TODAY

15 WEST GRAND AVENUE, HIGHLAND PARK 3, MICHIGAN

NEWS OF THE

Territory

BRANCHES

Atlanta

Charlie Durmeyer, president, Southern Automatic Candy Company, returned after a trip to Florida....C.P. Cohen, Lincoln, Key West, Fla., left after visiting here....John W. Mangham, president, Screen Guild of Georgia, checked in after a trip.

N.E. Savini, special representative, Astor, New York City, was in....Mrs. Bernice Warworth, secretary to Arthur C. Bromberg, president, Monogram, is back after a vacation....Pete Rosian, U-I district manager, was in.

Three old-timers were seen talking on Film Row, J.E. Laird, manager, Republic; S. Matthews, American Express, and P.H. Savin, Monogram. The three are pals from way back.

Seen on Film Row was Bill Griffin, Lyric, Cullman, Ala....Marie Pinkston, booking department, Republic, was off for a stay in Florida.

In visiting were W. Greene, Princess, Albertsville, Ala., and R.E. Hooks, Hooks Theatres Circuit, Alabama....Jimmy Wilson, Wilson and Moore Enterprises, returned after a trip to Alabama....Tom Jones, Exhibitor Service, checked in after a vacation.

Arthur C. Bromberg, president, and Jimmy Hobbs, branch manager, Monogram, were back from Chicago....Jimmy Bello and W.M. Richardson were back from Florida....Harvey Smith, manager and coowner, Tower, was back after a trip to New York.

Mrs. Rose Lancaster, Astor, returned from a two-week stay in Miami....Ralph McCoy, manager, Film Classics, returned to his office after a visit to the Alabama territory....Grover Parsons, Eagle Lion, checked in his office after a trip.

Leonard Allen, Paramount publicity chief, was off from the city....Film Row-ites hear that Babe Cohen, former manager, Monogram here, now with Screen Guild in New Orleans, is enjoying that city...Dolly Davis, daughter of Merritt Davis, branch manager, Republic, has been cast in a major role in "Years Ago", forthcoming dramatic production of the Burnsville, N.C., School of Fine Arts and the Burnsville Playhouse. She is a junior student at the Woman's College, University of North Carolina, which operates the school and playhouse.

Mrs. Rachel Gravely has been added to the force at Monogram....Film Row-ites were pleased to hear that their good friend, Jimmy Greenleaf, had been appointed branch manager, Universal-International, Charlotte. He is one

of the old timers on the Row here, but has been in Charlotte for a number of years.

Mr. and Mrs. Carlisle, she is with Film Classics, were back from their honeymoon....Mrs. Frances Tucker, Columbia booking department, was back from a Florida vacation.

Shag Jordan, special sales representative, United Artists, was in Florida for a few weeks....Doris Watson, Wil-Kin Theatre Supply Company, was back at her desk after enjoying the mountains in North Carolina....Off on a Florida vacation was Ed Rice, Rebel Poster Exchange.

Lamar McGarity, Columbia, became the proud father of a baby girl...Aileen Stevens, Columbia, was expecting the blessed event.

Martha Willoughby, Columbia, was hospitalized....Curtis Baucom is back on the job at the Kand B Soda Company, where the film folks hang out....A flash fire caused from broken film did \$1,900 damage at the Strand, one of the Bailey theatres, Decatur Street. The projectionist said the fire started while the film was being run through the projection machine, broke, and struck the arc. Quick action on his part confined the fire to the booth. The fire was quickly placed under control, and the theatre was in operation again within several hours.

Howard Schussler, booker, Lam Amusement Company, Rome, Ga.; Clyde Sampler, booker, Duncan and Richards, Carrollton, Ga.; Sidney Laird, Al-Dun, West Point, Ga.; Ralph Johnson, the Georgia tent showman, and P.L. Taylor, Dixie, Columbus, Ga., were visiting and booking.

The love bug hit the row again. This time it is J. Waters, head booker, and Valenie Norris, who were married recently. Both are from Warners. Here's wishing the couple all the best things in life....Rube Joiner, circuit booker, Warners, resigned to become a salesman for Republic....William Richardson, president, Astor,



All business in Miami Beach's downtown section came to a rapid halt recently when Lee Taylor and Caroline Eckert, models, promenaded the area in these "Brush" bathing suits in advance and on opening day of Columbia's "The Fuller Brush Man". Responsible for this eye-catching promotion were Ed May, manager, Wometco's Lincoln, Miami Beach, and Sonny Shepherd, managing director, Wometco's Miami.

was off again to Florida. He said he hoped the fish were biting better.

Ben Jordan, Monogram's special sales representative, came by the office to say "hello" for the first time in over a month....George M. Jones, Eagle Lion sales representative, left after a sales talk with Grover Parsons.

Harry and Caroline Beverly, the Paradise Room photographers, terminated their connection there. During their six years at the spot, they made thousands of friends....Denny Denman, manager, Paramount, was vacationing in Florida....Merritt Davis, newly appointed branch manager, Republic, was back after a visit to Tennessee.

Walter Hickey, former special sales representative for many of the major exchanges, was seen on Film Row looking much better....Mrs. Kate Wright, Monogram Southern exchanges, was back after a trip to New York....Buck Roebuck, formerly with Republic and later with Exhibitor Service, returned to his old love, Republic, to cover Tennessee.

Marie Pinkston, Republic booking department, is back after her vacation....Mrs. Ray Collins, secretary to R.L. McCoy, Film Classics, checked in at the office after visiting in Covington, Ga....Mike Benton, president, WBGE and Southeastern Fair, will have his "Miss Atlanta" contest at the Park soon.

Henry Krumm, southern district manager, SRO, returned after paying a visit to Charlotte....Howard Schuessler, booker, Lam Amusement Circuit, Rome, Ga., was booking and visiting.

Charlotte

In the first action of its kind filed in U.S. District Court, the Park-In Theatres, Camden, N.J., seek to enjoin further operation of the North 29 Drive-In, located on the Concord Road at the northern boundary of Charlotte. The suit has been filed (as of Aug. 5) by Charles W. Tillett, of the law firm of Tillett and Campbell, representing the Park-In Theatres, which contends that the Wilkinson Boulevard Drive-In is the only drive-in theatre in Mecklenburg County. Defendants named in the lawsuit, which asks that the defendants be enjoined from further operation of the North 29 Drive-In, and also asks that damages be assessed, are the ASF Theatre Company, George W. Ferguson, Byron Adams and R.C. Saunders. The drive-in on Wilkinson Boulevard, just beyond the city limits of Charlotte, has been operating for a number of years, but the North 29, which is being sued, opened only about two months ago.

Bill Cartledge, operator of El Moroco, night spot, returned from Cleveland, New York, and Canada. He picked up a number of new ideas for his club. Cartledge announces that he is arranging for a businessmen's club lunch, as an addition to the service.

Irvin D. Setzer, 47, formerly with National Screen Service, died suddenly

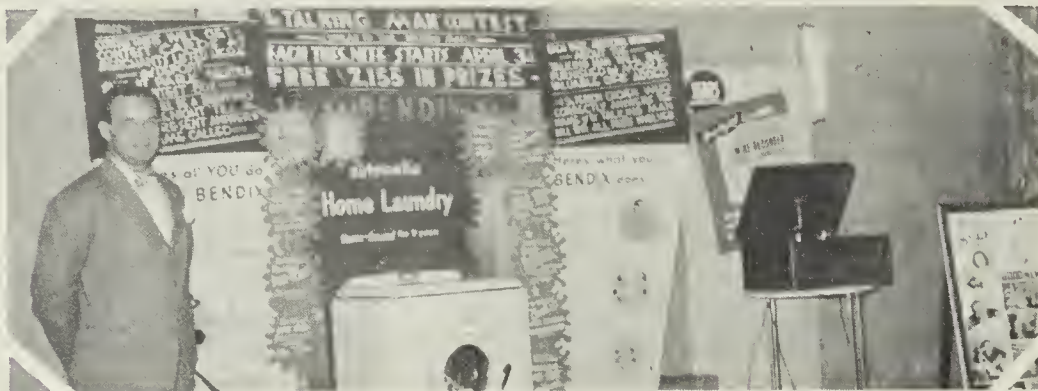
A Page from LEW HERB'S SCRAPBOOK



Managed to be on hand for an important meeting of Local 259, IATSE and MPMO, in Chattanooga, and the members were good enough to pose for this shot. The local was organized almost 40 years ago.



Had a little chat with Abe Solomon, head, Independent Theatres, Chattanooga, Tenn.



Another pleasant stop in Chattanooga was the Park, where we snapped Jay Sadow, house operator, surrounded by prizes in his "Talking-Man" contest which he was running with great success.



In North Florence, Ala., we stopped around to see H.L. Bobo, manager of the Norwood.

on Aug. 8 of a heart attack. Setzer produced the first "Jaycee Jollies" in 1946. He had worked in theatrical productions all his life.

Tom Bailey, U-I salesman, resigned to accept a job with Metro as salesman...Theatres in Asheville, N.C., closed completely due to the polio epidemic. Business in Charlotte and other cities in the Tar Heel State dropped off as much as 50 per cent due to the polio. Charlotte theatres have a sign in the lobby, "Children under 16 not admitted because of orders of the Health Department".

Memphis

J.D. Jernigan, branch manager, Screen Guild, will be host to a regional sales meeting on Aug. 20-22 at the Peabody Hotel. Reservations received by Mrs. Jernigan, office manager, included John Mangham, J.S. Carscallen, Kenneth Smith and O.B. Corley, Atlanta; Scott Lett, John F. White, Jr., and W.G. Drive, Charlotte; John F. Franconi, W.J. Cammer, Conrad Dreher, R.E. Helm, Dan Cole, and Bob Matley, Dallas; E.V. Landaiche and Harold Cohen, New Orleans, and Carr Scott, P.W. Myers, and George Byrd, Oklahoma City. Arthur Greenblat, eastern sales manager, will address the meeting, and there will be a screening of five pictures - "Return of Wildfire", "Jungle Goddess", "Harpoon", "SOS Submarine", and the first of the new "Lash" Larue series.

Ground has been broken for building beside the highway at Tunica, Miss., which will include a house for Negroes.

At West Memphis, Ark., ground work is underway on a new showhouse constructed by Zell Jaynes, who owns a house at Truman, Ark.

Exhibitors visiting were: L.J. Denning, Bemis, Tenn.; Ned Green, Mayfield, Ky.; Miss Louise Mask, Boliver, Tenn.; John Staple, Piggott, Ark.; Wake Newsum, Marmaduke, Ark.; H.W. Pickens, Carlisle and DeValls Bluff, Ark.; E.A. Patton, Hartford. Huntington and Mansfield, Ark.; Leon Roundtree, Holly Springs and Water Valley, Miss., and Miss Ann G. Noble, Leland and Hollandale, Miss.

Norman Ayers, WB representative, and Doak Roberts, district manager, visited.

James Pope, office manager, Columbia, was taking a fishing vacation at Pickwick Dam, Tenn.

P.H. Holmes, office manager, MGM, was vacationing in New Orleans with Mrs. Holmes, and Miss Rebecca Scott, contract clerk, was visiting in Nashville, Tenn., on her vacation.

Gus Haase, head, Gus Haase Realty Company, announced that he will confine his attention to theatre brokerage in the mid-south territory. The company, primarily interested in property management, has been in charge of the M.A. Lightman interests for some time. Haase stated that his plan is to list and sell theatres.

Vacationing from his post as head booker at 20th Century-Fox was Leo

Wintkler, and the office staff was planning a weekend outing at Nashville Bridge, Tenn.

Booking on the Row were: Walter Lee, Little Rock, Ark., Pinkey Tipton, Manilla, Ark., W.B. Hammond, Bradford, Ark., C.E. Rice, Brownsville, Tenn., W.R. Tutt, Tunica, Miss.; White Bedford, Hamilton, Ala., and Fritz Farris, Clarksdale, Miss.

Theatre building around Memphis continues to boom. The latest announcement is that a 750-seat house will be included in a block of buildings underway at Lucy, Tenn., a village on the outskirts of Memphis. The new house will service the new International Harvester settlement.

Al Rothchild, branch manager, National Screen Service, scheduled his and Mrs. Rothchild's vacation to visit Atlantic City during the "Miss America" contest, and then go on to New York City.

The M.A. Lightman family, with M.A. Jr., and family, vacations in Wisconsin after a visit to Chicago...Bailey Prichard, branch manager, Monogram, attended a branch managers' convention in Chicago, and Ed Sneed, booker, was visiting in Illinois.

Staff members at U-I were coming and going. Richard C. Settoon, salesman, returned to his post, while branch manager R.P. Dawson took off for El Dorado, Ark., and Margaret Irby, clerk and Jean Rimer were on vacation. Changes in the staff left a booking

booth vacant with the resignation of Jimmy Eikner. Two new contract clerks, James Leesley and Mary Sue Peercey have been added.

Nathan Flexer, Waverley, Tenn., and Floyd Peek, Little Rock, were on the Row...Tom Bridge, branch manager, Paramount, was in Dallas.

J.G. Miller, owner, announced that the Vanndale, Vanndale, Ark., has been closed.

Censored "a little", and restricted to the Malco, "Lulu Belle", which was banned by Lloyd T. Binford and the Memphis Board of Censors, was shown on Aug. 12. Binford said that if it were not for children there would be no need to censor pictures. Following the red flags that were flying at parking meters before one of the hottest contested elections here in many years, Binford even said that children would only be made to lie about their age if questioned, so that the picture is going to be restricted to the Malco in hopes that only adults will attend the showing, but children who look 18 can get by. It is just one of the many gracious concessions that were being made. No one had seen a cop mark a parked car for over-parking in a month or more. Red flags were flying in all downtown meters where cars were parked before election on Aug. 5.

New Orleans

Max E. Youngstein, Eagle Lion vice-president in charge of advertising, publicity, and exploitation, and captain, Bill Heineman Sales Drive, was in last week on the fifth leg of his nationwide tour of the company's 31 exchange cities.

Former Governor Jimmie Davis said he will be leaving for Hollywood shortly to start work on the first of two pictures for Monogram. Tentative title is "Manhattan Melody."

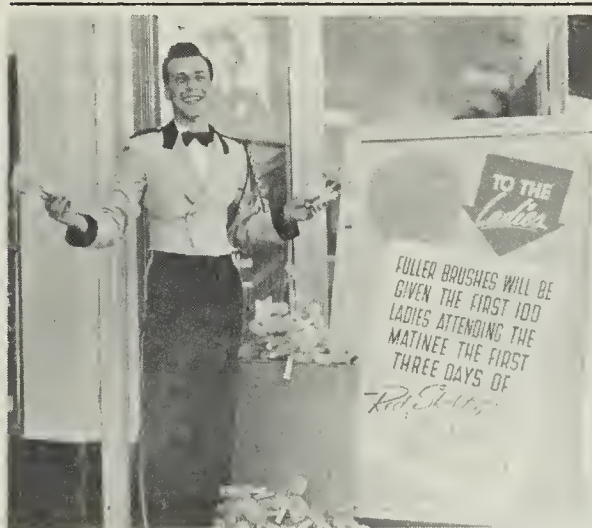
Victor Meyer, veteran of 44 years in show business, recently retired as city manager, RKO theatres, the Orpheum and Liberty. Meyer started under the late Tom Campbell at the Tulane. Later, he served as treasurer of both the Greenwall and the French Opera House. From 1921, he devoted his time and talents to the RKO Orpheum and the Liberty. His former assistant manager, John Dostal, has come from Davenport, Ia., to succeed him. Dostal will have a big slot to fill. Meyers' manner of giving the public what it wanted was the basis of his coast-to-coast network of friends. Meyer is going to take it easy from now with khaki pants, sports shirt, his ever-loving wife, Hedy Jacob Meyer, and his four pedigreed English setters.

Abe Berenson, secretary-treasurer, Allied Theatres of the Gulf States, is pinch hitting for Maurice Artigues, general manager, while the latter is traveling the territory. Berenson and Artigues have been as busy as the proverbial bee making housing arrangements for the forthcoming National Allied convention, scheduled here in

November. A busy program has been carded for the delegates in addition to the business sessions. These include a party on a Mississippi river boat, racing at the historic Fair Grounds, tours and entertainment in the French Quarter, cocktail parties, and others. Some entertainment strictly for the fair sex is also being planned.

Film Classics moved into the air-conditioned, larger quarters formerly occupied by Joy Houck. The Al Sacks Films group moved into the former Film Classics suite in the Joy building...Alberta Schindler, FC secretary, is back from a two-week vacation at Daytona Beach, sporting a "new look" coiffeur....Branch manager Milton Dureau planed to New York to attend FC's annual international sales meeting....Elaine Lambour resigned as assistant cashier, Columbia, to go into nurse's training at Hotel Dieu....Betty Becker, Paramount booking department, was vacationing at Palm Beach, Fla....Columbia screened "Lost One", film version of "La Traviata", at the 20th Century-Fox screening room....Bill Keith, United Artists manager, is back at his desk after touring the territory....Mark Sheridan, 20th Century-Fox chief, returned from a similar jaunt....Local F-57, union of all film offices personnel, held closed confab with southern representatives....Best promotion stunt of the week goes to the Joy. During the showing of "Canon City," a cell was set up in the front of the house in which Charlie the Mole, transient who received considerable publicity in local press, was dressed as a convict. It attracted plenty of attention. He received a week's pay, lodging, and a ticket to his home in California for his "stay in solitary."....Ike Katz, owner, Kay Films, was a visitor.

Harold F. "Babe" Cohen, formerly with Monogram, is the new Screen Guild manager....Jack Luther, Film Classics district manager, stopped off....The United, new neighborhood house, opened....Paul Brunet, owner, Dixie, took a pretty bride...Claude Keller opened his second house in Eunice, La.



This smile on the part of Avron "Boogie" Heller, Wometco's Lincoln, Miami Beach, along with the presentation of a free Fuller brush, greeted the first 100 ladies entering the theatre on the first five days of Columbia's "The Fuller Brush Man". This was one of the many stunts set recently by Ed May, Lincoln manager, and Sonny Shepherd, managing director, Wometco's Miami, Miami.

Because he believes that women handle people better than men do, Paramount-Richards Theatres tycoon E.V. Richards numbers among his employees far more of the "weaker sex". Richards reveals this in the August issue of American magazine, which pays tribute to Richards as having made a discovery that may revolutionize the management of motion pictures, and provide a new career for women. The article sets forth that 888 persons whose work brings them in contact with the public are employed by the theatre group. Of this number, 853 are women and 45 men. Forty of the 60 theatres are managed by women. Conviction that women were more diplomatic and resourceful, and thus, more efficient, than men, came to Richards during the last war, he said. It was then that he staffed his theatres with women because most of the men went to war. "To his amazement," he stated, "instead of general chaos, his theatres were handled better than ever."

Tom Nealy, National Screen Service, equipped the new drive-in, The Tiger, at Baton Rouge, La. A number of Film Rowites of New Orleans attended the opening and attendant ceremonies....Roy Lonlaido, traffic manager for Transway, is recovering from an operation at Lakeshore Hospital....Max Connett, Connett Circuit, Newton, Miss., and Al Randall, Somerville and Woodville, Miss., were visitors....Leon Duckworth switched from Darden Popcorn to Manley Popcorn....Film Classics screened "Four Feathers" and "Drums", and they opened later as a double bill at the RKO Orpheum.

Strong marquee names and good product boosted business here, with the turnstiles singing a merry tune for the first time in several weeks. The free vaudeville attractions at Pontchartrain Beach, beauty contests, night baseball, and other sports continue to keep crowds from the box-office. Showmen will breathe a sigh of relief when the cold months come around.

Mrs. Rodney D. Touns, wife of the manager, Loew's State, is doing a radio program under the name of "Mary Jewell." It's slanted at women. Mrs. Touns has been active in civic endeavors, and is well-known.

STATES

Alabama

BIRMINGHAM

Off on vacation was Frank Emerson, Capital....Back home were Frank Merritt and Harry Curry, Acme Theatres...Mrs. Frances Taynes, wife of Ollie Taynes, manager, Lyric, is recovering after an illness.

DECATUR

The City Council and Charles H. Eyester, Sr., attorney, Crescent Amusement Company, reached a compromise on the disputed amusement tax, and the appeal to the State Supreme Court was dropped. The city lowered the tax on admission exceeding 30 cents from

seven to five cents, and also allows a discount of one and one-half per cent for prompt payment of all taxes due from July 1, 1948. Crescent, on its part, agreed to pay the back tax which started on Oct. 1, 1947. The circuit court had previously upheld the city's right to levy the tax.

MIAMI

Wometco Theatres announced that it will build three modern drive-ins.

Work has begun on the Tropicaire Drive-In, located in the southwest section of greater Miami, west of Coral Gables, and is being constructed by W.L. McComas, Miami Beach, and Wood Kirkpatrick, Miami. The site consists of approximately 13 acres of level land at the northwest corner of Bird and Palmetto Roads. A heavy duty mesh or chain link fence will surround the grounds, which will be lined with hedges and tropical vines, thus getting away from the more conventional board or solid fence. The grounds will be lavishly landscaped to give the appearance of a park. Construction on the project, estimated to cost more than \$150,000, will be rushed. The Tropicaire is said to be the first drive-in to be built in the Miami area since the old Miami Drive-In, owned by E.M. Loew, was built about 10 years ago. Another drive-in, which started almost at the same time as the McComas-Kirkpatrick project, is being erected by Wometco about 10 miles north of the city.

TAVARES

The Lake opened with impressive ceremonies at which Mayor E. Irving Burleigh spoke with Mrs. C.B. Tradway, president, Chamber of Commerce; County Judge A.S. Herlong, Jr., and Hugh G. Martin, Sr., M and M Theatres. Karl Lehmann, secretary, Lake County Chamber of Commerce, was emcee. Manager of the Lake is Bill Stevens. Bill P. Cumbaa is district manager for M. and M. in Central Florida, with offices in Leesburg.

Georgia

HAWKINSVILLE

The new Thompson, which opened on Aug. 9, is the largest in the well known Martin and Thompson group of theatres, and one of the most beauti-



R.F. Branon, RKO's Charlotte branch manager, recently received a plaque from vice-president Robert Mochrie, right, after the exchange copped fourth place in the company's 1948 Ned Depinet Drive competition.

ful houses in the state. The magnificent new house has risen from the ashes of the old Princess, which was destroyed by fire more than a year ago. It was the wish of the late Roy Martin, Sr., Columbus, Ga., that this house be named in honor of his partner, J.H. Thompson, who has contributed so much to the success of the theatres that are located throughout the state and who served so loyally as president. The city commission declared Aug. 9 a legal holiday, and flags lined the streets of the business section. Approximately 100 motion picture executives from Georgia, Alabama, and Louisiana were present for the opening, which took place in the evening, L.H. Browning acting as master of ceremonies. Following the opening program, a buffet supper was held at the beautiful home of Mr. and Mrs. J.H. Thompson, with the visiting film executives, the city commission, and representatives of local organizations as guests.

South Carolina

LAURENS

Paul C. Posey has opened his new Harlem for colored patronage.... Jack D. Davis has opened a new drive-in.

Tennessee

CHATTANOOGA

The Brainerd, 1,000 seat house in the Brainerd business and residential district, was officially opened on Aug. 4 with features designed for the

entertainment and convenience of children as well as adults. The new house, first in-door theatre in the 40,000-resident Brainerd area, is operated by Independent Theatres. Organized 35 years ago, Independent Theatres now operates 10 houses, the Capitol, Riviera, Park, American, Cameo, and Brainerd, Chattanooga; Ritz, Rossville, Ga., Rivoli, East Chattanooga; Park, Trion, Ga., and Liberty, Chickamauga, Ga. Abe Solomon is president; Jay Sadow, vice-president, and Jay Solomon, secretary. Even babies were remembered in the planning of the new Brainerd, which has a special "cry room" for 15 mothers and their babes-in-arms. The "cry room" opens off the ladies lounge and rest room, and free diaper service is provided. A private party room, seating 24 persons, supplements the "cry room" on the second floor. Parties will be catered to by the theatre, and refreshments will be served. Youngsters have their own special drinking fountain, only 22 inches from the floor. The outer lobby has mirrored walls and chartreuse leather wall seats, with green plants in built-in flower beds. Patrons will be served coffee "on the house" while waiting to enter or leave the theatre. The inner lobby features red leather wall seats and a modern candy and popcorn bar in addition to a soft-drink machine which serves its product in paper cups. The completely fire-proof building has an adjoining lot to accommodate 200 automobiles. Direct news broadcasts from WAGC's Associated Press wires will be presented each evening. Miss Helen Plemmons, manager, Capitol, downtown Chattanooga, for the past six years, manages the new air-conditioned Brainerd. Gill and Bianculi was the architectural firm for this city's newest and most modern theatre, while Collins and Hobbs served as general contractor.

LOUDEN

The Lake closed due to poor business.

JOHNSON CITY

George Deavours, former manager, State, Kingsport, Tenn., moved over as manager, the Liberty, succeeding Louis Hamly, who resigned. A.B. Covey, who has been city manager for Wilby-Kincey Theatres, Kingsport, succeeded Deavours as manager, State, Kingsport.



Tampa, Fla., will never forget Universal-International's "Mr. Peabody and the Mermaid" after the sensational bit promotion by manager Elmer W. Hecht, Park. Hecht arranged for a 16-year-old "mermaid" from Weekiwachee Spring, Mary Ann Zeigler, to don special fins, which cost U-I \$20,000, and glide about in a portable water tank in front of the

local Court House as the citizenry watched in amazement. Also present was Nancy Tribble, who doubled for Ann Blyth in some of the film's water sequences. The shots from left to right show: Miss Zeigler perched atop the tank, being carried from the tank after an aquatic performance, and Misses Tribble and Zeigler chatting with onlookers.

NEWS OF THE

Territory

Chicago

Isadore Stein, Alba manager, was restoring his health in Pennsylvania mountains....Al Bogatch, Terminal assistant, resigned to join his wife in California, and enter a new field. He will be missed by B and K staffers because of his activities in their athletic and social affairs.

Announcement was made at the 21st wedding anniversary of Lee Eastman, Varsity manager, Evanston, Ill., that his daughter, Carole Ann, was graduated with highest honors from St. Mary's, and was awarded a four-year high school scholarship....B and K Employees Club held a golf tournament at White Pines links, with Ted Regelin, Norshore manager, in charge.

Leonard C. Utecht, general suburban chairman, Sister Elizabeth Kenny Foundation drive, announced the appointment of Sam Krimstein, manager, Olympic, Cicero, Ill., and his assistant, Chuck Kusak, as co-chairmen. In the Elmwood Park, Franklin Park, Schiller Park, Norwood Park, and Niles section, Johnny Kerzan, assistant manager, North Center, and Nick Butera, assistant manager, Southern, Oak Park, Ill., are co-chairmen. Lee James Hruby, Lubliner and Booth 4 Star, has been helping out Oak Park. J. Hall, manager, Palace, Cicero, has volunteered to work along with Sam Krimstein and Chuck Kusak in the Cicero district. Jimmy Smith, assistant manager, Lake, Oak Park, is doing photographic work for the drive in the 29 towns. Utecht has been reappointed publicity director, Southern District Business Mens Association, Oak Park, for another year....Gene Langerfeld is back with Essaness Circuit working at the Oriental, in the loop.

Alan Edelson, publicist, was in Wesley Hospital with pneumonia....The Variety Club will take over the performance of "Mr. Roberts" at the Erlanger on Sept. 10 for the benefit of La Rabida Sanitorium.

The tryout of selling ice cream bars at the Band K Century was successful, and the sale of product will be extended to other theatres, it was learned. However, novelty dolls at the Uptown didn't quite prove a successful seller.

An estimated loss of \$15,000 was suffered by the Yalta in a fire. Police were seeking a discharged employee on an arson warrant.

Wedding bells are to ring for Ann Flaherty, Garrick, and John Howlett, White Way Sign Company....Jules Graznin, B and K publicist, vacationed on the west coast....Margaret Ridgely, Lakeside, was a dancing star until illness forced her to give up her career.

Funeral services were held for Leroy Alexander, 56, for the past eight years sales representative for National Screen Service....Chuck Nesbitt and Arch Pearson joined the State-Lake staff....Larry Gauthier became a Pantheon assistant....Ben Serkovich, Columbia, was given a luncheon by the press boys....ASCAP moved to 6 South Michigan Avenue.

Harry Potter, Roosevelt manager, is now a proud granddad. His daughter, Marjorie Jean, gave birth to a girl, Leslie Jean, whose first name is in honor of a close friend, Leslie Walrath, Uptown manager....Ben Adelman, Terminal manager, will be best man at the wedding of his brother, Nate, on Aug. 15.

Ralph McFarlane, Ray Thompson, and Dan Starzyinski joined the Chicago staff....Services were held here for Dr. Harry Katz, 54, New York City, who died in Michael Reese Hospital. Graduate of the Illinois School of Medicine and postgraduate of colleges in Vienna and Germany, he gave up his practice in 1929 to enter the motion picture business. At the time of his death, he was president of Monarch Theatres, operating in New York, Pennsylvania, Ohio and Indiana.

Business men of Brook, Ind., are constructing a 350-seat theatre....Harold Rixman acquired the State, Nashville, Ill., from the C.H. Backs, estate....Paul Durbin opened his new Od-Re, Bluffs, Ill....Jack Butler is planning a 750 car drive-in for Danville, Ill.

The Twin City drive-in is planned by John H. and Joseph W. Barr and George W. Stark for Danville, Ill....Perry Gay bought the Star, Fremont, Ill., from Jack Hiron....Harry Strong, Strong Electric Company, vacationed in Michigan.

Sam Pirtle is constructing a new house at Abingdon, Ill....Charles Landau, Landau Theatre Circuit head, and his wife, enjoyed a vacation on the west coast.

Sam Soible, Riviera manager, took a southern vacation, and Gus Bjelka acted during his absence....John Karsan was made assistant, North Center....H.E. Rouda, Amo manager, and his wife took a Canadian vacation trip....James Donohue, Paramount central division manager, took a southern business trip. Paul Rice, his assistant, was transferred to the New York office, and was succeeded by Irving Wertheimer, formerly Milwaukee office manager.

A press preview was given of "Strange Victory".

Mrs. Juniata Creed resigned as manager-secretary, Variety Club, and left for a vacation with two sisters at Memphis.

Henry A. Spanuth, head, Film Studios of Chicago, and manager, "Woman Speaks", purchased "Broken Chains" Cosmopolitan Pictures release,

Richard Salkin, Jackson Park, vacationed with his family at Lake Brandywine, Mich....H.M. Bessey, executive vice president and E.O. Wilschke, operating manager, Altec Service, were here on business.

The Jackson Park scheduled "The Emperor Waltz" for Sept. 30.

Dallas

Interstate has as new manager, Varsity, L.F. McNally, former manager, Wilshire. Taking the vacated post at the latter house is L.J. Mason, previously with Interstate at a McAllen, Tex., house.

Denver

Altec signed a sound servicing deal with the Ute, Rifle, Colo.

Hugh Rennie, salesman for Monogram, was operated on at Presbyterian Hospital....C.U. Yaeger, president, Atlas Theatres, is adding four horses to his racing stables. His horses are currently racing at Arlington, near Chicago....Irving Gilmore is building a 500-car drive-in at Greeley, Colo....Jack Wodell resigned as assistant manager, Paramount, and has been made manager, West Drive-In.

As the result of a woman writing a letter to the News wondering why drive-ins are not being used as churches on Sunday mornings, John Wolfberg immediately offered the use of both of his drive-ins to any church. Wolfberg offered to furnish such services as were necessary.

Hugh Braly, Paramount district manager, and Harold Wirthwein, assistant to George Smith, division manager, were here conferring with C.J. Duer, and calling on large accounts....Amando Roybal is opening Penasco, N.M., to films by way of a remodeled building.

Henry Friedel, Metro branch manager, sustained a broken finger in a peculiar manner. Driving along, he noticed some cleansing tissues were blowing about the rear seat. Trying to poke it between the cushions, he snapped one of the digits.

Seen on Film Row: Claude Graves, Albuquerque, N.M.; R.D. Stanger, Windsor, Colo.; John Cabot, Frederick, Colo.; Tom Knight, Riverton, Wyo.; Esther Cleveland, Newcastle, Wyo.; Mike Joseph, San Luis, Colo.; Robert Spahn, Mitchell, Neb.; J.H. Roberts, Ft. Morgan, Colo.; Lloyd Graves, Minturn, Colo., and Bernard Newman, Walsh, Colo.

Milt Overman, Eagle Lion publicity man, is resting up at Grand Lake, Colo., after putting a world premiere campaign on "Canon City", Canon City, Colo.

Robert Hill, Columbia branch manager, was reporting success in his campaign to get more fish on his vacation, which he was spending on the Gunnison River, western Colorado.

Herman Wobber, division manager, 20th Century-Fox, spent a few days conferring with James Dugan, branch manager.

Frank Culp, Tabor manager, is recovering nicely following an operation at St. Luke's Hospital....William Gehring, assistant general sales manager, and Buck Stoner, west coast division manager, 20th Century-Fox, were in a few days calling on large accounts, and conferring with James Dugan, branch manager....Wayne Bauer is putting a 300-seat theatre in Mancos, Colo.

Film Row visitors included: Clarence J. Brase, Holyoke, Colo., who flew in with his family; Frank Whalen, Deertrail, Colo.; Doyle Shelton, Pritchett, Colo.; J.R. Smith, Steamboat Springs, Colo.; Mr. and Mrs. B.H. Dickson, Culbertson, Neb.; Marlin Butler, Albuquerque, N.M.; Mr. and Mrs. Leon Coulter, Loveland, Colo.; Elden Menagh, Ft. Lupton, Colo.; R.D. Ervin, Kremmling, Colo.; Lloyd Greve, Eagle, Colo., and Roy Steele, Limon, Colo.

Des Moines

Allied Independent Theatre Owners Of Iowa and Nebraska advised its members not to sign any contract or pay any money to ASCAP as a result of the U.S. District Court decision. Leo F. Wolcott, chairman, also urged members to install 16mm. equipment in their booths, and to make the equipment available for all 16mm. shows in their communities as a means of combatting 16mm. and television.

Jerry Bloedow, manager, RKO-Orpheum, received the RKO Theatres showmanship award for his special promotion of "Fort Apache".

Central States Theatre Corporation announced plans for construction of a 700-car drive-in near Mason City, Ia. The theatre is expected to cost over \$100,000.

The Bel-Air, Davenport, Ia., opened with two shows nightly with adult admission 55 cents, and children over five 14 cents. The theatre represents an investment of over \$145,000.

Gordon Atland, Waterloo, Ia., purchased the Earl, Earlville, Ia., from Max Lindley, Clarksville, Ia....H.S. Twedt sold his theatre at Manly, Ia., to Paul Kirkham, Kansas City....The Galve, operated by businessmen, opened its doors for business...Ray Copeland, formerly with Paramount at Kansas City, resigned to assume management of the new branch office for the Savereide Theatre Bookers.

Richard Shields has been appointed a salesman for National Screen Service at Des Moines....Morton Eichenberg, formerly of Omaha, joined U-I as a salesman....Madge Goff has been named ledger clerk for Warners.

Bernice Dykstra has been named biller for U-I, replacing Alice Carpenter, resigned. Mel Evidon, who resigned recently as Columbia manager, left for Los Angeles and a vacation

....Leo McKeachneay and G. Ralph Branton, Tri-States officials, were taking their annual fishing trip in Canada.

Kansas City

Paul Stonum, manager, Riverside Drive-In, North Kansas City, Mo., arranged a deal with the nearby toll bridge management so that patrons can cross the bridge without charge.

Los Angeles

The vital function of bringing community groups together to set up the program for "Youth Month" was started here by the TOA at a luncheon meeting hosted by Charles P. Skouras, national Theatres chairman, National Conference on the Prevention and Control of Juvenile Delinquency. Southern California youth leaders joined civic heads in plans for the country-wide campaign in September. Dave Bershon, Southern California chairman, presided at the luncheon. For the local cooperation, Dick Dickson, FWC Southern California district head, set up offices to assist in every possible way. Support was voiced by local community heads, including the PTA, Paul Williams, general counsel, SCTOA; Ben Wallerstein, Warner Theatres; Rabbi Edgar F. Magnin, and other church dignitaries; while the Teamsters Union volunteered 100 per cent activity. Before the luncheon, the group of 75 guests were shown "Report For Action". Theatres will perform the mechanics to assist in every way for the success of the campaign, Skouras said. Ted Gamble, TOA president, flew in from Portland to assist with the event. Olin E. Darby, president, Board of Education, expressed "the laymen's" gratitude to the motion picture theatre owners.

Bob O'Donnell and his new bride were here for a brief stay....Barnett Film Service set deals for installation of large advertising clocks next to the screen in theatres of Golden State.

The annual outing of the Fox West Coast employes will be held on Aug. 27 at Riviera Country Club, with Charles P. Skouras as host....Milton Kusell, sales head, SRO, finally worked out a deal with Eddie Zabel, circuit film buyer for FWC, for popular price distribution of "Duel" and "Mr. Blandings".

While the studio lull takes place, plans go on for the Variety Clubs International-sponsored picture, "Bad Boy", which stars Audie Murphy, over at Allied Artists.

Screen guild will have representatives from Salt Lake, Portland, Seattle, and San Francisco at the fifth and last regional sales meeting....Paul Hollister, RKO publicity chief, was here....U-I chief Maurice Bergman flew in to switch plans for advertising campaigns on J. Arthur Rank pictures.

Lloyd H. Goad announces he will take over the La Mont from Joe Rogers on

Aug. 8....Police investigation is under way on the "stink bombing" of the two Warner theatres, the Warners Hollywood and Wiltern.

Irving Lamm, manager, Ramona and Holly, married Pepi Braunberger....Bill Foy, assistant to R.H. McCullough, Fox West Coast, was off for England for a month to visit his family.

Charles P. Skouras is chairman for Greater Los Angeles, with Dick Dickson as his assistant, in presenting the St. John's Hospital Guild premiere of Ringling Brothers and Barnum and Bailey on Sept. 4....Bruce Fowler, FWC, is chairman of the motion picture committee.

J.H. Blowitz, manager, Manor, Pittsburgh, was here for a visit....Morris Simpson, Para. comptroller, was enroute to vacation in Alaska...Several localites went to Seattle to attend the funeral services for Fred Mercy, Sr.

Alex Frieder, president, Frieder Film, Inc., exclusive distributors of Republic films in the Philippine Islands, China, and Dutch East Indies, was in with his daughter and Gilbert E. Marcus, comptroller, distributing company.

Monogram welcomes Bill Raynor, who joins the advertising staff here after being with RKO in New York....Leo Gorcey, Huntz Hall, and "The Bowery Boys" were invited to the Maywood to start off a fund drive for underprivileged children.

Five local houses, two in San Diego, Cal., and one each in Pomona, Riverside, and Long Beach, Cal., started a contest for promotion in conjunction with "The Dude Goes West". Patrons were asked to write in 50 words or less why they should like to spend a week at the El Rancho Vegas Hotel.

Minneapolis

Vacations continued to be the main topic of interest along Film Row. Vacationers include Elaine Norby, booking manager's secretary, Paramount, in California; Clara Eisenberg, bookers' secretary, U-I, at Lake Minnetonka, Minn.; Ruth Gray, stenographer, Columbia, who visited Chicago and Michigan; Walter Hoffman, exploiteer, 20th-Fox, off to see the Hollywood studios; Marilyn Benson, clerk, 20th-Fox, visiting at Seattle and Los Angeles, and Myrtle Hallman, assistant cashier, 20th-Fox, spending two weeks in Nebraska....New on Film Row were Jack Allender, salesman, NSS, Betty Reese, biller, U-I, and Marilyn Reuther, stenographer, Columbia.

Ben Marcus, Columbia midwest division manager, was in as was Jules Serkovich, Columbia exploiteer, working on "The Black Arrow", Orpheum....Max Youngstein, Eagle Lion vice-president in charge of advertising, publicity, and exploitation, was in for the Heineman Drive....Every employee of 20th-Fox receives three weeks extra pay as a result of the exchange's showing in the Andy Smith Sales Drive.

Mel Evidon, former Columbia branch manager at Des Moines and salesman in Minneapolis, joined Saveriede Theatre Brokers, with home offices in Des Moines. Evidon will open soon a branch office for the firm in Los Angeles. Saveriede also maintains an office here.

The Trail, Trail City, S.D., has been closed....Maxine Johnson, book-keeper, NSS, will be married on Aug. 28 to Everett Kinter....Bob Manske, head, Northwest Theatres Service, booking combine, won first place in the Minneapolis Aquatennial's music festival for choral clubs and quartets....Budd Rogers, Realart director and distribution head, was in for a visit with Don Swartz, Realart distributor.

The Variety Club golf tournament at Oak Ridge Country Club had the heaviest crop of golfers in the recent history of the event.

Oklahoma City

While in for the recent premiere of Warners' "Two Guys From Texas", Dennis Morgan, Jack Carson, and Dorothy Malone visited patients at the Will Rogers Veterans Administration Hospital.

Don R. Nicholson, Northside Civic Club president, estimated that the "Blandings dream House" would provide more than the currently needed \$10,000 for the Northwest recreation site fund. The model home, tied in with SRO's "Mr. Blandings Builds His Dream House", was charging 50 cents a shot, with all proceeds going to the recreations project, and thousands of tickets were sold before the opening.

Omaha

Mona Hansen, booker's secretary, returned to her job at U-I after a vacation, while Margaret Kahoutek, biller, took some time off....James Redmond, Falls City, Neb., manager, Tri-States Theatres, went to Colorado on his vacation.

The Ballantyne Company installed all new equipment in Jack McCarthy's Louisville, Louisville, Neb., and John Adams's Boyd, Spencer, Ia...L. Wayne Owen and Raymond L. Schulz organized Popcorn Products Company to deal in popcorn, candy, nuts, and vending machines....Regina Molseed, 20th Century-Fox office manager, went to Seattle on her vacation trip.

Helen Newman returned to Eagle Lion from a vacation to see Marian Pirucello, contract clerk, go....Dr. J.F. Palensky Howell, Neb., exhibitor, visited.

Hans Nelson, owner, Campbell, Campbell, Neb., died. Ted Arnold, Bruning, Neb., will run the house, taking over from businessmen who are temporary operators....Mrs. John Edding, owner of a house at Aurelia, Ia., sold her Galva, Galva, Ia., to Bradley Grimes....Marie Minarik is the new booking clerk at MGM.

James Castle, Paramount exploiteer, visited....Walter Jancke, Dent Circuit city manager, Lincoln, Neb., who

was stricken with polio, is recovering....Cecelia Wolback became branch manager's secretary at Metro....Mr. and Mrs. Joe Feldhans, Schaller, Ia., exhibitor, marked their 20th wedding anniversary in Omaha...Charles Lorenz returned to shipping duties at MGM. He was injured by a falling film can recently.

Phoenix

A local theatre was held up by a lone gunman, the latest victim being the Orpheum, robbed of \$2,238.96. The holdup was carefully engineered, the gunman first "casing" the manager's office by entering to report a "lost" package. He returned five minutes later, slugged assistant manager Ellis Hapner, then pointed his gun at manager Arthur G. Pickett, and forced him to hand over the night's receipts. The Tucson, Ariz., Midway was robbed several weeks ago, as was the Phoenix, Ariz., Drive-In.

Garfield Anderson opened a new drive-in, his second, near Glendale, Ariz. The theatre has room for 644 cars.

Vacationing Paramount-Nace executives included Vince Murphy, head booker, and George Aurelius, district manager. Dick Smith, Fox West Coast Theatres' district manager, was also on leave.

The Oasis, Ajo, Ariz., was expected to open its doors within a few weeks...Construction work will shortly get underway on The Glen, Paramount-Nace house, Glendale, Ariz. Costs are estimated at \$100,000....Nick Riggs is the new movie columnist of the Cactus Garden, monthly publication of Arizona State Prison...The Fox-Lyric, Tucson, Ariz., celebrated its 25th anniversary by presenting a gardenia to every woman....The Fox, Phoenix, Ariz., celebrated its 17th anniversary on Aug. 11....Louis Long, Arizona theatre magnate, is president, Gila Broadcasting Company, operator of KYCY, Coolidge, Ariz., which went on the air....The local "dream house", to be used in exploitation of "Mr. Blandings Builds His Dream House", has been finished.

Portland

The projection room of the Lyric, Prineville, Ore., burned recently, causing damage estimated at \$12,000....Murray LaFayette, 20th Century-Fox publicity man, was in town setting up the campaign on "That Lady In Ermine"....Vic Gaunlett, publicity man for Hamrick-Evergreen, was vacationing at Gold Beach, Ore., where he planed to pan for gold....Hermann Wobber, 20th Century Fox West Coast divisional manager, met with his managers, and salesmen....Marian Crawford, RKO, has been upped to head cashier....Al and Bill Forman and Ted Gamble were opening their new drive-in at Eugene, Ore., the third one they opened in the last few months.

Salesmen and managers held a stag dinner in honor of "Pinky" Sheldon, manager, Film Club, who was married.

St. Louis

A Snobrite screen was won by W.H. Eichhorn, Roxy, Mounds, Mo., for his suggestion of the name, St. Louis Theatre Supply Company, to be used by Cine Theatre and Exhibitors Supply Companies as the name of the merged company. Owners of the company are Arch Hosier and J. Eldon Peek.

Walter Frierdick, second booker, RKO, recently resigned to enter the construction business with his father.

Gale Sherwood, Eagle Lion star of "Blonde Savage", has been appearing as the star in several of the St. Louis Municipal Outdoor Operas.

Branch manager Mariner, United Artists, returned from a week in Memphis....Helen Pausch, head booker, UA, returned from an enjoyable vacation....Ralph Cramblet, United Artists district manager, visited.

Screen Guild franchise holders Gorklick and Phillips, were in Chicago.

The new Crest, Affton, suburb of St. Louis, opened with the midwest premiere showing of "Canon City", and the proceeds for the evening went to the American Cancer Society. Anthony Matreci, president, Crest Amusement Company, leased the building, erected at a cost of \$250,000.

A bill calling for a five percent tax on the daily gross receipts of Richmond Heights' two theatres (suburb of St. Louis) was introduced before the Richmond Heights Community City Council. The bill must have two more readings before it can be declared law. If three of the four members of the council vote in favor of the bill on the third reading, it will become law about Sept. 1. Duggan estimated the tax would mean an addition of \$10,000.00 to \$15,000.00 a year to the city's revenue. He said this would make unnecessary an increase in the property tax. In the proposed ordinance is a provision under which equal rates would be charged both theatres for licenses.

All chance of the five percent municipal amusement tax on St. Louis's theatre admissions being reduced was eliminated when, at the special session of the board of aldermen, which convened recently, Mayor Kaufmann failed to mention such a step in his program.

Salt Lake City

Charles M. Pincus, manager, Utah, hit the jackpot when a full-page of pictures and story were devoted to anecdotes about him and his life in the show business. Pincus was "Personality Of The Week" in The Deseret News. He tied up with The Tribune-Telegram to sponsor a show of cartoons featuring characters on their comic pages. More than 4,000 children turned out, necessitating two shows instead of one.

First vaudeville show at a drive-in was the claim of the Twin Falls Drive-

In. The attraction, Walt Schrum and his Colorado Hillbillies, was put on on a special stage above the projection booth in the center of the area. Ralph Trathen, general manager, Associated Amusement Company, which operates the drive-in, said the mikes played through the usual speakers.

San Antonio

A cooking demonstration and theatre party was held at the Woodlawn in co-operation with a department store.... Miss Lila Del Valle, one of Mexico City's newest film stars, stopped in briefly en route to her home.

Mark Holstein, southern Texas salesman for U-I, is up again following an operation.... The premiere of the all-Negro film, "The girl in Room 20", filmed in San Antonio, was held at the Cameo.... Mary Alexander is now covering dramatic and theatrical news for The Evening News.... Milton Linder, National Screen Service representative from Dallas, sold a complete new set of lobby frames to the Joy.... Thomas Garcia, assistant manager, Azteca Films, was vacationing in Houston and Laredo, Tex.

Audrey Cox, owner, Yucca Drive-In, has come up with a new idea during the current state political campaign. Cox has turned the drive-in over to the politicians as a political arena. The entertainment is free and untaxed. The crowd sees a film first, then listens to the politicians, and then sees another film before going home. According to Cox, the audience seems to like the idea.

Buster Dukette, assistant manager, Kirby, Houston, Tex., was subbing for manager Raymond Hay, who planned taking a vacation trip.... "Building For Learning", a sound motion picture in Technicolor, depicting the old and the modern schoolrooms, had its premiere showing at Texas A and M College, College Station, Tex.

The Port, La Port, Tex., built at a cost of \$75,000, will be ready for opening soon.... Construction is under way in Houston, Tex., on a new drive-in, which is being built at a cost of \$125,000 on Decker Drive.... Paul Nixon purchased the Texas and Linda, Abilene, Tex., from Tom Griffin.... Roy Starling, Texas and Wing, Grand Prairie, Tex., has been elected president, Grand Prairie Chamber of Commerce.... H.J. Robinson, owner, Texas, Sanger, Tex., has been named manager, Rancho Drive-In, which is owned and operated by Lester Dollison, on the highway between Sanger and Denton, Tex.... P.L. Smith, has purchased the 720-car Five Points Drive-In, Lubbock, Tex., from C.R. Ballinger. Smith is also owner, Plains.

San Francisco

Jerry Collins, city booker, Fox West Coast, moved over to Golden State and San Francisco Theatres, Inc., as booker to fill vacancy made by Stanley Lefcourt, now office manager, Film Classics.

Telenews, Oakland, Cal., displayed equipment for large screen television in its first step towards using video when its operation is set for this region in the fall.... John Gruchuhin, manager, Verdi, left for a vacation tour.

Business and professional group of Hadassah, Jewish organization, utilized two films, "Forgotten Children", and "House in the Desert", as feature of their regular meeting at Temple Beth Abrahams, Oakland, Cal.... Edwin Scheeline, manager, Balboa, returned from a vacation at a Sierra mountain camp.

Louis Lurie, San Francisco financier and theatre owner, is expected to back a new million-dollar football and baseball stadium in Sacramento, Cal.... Hillsdale, San Mateo, Cal., south of San Francisco, is the site of a local version of the "Blandings Dream House", built to exploit both the forthcoming RKO picture, and to secure contributions to the Building For Youth Fund.

A truck crashing into a power pole near Concord, Cal., recently plunged the Motor-In, Robert L. Lippert drive-in, into darkness. The Motor-In made refunds.... Ben Stevenson, manager, Daly City, took his vacation.

New candy setup at Golden Gate has Jay Golden, division manager, RKO Theatres, taking charge of confection buying.... Dan McLean, coowner, Embassy, is back at work after a flu bout.... Russell Wheeler, manager, Metro, returned from a vacation spent preparing his new Pacific ocean-view home for construction.

Mat Knighton, Irving, Golden State, was on vacation.

A court denial of Redwood Theatres' request to restrain the city of Modesto, Cal., from collecting an admission tax was upheld by the Third District Court Of Appeal. Redwood operates four houses in Modesto, and claimed that the levy was unconstitutional.

The appearance of Pat O'Brien aided the Golden Gate's showing of "Fighting Father Dunne". O'Brien was interviewed over KYA, and was guest of honor at a luncheon in the Palace Hotel for critics. A special screening for 2500 newsboys was held through a tieup with the local papers, who gave extra space to that event. O'Brien was presented with trophies by the Knights of Columbus and the Catholic Youth Organization.

Seattle

Jack Kloepper, who recently resigned as Northwest manager, Film Classics, acquired an interest in Favorite Films Corporation. Harry Price, general manager, here from San Francisco, negotiated the deal, and appointed Kloepper as district manager.

Gordon Wallinger, office manager for Favorite Films, is back after an operation.... Herman Wobber, west coast division manager for 20th Century-Fox, visited Chilt Robinette, branch manager.

ger.... Hal Boehme, franchise holder in the Northwest for Astor, returned from Eastern Washington and Oregon.

Barney Wolf, western district manager, National Screen Service, was here for conferences with Jack Flannery, branch manager.... Arthur Terrell, National Screen Service, attended the Washington State Federation of Labor convention in Bellingham, Wash., as delegate from the film exchange local. Evelyn Watters, Universal-International, goes to Cleveland, for the IATSE convention, representing front office and back room employees of District No. 1, including Washington, Oregon, Idaho, and Montana.

Mildred Blatt, MGM booker, with the company for 14 years, was married to Ted W. Galanter, west coast exploitation representative for MGM, in a ceremony performed by Rabbi Rosenberg in Tacoma, Wash. They left next day for San Francisco, where they will make their home at the St. Francis Hotel.... Agnes Van Rooy, U-I branch, returned after an absence due to the death of her mother.

Ben Fish, personal representative for Samuel Goldwyn, was here.... Dave Kantor, west coast exploitation director for RKO, made a trip to Vancouver, B.C., accompanied by Russ Morgan, Northwest representative.... George De Waide, U-I, branch manager, and his family returned from Oregon, most of which time he spent playing golf.... Glenn Haviland, Eastern Washington salesman, was in from Spokane.... Lou Pressler, manager, Warners' theatres in Aberdeen and Hoquiam, Wash., was booking.... Hap Frederick, Eastern Washington salesman for U-I, was here from Spokane.

Mel Huling, western district manager for Monogram, has been here from San Francisco conferring with Relph Abbett, branch manager.... Herbert Kaufman, western district manager for SRO, was visiting John Kent, branch manager.... Pete Higgins, who operates theatres in Bellevue, Kirkland, Lake Burien, and Lake City Wash., is back from a trip to New York.... J.T. Sheffield returned from an Alaska trip.... Dorothy Holman, accounting department, Paramount, announced her engagement to James Dossett, Tacoma, Wash.... Ed and Mrs. Darby, who opened their new Naches, Naches, Wash., were in.... Jimmy Brooks, booker, 20th Century-Fox, with Mrs. Brooks and the children, was back from an outing.

Eldon Pollock, Jr., is now operating the theatres in Mt. Vernon. Roy Czerney, former Kent, Wash., exhib, was here from California and Nevada.... Vic Gauntlett, director of publicity for Evergreen Theatres, left for a vacation at Gold Beach, Ore. to spend most of his time there panning gold.... Hannah Trager, Paramount, is driving a new car.... Herbert Kaufman, western district sales manager for SRO, returned to San Francisco after conferences with his Seattle branch manager, Max Hadfield.... Joe Rosenfield, Post Street and Granada, was here from Spokane.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Film Row was saddened by the death of one of her most energetic and best loved promotional workers on Aug. 4 when Charles C. Perry, special representative, Paramount, died in the prime of life at the peak of his activities following an operation in Jewish Hospital, at the age of 57. During his convalescence he had been believed well enough to receive visitors. His son, studying at military school, had come home to be with his father during the illness. Perry handled Paramount's publicity out of Cincinnati and Indianapolis. His career, which included vaudeville performances and production of amateur shows, stimulated the variety of ideas and skill of execution which were so characteristic of his work. He wrote songs and parodies as a youth, and gradually progressed to the management of theatres, when he became manager of a theatre in Kentucky. He later held positions with several companies. Six years ago, he came to Cincinnati as a representative of Paramount, making an unforgettable impression on all with his originality and cooperative spirit.

Cleveland

In the U.S. District Court, Emerson W. Long and Edwin B. Long, Cadiz, O., lessees of the Memorial, Mount Vernon, O. from December, 1934 to December, 1940, entered a suit, similar to the one recently entered in the U.S. District Court at Columbus against Schine Theatrical Company of Gloversville, N.Y., four of its New York subsidiaries corporations, and Belpik Theatre Corporation of Ohio charging violations of the Sherman and Clayton

anti-trust laws. The plaintiffs ask triple damages in the total amount of \$345,000 as well as attorneys fees and court costs, and demand a trial by jury of all issues of the complaint. The complaint sets forth that Schine, by reason of its enormous buying power, bought more product than it was able to reasonably use; that it bought it at lower terms than available to competitive exhibitors, that it obtained better rejection terms than competitors, that it monopolized theatre business in Schine-controlled towns, and that the subsidiaries conspired with each other and with the major distributors to suppress competition in inter-state trade and commerce. Complaint states that the defendants threatened to build a new theatre in Mount Vernon unless the plaintiffs relinquished to the defendants an interest in the Memorial. Refusal by the plaintiffs resulted in construction of a new Schine, the Vernon, Mount Vernon, O., it is charged. Inability to secure or negotiate for first and second-run product in Mount Vernon, is attributed to the Schine pressure purchasing power.

Max Mink, RKO Theatres city manager, turned back the clock, and offered on his vaudefilm program a good old-fashioned vaudeville bill with eight variety acts.

Theatrical Enterprises, distributors of theatre promotions, headed by Jack Gertz, now has in operation three branch offices as well as the main office in Cleveland. The Cincinnati office is in charge of Harry Young. Ben Stahl heads the Pittsburgh office, while Julius Lamm, former manager, Uptown, Cleveland, and Sid Holland, until recently, manager, Clinton, Port Clinton, O. opened an office in Los Angeles.

Carolyn Marcus, daughter of Nat Marcus, H and K Company, servicing soft drinks to theatres, was awarded a scholarship to Purdue University, Lafayette, Ind.

M.M. Jacobs, owner, Marvel, entered the theatre promotion business with the opening of National Enterprises in the film building....Ben L. Ogron, Ohio Theatre Supply Company, is installing Ideal chairs in the Brewster, Brewster, O., now being remodeled. He also furnished complete Motiograph equipment for Peter Wellman's new Family Drive-In, Steubenville, O., including sound, projection, in-car speakers, and bases.

Arnold Weiss, salesman, Ohio Theatre Supply Company, is back from a cruise in the Gulf of Mexico....Jimmy Stecker is back. He joined Ben Ogron's Ohio Theatre Supply Company as salesman.

Bernie Rubin, head, Imperial, contracted for distribution of eight "Wild Bill" Elliott western reissues. First will be "The Return of Daniel Boone."

Reel Film Service, operated by Harry Urbansky, has been designated as distributor of a 20-minute subject, "26 Characters", sponsored by the W.A. Schaeffer Pen Company, and available to users of 16mm. films free of charge.

Art Young, Paramount booker, was vacationing somewhere where there are no theatres to be booked....Gertrude Tracy, former manager, Loew's Ohio, now managing the Parma, Parma, O., is celebrating her 20th anniversary in theatre business. Her first job was in Portchester, N.Y.

At a luncheon meeting in the club rooms of the Cleveland Motion Picture Exhibitors Association, attended by all theatre owners and their managers, I.J. Schmertz, chairman, Will Rogers Memorial Hospital Fund Drive, outlined plans to raise \$75,000, the amount pledged for this area. Prizes are a late model Cadillac automobile, a mink coat, Government bonds, and such.

John J. Huebner, veteran Ohio theatre owner, sold his Ohio, Marion, to



Attending a recent preview of MGM's "Easter Parade", Astor, Cleveland, were, left to right, top to bottom: exhibitor M.B. Horwitz, Washington Circuit, Cleveland, Mrs. Horwitz, and granddaughter; Frank Gross, Cleveland exhib; Gordon Boole, MGM records distributor; Arthur Spaeth, the News film critic; Judge and Mrs. Frank Celebreeze; Judge and Mrs. Samuel Silbert; Judge and Mrs. Arthur H. Day; Judge Mary B. Grossman and attorney Nathan Bachner, and district attorney Don Miller and his daughter. The Technicolor picture stars Fred Astaire and Judy Garland. featuring Irving Berlin tunes.

Nate Schultz, Sam Schultz, Nate Marcus, and Dave Marcus, Cleveland. The new owners now own 10 Ohio theatres, the Almira and Union, Cleveland; Lorain, Lorain; Strand, Youngstown; Quilna, Lima; Strand, Morrison, Columbia, and Mount Union, Alliance. Lockwood Jennings, manager, Quilna, has been named district manager to handle both the Lima and Marion houses and to supervise a \$50,000 remodeling program at the Marion.

Friends of Bob Richardson, recently named manager, Eagle Lion, paid tribute to him at a dinner held in the Hickory Grille. Richardson, a native of Cleveland, has been a salesman for RKO out of the Cleveland office.

H.E. Hanson, who is building a drive-in circuit in South Dakota, has installed Molbiltone in-car speakers in the one now nearing completion at Sioux Falls. Molbiltone in-car speakers are manufactured by Theatrecraft Manufacturing Company.

Announcement is made of the September wedding of Blair Mooney, son of Milton A. Mooney, who heads the Co-operative Theatres of Ohio. The bride-to-be is Gail Jaster. Blair is a Co-op. booker.

Irwin Shenker, Berlo Vending Company, has a large size television set. He won it at the Variety Club golf tournament.

Detroit

Oscar Gorelick, coowner, Carmen, Dearborn, Mich., is a candidate for State Representative from Detroit on the GOP ticket.

The Rose has been taken over by Harry Pertner, who was a projectionist here 15 years ago, and who has been managing an auto shop since.

A restraint against this city's daylight saving ordinance pursuant to a circuit court injunction now generally neglected was filed in the Supreme Court by the Michigan ITO and several independent exhibitors. Also being sought is the restraint on the scheduled referendum on the issue on Sept. 14.

Indianapolis

While 1,000 persons watched a motion picture in the drive-in at Griffith, Ind., an armed and masked bandit walked into the manager's office, drew his gun, and ordered Arnold Berger, general manager; Edward Burkhardt, manager, and William Sobel, advertising manager, to give him their funds. He took all the money from three nights receipts, estimated at \$5,000.

Representatives of Hohman-Clinton Corporation, Marion, Ind., subsidiary of Balaban and Katz, said here they were preparing to exercise the option on a site for a new 1,300-seat theatre. Hohman-Clinton operates the Paramount, but the lease expires on June 30, and corporation officials indicated they would attempt to have a new theatre completed by the time the lease expires. Construction of

the new house will give Marion three houses, each with a capacity of more than 1,000 persons.

Alberta Wells, assistant shipper, National Screen Service, and Henry Arnold were married at Linton, Ind. They have taken up residence in Traverse, City, Mich. Thelma French succeeds her... Virginia Wright. National Screen Service, is spending her vacation in Cincinnati, and Rosalie Stowers has been added to the filing department... Carl Harthill, manager, Monogram, and W.K. Embleton, salesman, attended a sales meeting at the Drake Hotel, Chicago.

Irving W. Mandel, franchise holder, visited the local exchange on his way to French Lick, Ind.... Jack Edward, head shipper, Republic, was fishing in northern waters... Damon Frank, Photo-play, Clay City, Ind., was leaving for Arizona to spend his vacation... Gladys Asbury, Pearl, Hymers, Ind., was vacationing in the northern states... Ted Mandelsohn, manager, U-Int., was vacationing in New York, and was to visit Atlantic City before returning... Maybelle Allison, Columbia office staff, was vacationing in Chicago... Dorothy Sherer joined Columbia's office staff, replacing Margaret Edwards, resigned.

A testimonial dinner and entertainment was held at the Variety Club, in honor of George T. Landis, former manager, 20th-Fox. As a gesture of appreciation, Landis was presented with a console radio and a parchment scroll carrying the signatures of all present... Martha McHatton, motion picture reviewer, The Indianapolis News, was saddened by the death of her father.

Harry Watts, Alhambra, Knightstown, Ind., and his family were spending their vacation at Lake Tippecanoe, Ind.... Charles Kreighbaum, Arc, Lafayette, Ind., was recuperating after attending a heart clinic at Mentone, Ind.... John W. Keller, head booker, RKO, was attending the regular maneuvers of the National Guard at Camp Atterbury, Ind.... Carrie Mae LaCross, cashier, RKO, was vacationing in New York.

Pittsburgh

Plans were coming along last week for the Morris E. Lefko testimonial dinner to be held in the Urban Room of the William Penn Hotel on Aug. 30 to celebrate his promotion to the post of RKO district manager. General chairman is David C. Silverman. Associate chairmen are John H. Harris, Harris Amusement Company; M.A. Silver, Warner Theatres, and Sam Fineberg, Chief Barker, Tent 1, Variety Club. The general committee in charge of tickets and arrangements includes Harry Feinstein, Warner Theatres; Morris M. Finkel, president, Allied of Western Pennsylvania; Bert M. Stearn, Co-operative Theatre Service; Gus Notopoulos, Notopoulos Circuit; William J. Blatt, Blatt Brothers Theatres; Michael Manos, Monessen Amusement Company; John Osborne, Wheeling, W. Va.; Jack Mapel, Barney's,

Point Marion, Pa.; George Sallows, Morgantown, W. Va.; William Finkel, Arcade and Colonial, Pittsburgh; Weldon Waters, 20th Century-Fox; Saal Gottlieb, MGM; Russ Wehrle, Capitol, Braddock, Pa.; Joe Hiller, Hiller Booking Agency; Thomas Troy, William Penn Hotel manager; Ray Woodard, Kay-ton Amusement Company, Franklin, Pa.; Alan Wieder, RKO; L.M. Conrad, Park and Meade, Meadville, Pa.; Lou Hanna, Hanna Theatre Service, and Leon Reichblum, LeRich Theatres, Inc. It is important that the committee receive reservations and checks as soon as possible since they must guarantee the hotel a definite number of reservations. Tickets will be \$7.50 per person, including gratuities. All checks and reservations should be addressed to David Silverman, chairman, 1809 Boulevard of the Allies. The Variety Club rooms will be open both before and after the dinner.

Alexander Theatre Supply Company has a new telephone number, effective immediately, EXpress 0777... Harry Hendel, owner, New Granada, departed for the west coast to resume production activities on his latest picture. Harry drove in order to see the country.

Perry S. Nathan, National Screen Service manager, departed for a vacation through the New England States... Toni Armenti, Acme and Franklin Film Service, was spending her annual vacation in Ohio.

Dave Kramer, city and main line Eagle-Lion salesman, handed in his resignation to go into the millinery business with his brother in Chicago.

Lawrence Carettie, Eagle Lion West Virginia salesman, resigned from that company to resume his salesman activities with RKO, with whom he was formerly connected.

M.N. "Mike" Shapiro, Hazelwood and Grand, was confined to the Montefiore Hospital for the correction of a slight stomach ailment.

Exhibitors affected by the city's 10 per cent amusement tax were happy to learn that the American Federation of Musicians decided to launch an all-out campaign for complete repeal of the 20 per cent federal amusement tax. If successful, this will give a lot of relief to these men who are at the present time seeing 30 per cent of every dollar at their box offices going into the tax tills.

Everett Thorner, United Artists exploitation man, was here in the interest of "The Time Of Your Life."

Sympathies go to LaVerne Einloth, Republic, in the passing of her father... John Walsh, Fulton manager, departed once more for Zanesville, O., where he is engaged in looking after Shea's interests. He is not expected back until early in September.

The Johnny Zomnirs, he's the Eagle Lion sales manager, named the new boy, Richard Michael.

Herb Berman, Eagle Lion Erie, Pa., territory salesman, resigned to take up similar duties with another film company. He is a brother of Harry Berman, Eagle Lion branch manager in Philadelphia.

Bill Nesbitt, Eagle Lion booker, was off due to illness, during which time he was confined to bed.

Marcia Cohen and Betty Pearlman, Eagle Lion office, are back after their annual vacation.

Mrs. Bernard Leaf, Youngstown, O., the former Blanche Braff, secretary to Harry Feinstein, Warner Theatres, gave birth to her first child, a daughter, at Youngstown Hospital. This makes Meercy Braff, MGM booker, an aunt.

Alex Showe, Theatre Candy Company, and Sidney Soltz, "rhumba circuit", spent their vacation together in Atlantic City. Soltz stayed over after Showe departed, but three cold, rainy days in a row changed his mind, and he came back to Pittsburgh to get warm.

Out-of-town visitors to Film Row were Mr. and Mrs. Alex Illar, Center, St. Marys, W. Va.; William "Bill" Habegger, Lincoln, Warwood, W. Va.; Joe Fechick, Menlo, Charleroi, Pa.; Austin Interrante, Rowland, Philipsburgh, Pa.; John M. Ridilla, Highway, Latrobe, Pa.; K.J. Erdeky, Wilmington, New Wilmington, Pa., and Thomas Capuzzi, Princess, Republic, Pa.

George Wheeler, for many years a booker and for the past six years with a Washington, D.C. circuit, came back to Pittsburgh to visit with the boys, and say "hello" on his annual vacation.

A former Pittsburgher, Jules Green, Warner Theatres, who left here to take a new position with an advertising agency in Los Angeles, was a visitor. He announced that he expects to be in the home town oftener because of trips to New York City.

A Philadelphia theatrical printing firm has been scouting around for a suitable office location, and will have an announcement to make later.

Crown Film Company will soon have a supply of reissued "Wild Bill" Elliotts acquired in a recent deal.

Frances Shuttleworth, Art Morrone's daughter, has been subbing while Morrone's "Girl Friday", Marcella Boden, has been on her vacation.

The Variety Club, Tent 1, is planning holding an outdoor sports benefit in the near future for the purpose of enriching the club's charity fund. Further announcement will be made later.

STATES Indiana

EVANSVILLE

Ollie Phipps, Loew's, has been, in

Saint Joseph's Infirmary recuperating from an operation....E.J. Foote, Loew's, was in Louisville, Ky., on vacation.

Kentucky

ADAIRVILLE

Thomas A. Miller is now managing the Adair.

LOUISVILLE

In a recent official bulletin, Kentucky Association of Theatre Owners advised members to insert a 60-day cancellation clause in any 10-year contracts submitted by ASCAP. Other items covered in the bulletin were data on KATO's annual convention on Oct. 27-28 at the Seelbach Hotel and information on the annual convention of TOA at the Drake Hotel, Chicago, on Sept. 24-25.

Guthrie F. Crowe, president, Kentucky Association of Theatre Owners, added new laurels, being elected Kentucky state legion commander.

Dick Shreve, manager, Switow Amusements' Kentucky, was enjoying the fishing at Kentucky Lake. During his absence, he was relieved by George Jaeggars, Elks, New Albany, Ind.

John T. Edmunds, Jr., assistant to the president, KATO, planned a tour of the eastern part of the state in an effort to contact all exhibitors. Upon returning, he is scheduled to go to camp as a captain in the National Guard Air Force.

Out-of-town exhibitors seen on Film Row recently were: A.N. Miles, Eminence, Eminence, Ky.; Russell Phillips, Franklin, Greensburg, Ky.; George Peyton, Griffeth, LaGrange, Ky.; O.G. Roaden, Alva, Ky.; M.H. Sparks, Strand, Thompkinsville, Ky.; Ray Coleman, Veterans, Edmonton, Ky.; E.T. Denton, Majestic, Owingsville, Ky., and Mrs. Irene Marshall, Columbian, Columbia, Ky.

Ray Mattingly, The Exhibitor correspondent and a member of the staff of the Falls City Theatre Equipment Company, spent a week in Chicago attending the 1948 annual convention and trade show of the National Association of Visual Education Dealers.

Ohio

COLUMBUS

The Old Trail, 1300-seat house in the amusement and shopping center on West Broad Street which houses the National Auto Theatre, is the ninth in the growing Academy Circuit. Of white brick, it is done in stylized Chinese design. The theatre features the new Glycol Vaporizer, which destroys germs. H.E. Clifford, former manager, National Auto, is Old Trail manager.

Harry Simons, assistant manager, Palace, has been promoted to manager, Grand. He succeeds Larry Caplane, promoted to manager, RKO Brandeis, Omaha. Herman Stofle, former assistant manager, Grand, has been named assistant, Palace, and John Durand, former

treasurer, Palace, is assistant-treasurer, Grand.

State Tax Commissioner C. Emory Glander warned vendors to keep records of sales under 41 cents for the purpose of tax assessments, even though the state sales tax on items under 41 cents has been removed. Glander said merchants would be safer in keeping records than replying on percentage estimates of the tax-exempted sales. Theatre sales of candy, popcorn, and other items are covered by this ruling.

Dr. Clyde Hissong, chief state film censor, said he "wouldn't want to censor news in any way" in replying to complaints on Cincinnati patrons who had protested that the Fox Movie-tone newsreel interview with killer Robert Daniels made the slayer a hero. Dr. Hissong pointed out that the reel emphasized that crime doesn't pay.

The summer home of Arthur M. Holah was included in the layout of Hocking Hills homes which ran in the Dispatch Sunday magazine....Harry Schreiber was vacationing in Eastern Maryland...Bernard McGraner was on a vacation.

P.J. Wood points out in a recent ITO bulletin that there are no signs of reduced admission prices in Ohio in regularly-operated houses.

GALION

Construction has been started on the new 1300-seat, \$300,000 Galion by Vogel Construction Company, Wellsville, O. Six to 10 months will be required for its completion. Henry Fickensher is manager. Theatre will have Bodiform seats, stage equipped for flesh shows and concerts, power room, snack bar, and de luxe rest rooms.

MARION

Sale of the Ohio to Selected Theatres Company, Cleveland, has been announced by John J. Huebner, president, Huebner Theatres Inc., and N.M. Marcus, president, purchasing company. The new ownership will spend \$75,000 in an improvement program at the Ohio.

Pennsylvania

CANONSBURG,

Fred A. Beedle, who, with his brother, Ed, owns the Alhambra and Continental, and who has been a patient at Mercy Hospital, Pittsburgh, for the past month, was finally operated on on July 30. His many friends on Film Row will be very glad to know that he has been improving steadily, and should leave the hospital shortly. Many of these friends dropped in at Room 830 to cheer him a little while he was on this enforced "vacation".

MARQUEES

BY

SUPERIOR SIGN

SYSTEM, INC.

ELIZABETHTOWN, PENNA.



The board of directors of the Kentucky Association of Theatre Owners recently met in Louisville, Ky., with the confab followed by a luncheon at the Pendennis Club for members of the board and visitors. Shown at left, at the meeting, are, left to right: Colonel Henry J. Stites, Louisville; Leon Pickle, Henderson, Ky.; Morris Blacker, Cloverport, Ky.; E.T. Denton, Owingsville, Ky.; Dennis Long, Louisville; Johnson Musselman, Louisville; Roger Daley, Louisville; W. Freeman Smith, Cadiz, Ky.; Guthrie F. Crowe, LaGrange, Ky.; E.L. Ornstein, Marengo, Ind.; Andy Anderson, Hartford, Ky.; Willard Gabhart, Harrodsburg, Ky.; Charles R. Mitchell, Barbourville, Ky., and Adolph Baker, Owensboro, Ky. Seen at the luncheon, at right, are, reading from left, clockwise: Rex Carr, TOC, Cincinnati; Gabhart, Denton, Ornstein, Smith, Crowe, Mitchell, and Joe Isaacs, Cumberland, Ky.; Louis Wiethe, Cincinnati; Anderson, Baker, and Blacker. Huddling in a corner are Pickle, back to camera, and Stites. Crowe will continue as KATO president. Important industry problems were discussed.

RENOVO

J.J. McFadden, who recently retired from active management of the Rialto, his wife, and a sister returned from a three-week motortrip through Canada and the New England States. His son, George J. is now in complete charge of operations at the Rialto.

ROCKWOOD

The James Nash, Jr.'s, who operate the Rockne, became the proud parents of a seven-and-a-half-pound baby boy, born at 3 a.m. in the Magee Hospital, Pittsburgh, on July 28. Both Pat Nash and Jimmy, Jr., as well as the new arrival, Ronald James Nash, are all doing very well. The paternal grandparents are Anne and Jimmy Nash, who operate the Gerard, West View, Pa.

ST. MARYS

The opening of the Fairview Drive-In, located on the road between here and DuBois, Pa., was indefinitely postponed.

SCOTSDALE

The Ruthorn Drive-In, located near here, was the scene of an unusual

tragedy reported recently in all the Pittsburgh papers. Robert B. Clausner, 11, was found severely injured on the grounds after the last show on July 23. Young Clausner was rushed to the Frick Memorial Hospital, Mt. Pleasant, Pa., nearby, but was dead on arrival there. Death was caused by a fractured skull. Investigation revealed that a popcorn vendor and buddy of Clausner, Jack Hunter, 15, often let Clausner into the theatre for the last show, and then they would go home together afterwards. Young Clausner slipped into the theatre, and sat on the ground near the foot of an auto ramp by the exit, where he was found lying about 10 feet away, after having been run over by a patron leaving the theatre. The coowners of the theatre, Robert M. Thorn, R.D. 1, Scottdale, and Donald Ruth, Mt. Pleasant, Pa., were unaware of the tragedy which had occurred until notified by young Hunter, who found his pal's body. Ruth and Thorn immediately called the doctor, but it was too late. The State Police, who conducted the investigation, believe the driver failed to realize that the boy had been struck, due to the fact that there is a bump at the bottom of that ramp.

SHINGLEHOUSE

J. Kenyon Reed, who owns the Shinglehouse, in addition to a large radio and music shop, departed for California with his wife for a summer vacation.

WARREN

Ben White, newcomer, and a resident of this community, expects to get his new White-Way Drive-In open on Aug. 5. All bookings for this situation are being handled by Lou Hanna.

The White-Way Drive-In, under the direction of Ben White, who operates a tavern near here, was expected to get under way.

WINDBER

Bert Redfoot, who operates the Arcadia, flew to California on Aug. 3 to be with his mother when she celebrated her 80th birthday. Redfoot also operates the Central, Central City, Pa.

West Virginia

FAIRMONT

Arthur Pearce, who for a short time managed the Columbia, Sharon, Pa., for Warner Theatres, is the new manager, Fairmont, following the resignation of Donn Wermuth, house manager for the past several years. The latter, incidentally, received quite a compliment when the afternoon paper there carried an editorial of regret because of his leaving....Sid Jacobs, Warner Theatres' district manager for the West Virginia territory, was in Florida for his annual vacation.

PARKERSBURG

The son of Charlie Truran, former manager for many years of the Park and Meade, Meadville, Pa., and who, since his retirement, is now residing in Tucson, Ariz., manages the Strand. Young Truran was a relief manager at the Smoot while the regular manager was on his annual vacation, and now that the Strand is closed for extensive remodeling, he has taken this opportunity to celebrate his recent marriage and his annual vacation with a long visit to Meadville, Pa., to see his many friends and acquaintances.

ST. MARYS

This town is now having a real theatre boom, as two new houses are being constructed, one to open in September, and the other in October. The Main, the theatre expected to open first, will have slightly under 600 seats, and will operate under a four-change-a-week policy. It is owned by the Sellers brothers, who are in the electrical supply business. They leased the theatre to Thomas Piatt, who has been projectionist in the Parker for a long time, and in the business for the past 20 years. Piatt's partner will be Lyle Gault, projectionist, Virginia, Parkersburg, W.Va. The Virginia is operated by Lou Padolf. The second house, which will be named the Center, is being constructed by, and will be under the ownership of, the present owners of the Robey. Mr. and Mrs. Illar, whose three sons will attend to all phases of booking and management.

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NEWS OF THE

Territory

Boston

CROSSTOWN

One of the most extensive publicity campaigns of the season was recently put on for Allied Artists' "The Babe Ruth Story", which had its New England premiere at the Keith Memorial. The huge Ruppert sign in downtown Boston carried the film title, opening date, and theatre name. The Angel Guardian Band paraded down to the theatre on opening day. A huge silk flag in the shape of a ball was suspended from the theatre. Department stores carried a new Babe Ruth baseball game, and special window displays were obtained. Novelty and book stores were furnished with material for co-op. advertising of the picture. Sporting goods shops came in with co-op. window and counter displays. Cigar Institute of America stores tied in on Surrey pipes, while Braves Field and Fenway Park were decorated with display cards plugging the film. Fifteen White Tower Stands were also posted, and distributed 50,000 imprinted paper napkins. A special screening and luncheon was held by Herman Katz, Ruppert's New England representative, for all sectional dealers. Trade and other screenings were also held. For the children, 1,000 paper gliders were released with 200 of them worth Babe Ruth souvenirs if presented at the theatre. Mayor Curley was presented with a desk set complete with good sized statuette of the "Babe". All in all, Red King, theatre publicist, and Harry Goldstein, eastern representative, Allied Artists, had quite a busy time.

Eliminations announced last fortnight by the Bureau Of Sunday Censorship were as follows: "Antoine And Antoinette", parts 1 to 10. (Deletions: Scene showing man and woman on bed, in part 3. French dialogue, "-and agreeable", in part 4. Scene showing man and woman on bed, in part 5. English captions and accompanying French dialogue, "If I interest you, visit me some night like before." in part 6. "Figure". in part 10. Siritzky. "Far Into The Night", Parts 1 to 7. (Deletions: Dialogue, "Huh, just seeing how far I could go in a taxi without anyone driving.", in part 2) Bell. "Lady At Midnight", Parts 1 to 7. (Deletions: Dialogue, "That two-timin' double-crossin' little tramp.", in part 3). Eagle Lion. "Night Cargo", Parts 1 to 7. (Deletions: Dialogue, "Go on home and sew a button on your brassiere."; dialogue, "Now run along before one of those slips, and gives you something to really cry about."; cut to flash scene showing women in bathing; dialogue, "One hundred per cent of you, now get out.", in part 3). Hoffberg. "Romance And Revenge" Egyptian), Parts 1 to 12. (See- "Garan and Intikaam"). (Deletions: Egyptian dialogue and corresponding English

captions as follows. Dialogue, "He got the girl in trouble.", dialogue, "The murdered had relations with many wayward girls.", in part 4. Dialogue, "-my marriage will not alter our relations.", in part 12). Albert Rashid. "Shark Woman", Parts 1 to 7. (Deletions: Scenes showing native women's bare breasts; Scenes showing Saiyu's bare breasts, in part 5. Scenes showing Saiyu's bare breadts, in part 6.) Hoffberg.

The recent happenings at the Apollo have resulted in closer checkups. Inspectors have been very busy these days checking booths for defective mechanism and faulty motors, and they are especially interested in any motor-driven rewinders. According to Massachusetts law, as found in the Department of Public Safety's Laws and Regulations Governing the Use of the Cinematograph and Similar Apparatus for Exhibition, rewinding must be done by hand.

August 11 was the date of the New England premiere of Monogram's "16 Fathoms Deep" at the Modern. Part of the first day's receipts were turned over to a children's charity, with the Hearst papers plugging it.

Regardless of that item which appeared in this column a few weeks ago, the Esquire is not going to have television, at least not for the present. However, the New England Theatres, Inc., operated by M and P, which owns and operates the Esquire, has had an application in for about a year for a permit to establish a television station in the Esquire building, which houses the theatre. The station, if allowed, will occupy another section of the building.

Under the auspices of the Lieutenant A. Vernon Macauley American Legion Theatrical Post, there will be a moonlight cruise and dance tonight (Aug. 18). Tickets could be had from Sam Levine, EL; Abe Barry, Columbia; Harry Aaronson, Rialto, and Joe Cantor, Crawford House.

Warners' "Key Largo" opened last week at the Metropolitan to best business in 10 years. The opening was preceded by an elaborate advance campaign, highlighted by a "Key Largo Treasure Chest Hunt", with persons contributing to the local Variety Club's "Free Movies for Shut-Ins" cause, receiving

a key for the chest. Valuable daily prizes were awarded those holding keys which unlocked the trunk. The grand prize was a vacation for two in Florida. "Dr. I.Q." conducted a quiz to determine the grand prize-winner.

Ray Feeley, Independent Exhibitors Inc., of New England, announced the receipt of a telegram from national headquarters advising all members to discontinue all payments, and to abstain from making contracts with ASCAP pending clarification of recent decision handed down in the U.S. District Court.

The Variety Club of New England is sponsoring a football game between the New York Yankees and the Brooklyn Dodgers for the "Jimmy" Fund. The game will be played at Braves Field, Boston, on Aug. 21. A 1949 Ford, a television set, and other prizes will be given away.

Ray Feeley, business manager, Independent Exhibitors Inc., flew down to New York to attend an eastern regional meeting of Allied units. Incidentally, his right hand man, Mrs. Jean Pidgeon, returned from vacation complete with sunburn and that vacation look. During her absence, Young Paul, Ray's son, was observed in the office.

Don Alexander Jr., Alexander Film Company, has his yacht tied up at the South Boston Yacht Club. He is, has been, and plans to be busy entertaining exhibitors.

Eve Krasney, bookkeeper and treasurer, Affiliated Theatres, was vacationing in New York State.

FILM DISTRICT

Elaine Seaman, clerk at Warners, was at the Kenmore Hospital suffering after an emergency appendectomy. It's reported that she will be away from the district for about one month.

"China Joe" Mansfield, EL publicist, left the district for vacation.

Mike Di Angelis, well-known theatre architect from Rochester, N.Y., was in to do a little visiting before going fishing..... Henry Annotti, Uptown, Providence, R.I., was his cheery self about the district.... Exhib White, Mansfield, Mansfield, Mass., was glimpsed as he hurried by.



Colleen Grey, Anne Baxter, and Cornel Wilde are seen in a rather tense moment during a courtroom sequence from "The Walls of Jericho", 20th Century-Fox.

A national sales meeting of all Monogram franchise holders branch, and district managers was held at the Hotel Drake, Chicago. Herman Rifkin, franchise holder, and Ben Abrams, district manager, attended.

Edward Lachman, national franchise holder for Lorraine Carbon, product of Carbons, Inc., was in recently looking for a distributor.

Barbara Copeland, secretary to Harry Browning, M and P, returned from a vacation spent in New Hampshire, East Concord to be exact. She didn't have a sunburn.

Ned Beier, Film Classics, Inc., attended the national convention held at the Hotel Astor, New York, and returned home enthusiastic about new product.

Miss Blumenthal, Bill Cuddy, and Al Swerdlove were all visitors in New York recently, when Screen Guild held a screening at the Hotel Warwick.

Eddie Comi, Massachusetts Theatre Supply, left for a business trip through New Hampshire and Vermont.... Off for a vacation, and leaving on the same day, were Max Farber, owner, Regal, and Maynard Sickles, salesman, National Screen Service. The two gentlemen, accompanied by their wives, are whiling away their time in the vicinity of Lake George...Max Berlone, UA office manager, was on a vacation.

Phil Engel, UA, and Joe DiPesa and Jim Shanahan, Loew's, were taking bows for the publicity stunt that they pulled recently in connection with "The Time of Your Life". They invited one of the local newspaper men down to Nick's Tavern, and then had characters portray James Cagney and sister.

John Derwin, branch manager, UA, arranged a screening of "The Vicious Circle" for exhibitors and sales staff....Phil Engel was traveling for "Four Faces West" and "On Our Merry Way".

James Winn branch manager, UA, Buffalo, visited the exchange recently....Harry Horgan, Opera House, Newport, R.I., was seen making one of his rare visits to the district.... Leon Task, Ideal, Milford, Mass., was around.

New Haven

CROSSTOWN

Loew's Poli won the championship of the Downtown Theatres League by virtue of winning the playoff softball game with the Loew Poli Bijou on Aug. 8. The score was Loew's Poli, 10, Bijou, 8. The Bijou had things pretty much its own way until the sixth inning when the Politeers banged out seven runs. Frank Esposito, who had been pitching fine ball, was taken out, and John Di Benedetto, one of the allowable outside players, was put in as relief pitcher. However, the score didn't change much from then on. Andy Munz did the pitching for the winning Poli team, Abanquet, etc.

will be held sometime in September, plans awaiting the return of league director Norman Levinson, College, on vacation.

The New Crown, located in the former Elks building, now the Adley building, is scheduled to open soon. The auditorium has been completely renovated into an attractive 450-seat house, under the management of the Crown Operating Company, chief stockholders being Bob Spodack, Len Sampson, from the Lincoln interests, and the Baileys, who operate the Three "W S" (Whitney, Whalley, Westville). It will be a continuous showing house with the picture policy, at present, undetermined.

Tony Masella, Poli assistant, set some more dandy tieups for "The Street With No Name". He also made a deal for a covered wagon for several days to bally "Fort Apache"....The new Loew's Poli lobby display was eye-appealing, ballyhooing "The Pirate".

Assistant Ray Flynn, Bijou, was a member of the advance National Guards detail which left for Camp Edwards, Mass....Sid Kleper's College had a window and display in a local appliance store for "Mr. Blandings Builds His Dream House".

The Grand had a giant "Kartoon Festival" for the youngsters.

MEADOW STREET

Plans were progressing for the MPTO of Connecticut Golf Tournament at Racebrook Country Club on Aug. 24. A nice list of prizes has been collected. The affair this year is limited to those connected with the industry, and there will be no outsiders. Those who haven't notified the committee as to their desiring to attend should contact Herman M. Levy, 152 Temple Street, New Haven, as soon as possible.

Harold Donovan, Strand, Seymour, has a 1912 Ford which he uses regularly to bally film at his theatre. This antique received quite a bit of attention when it visited Meadow Street.

The recent death of Calvin J. Kazanjian, candy manufacturer, brings back stories when he ran the old Garden, which was burned 20 years or so ago. Kazanjian was reported to have started with a tent, and then started the Garden, which was later taken over by the Johnson management. Ted Jacocks, Branford, and Ralph Civitello, Devon, who worked for Kazanjian, can tell more about those days of yore.

Hugh Maguire, RKO office manager, did a lot of boating during his vacation....Tim O'Toole, former Columbia branch manager, left for Florida, where he may live permanently. It is said he was leaving for Fort Lauderdale.

Dick Cohen, Monogram, took his vacation... "The Babe Ruth Story" is due for plenty of exploitation when it opens in Connecticut around Aug. 25.

John Pavone, Monogram branch manager, returned from Chicago....20th

Century-Fox salesman Jim Van Horn was given a fountain pen by associates previous to his leaving....Phylis Shelling Lesser, 20th Century-Fox, resigned. She was given a sterling silver remembrance by members of the 20th Century-Fox Family Club....New at 20th Century-Fox is Edwina Serfelli....Bob Kaufman, 20th Century-Fox, spent his vacation in the Adirondack Mountains....Harold Eskin Enterprises takes over the operation of the Middlesex and Capitol, Middletown....Roberta Abbott, 20th Century-Fox, is quite a golfer....The Barnum, Bridgeport, closed so that the new addition could be finished.

Walter Silverman, Columbia branch manager, went up to Boston to attend the funeral of his aunt....State, Hartford, is due for reopening on Aug. 25 after being closed....George Weber, former MGM office manager, now owning the Goldrays Camera Shop, was out on a fishing trip with Morty Rapp, Bridgie Weber, and Nate Lichter, and, instead of tuna, they came back with sea bass.

Circuits

Loew Poli

Poli managers out on vacation recently included: Morris Rosenthal, Poli, New Haven; Matt Saunders, Poli, Bridgeport, to Chicago for his time off; Lou Cohen, Poli, Hartford, at Westbrook; George Freeman, Poli, Springfield, Mass., to Hampton Beach, N.H.; H.H. Maloney, Worcester, Mass.; Paul Klinger, Strand, Waterbury, at Lewiston, Pa., and artist Jim Memry to Provincetown, Cape Cod. Ruth Bolton and Charlotte Sitzler were also away.

Teen-age fashion shows were set in Waterbury and Bridgeport to bally "A Date With Judy"....L-P Theatres are getting ready for the New Movie season....Division manager Harry F. Shaw was in Bridgeport, Meriden, Waterbury, and Hartford....A new candy stand has been installed at the Palace, Meriden....Seats have been reconditioned at the Poli, Waterbury and Hartford.

Steel structure was started at the new theatre in Norwich....Joseph Gittleman, student assistant, Palace, Hartford, filled in as assistant when Norman Levinson was on vacation at the College. He also subbed at Bijou for Ray Flynn when this assistant was away on vacation....Ernest Emerling, New York Loew ad chief, stopped off.

Warner Bros.

The annual summer outing of the Warner Club, was held at Ye Castle Inn, Saybrook. Jeanette Shields, Angelo Lombardo, and John Delson were the three active members of the committee on arrangements.

Connecticut

HARTFORD

Ernest A. Grecula, assistant to general manager Al Schuman, Hartford Theatre Circuit, vacationed in Maine, New Hampshire, and Vermont.

George E. Landers, Hartford division manager, E.M. Loew's Theatres, was to

leave on Aug. 14 for a two-week trip to California, by auto, with Ira Loew, E.M. Loew's home office, and Landers' son, Richard, accompanying.

Construction started on a 600-car capacity drive-in at Montville, between Norwich and New London, for E.M. Loew's Theatres.

Hartford Theatres Circuit: Daniel Schuman, son of Leon Schuman, treasurer, Hartford Theatres Circuit, is engaged to Miss Bella Katz, Colchester....Mrs. Kate Treske, Lenox manager, returned from vacation at Lake Amston....Madelene Ferrer joined the Colonial....George Smith, circuit maintenance director, came home from a vacation...Charles Gervian, Colonial, returned from a stay on Long Island....Mike Piccirillo, Center manager, reported completion of interior redecorations....Jim Tuffy, Crown manager, was busy with plans for installation of a new blue glass front.

Shulman Theatres moved its headquarters from the Rivoli building to 1731 Park Street, according to Morris Shulman....Lou Cohen, Loew-Poli manager, was out on a vacation....That was a nice birthday party held at the Silver Rail Restaurant by Local 84 for Henry King, veteran member, IATSE. King noted his 75th birthday.

Sam Horwitz, Loew-Poli assistant, reported that Hy Hass was on vacation....Harry Gibbs, Connecticut Films, was around...Harry Hoff, electrician, Strand, was home from Highland Lake, Winsted....Eddie Hagen was named electrician at the Center.

MANCHESTER

Manager Jack A. Sanson, State, is back at his desk following his vacation at Moodus. Fred Riamo, manager, Circle, relieved for Sanson during the latter's vacation.

MIDDLETOWN

Leases on the Middlesex and Capitol have been transferred by Daniel and Morris Pouzzner to Harold G. Eskin, New York, with the Pouzzner interests retaining ownership of the Middlesex and Middlesex building.

NEW BRITAIN

Brookie LeWitt, Glackin and LeWitt Theatres, revealed plans to build a 1500-seat theatre here in 1949. The spot will be situated "somewhere in downtown New Britain," according to LeWitt.

Stanley Sinski, with Glackin and LeWitt for the past 22 years, has been appointed manager, Strand, Plainville...Shirley Nelson has been named aide at G and L's Arch Street.

Otto Teffs, partner in the State, sold out his interest in a downtown restaurant. He will continue his partnership with Howard K. Richardson, Sr., in the operation of the State. Richardson's son, Howie, was graduated from Cushing Academy, Ashburnham, Mass., and has been enrolled in Nicholas Junior College, Dudley, Mass.

Eddie Christiansen, former aide at the Warner, Torrington, was named assistant manager, Arch Street....Walter Kordak, State house manager, was on vacation.

SOUND VIEW

Tom Grasso and Herb Jaffee, partners, New Colony, donated cases of soft drinks to the opening affair of a new local synagogue.

WATERBURY

Bob Carney, Loew's Poli; J. Roger Mahan, Tower; Julia Smith, State; Paul O. Klingler, Loew's Strand, and John "Chuck" Sirica, Lido, consented to judge the beauty contest which will highlight the annual outing of The Waterbury Republican and American newspapers at Lake Quassapaug, Middlebury, on Aug. 29...City Clerk William A. Sirica, former Lido manager and the first theatre manager in Connecticut to be inducted into World War II, hopes to have his 1949 four-door Ford delivered by September....J. Roger Mahan, Tower, has been highly complimented for the new marquee which adorns his air-conditioned Watertown Avenue emporium.

Julia Smith, State, was overwhelmed recently when Tula Exarhou, an intimate friend, showed her a dazzling sparkler which her big moment presented her on her last birthday....Freddie Quatrano, Lido, rented a cottage for the summer at Bayview, Milford, for his lovely wife, Veenie, and son, Richard.

A referendum of the residents of the Overlook section on the question of erecting a theatre on Roseland Avenue is asked by J. Roger Mahan, who was recently granted permission by the Board of Aldermen to erect one there. The board approved the request of his wife for a change of zone on property she owns on Roseland Avenue where it is proposed to erect the theatre. A group of opponents to the zoning change have engaged a lawyer to appeal the aldermen's decision to Superior Court. "I would welcome a referendum of the entire community on whether they want a theatre or not," Mahan told The Exhibitor correspondent. "I believe if one were held, 90 per cent of the 15,000 residents of the section would vote for it." "Three meetings have been held in the section on the question of the theatre," Mahan said. "The first was with the president and executive committee of the Overlook Community Club. They expressed approval but did not want to go alone on it so asked me to call a meeting at Kingsbury Grammar School. At that meeting, those present voted overwhelmingly in favor of the theatre. Later, the opponents called a meeting at All Souls' Episcopal Church but of the 28 present 21 voted in favor of it. I had agreed previously that if at the first meeting at Kingsbury Grammar School the majority did not favor it, I would withdraw my application for the zoning change."

State Police Commissioner Edward J. Hickey, Hartford, on Aug. 9 denied a

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license to the Naugatuck Valley Drive-In Theatre Corporation to operate an establishment near the Wiggins Inn on the Waterbury-Thomaston Road. Commissioner Hickey ruled that a drive-in would depreciate the value of property near the proposed amusement place, and for this reason the license was denied. He pointed out that the theatre corporation would have 10 days in which to appeal to Superior Court from his ruling. Gabriel Wiggins, owner of the land on which the theatre would be operated; Mrs. Wiggins, and S.J. Clark, Hartford, president, Drive-In Theatre Corporation, appeared in favor of granting the license. All opposition to the theatre license was voiced by owners of property near the Wiggins Inn.

Maine

GREY

Harry Smith, booker at RKO, Boston, was spending his vacation here.

PHILIPS

Arch Lade has installed a new Star P-50 model pop corn machine in his Strand, and good returns are expected.

Massachusetts

HINGHAM

Dan Murphy's Loring Hall is equipped with new Century ball-bearing projectors.

HOLYOKE

Fire broke out during a matinee performance at the Suffolk, causing damage to the screen and floorwork around the stage.

Samuel Scheckter has been named to succeed Robert Schaefer as manager, Bijou, after having been with the Warner Theatres for three years as manager, Colonial, Hartford, Conn.

SPRINGFIELD

A charter of incorporation has been granted Grand Theatre, Inc., 207 Main Street, Indian Orchard, Mass., according to Secretary of State Frederic W. Cook. The firm lists 100 shares of common stock, with no par value. Officers include Apolonia Kamuda, president; Bertha Kamuda, treasurer, and Henry J. Kamuda, clerk.

WORCESTER

An American Legion State Convention Mardi Gras is expected to hurt theatre business here what with movie stars Jane Russell and Stepin Fetchit, a name band, other stars of stage, screen, and radio appearing in person. This situation is similar to one which confronted theatres in Lowell, Mass., several weeks ago.

WEST SPRINGFIELD

Continuance until October of a restraining order to prevent erection of an outdoor theatre on Riverdale Road has been granted by Judge Edward Swift. The case will go to the jury-waived sitting of Superior Court, Springfield, at that time. The order was issued to prevent Vernon Doty, prospective owner, from starting the drive-in on the site of the West Springfield Airport, and also prevents him from transferring the theatre license to a third party. Also continued to the jury-waived sitting was a writ of certiorari brought against the Board of Selectmen, claiming that Henry S. Johnston, then chairman of board, used his influence unduly as a member of the West Springfield Trust Company in having the theatre license granted. The writ claims that the bank held a mortgage on the airport property, and that, to prevent a loss, Johnston acted in the bank's interest in having the theatre license issued.

Rhode Island

PROVIDENCE

Two armed men held up Russell L. Mowry, treasurer, RKO Albee last fortnight, forced him to open the office safe, and fled with \$1638. The two men were awaiting Mowry when he prepared to open his office in the morning, and after forcing him to remove his pants, took those also as well as \$5 in his billfold. After the thieves had fled down a fire escape to a back street, Mowry telephoned police. It was the second hold-up attempt in six weeks. On June 29, a so-called "paper bag bandit" was thwarted by Miss Mary Burke, when she said it was "too hot to fool" after he had demanded box office cash. To inquiries of newsmen as to the latest hold-up, Bill Morton, publicity director, had a prompt answer: "Those men just wanted a down payment on 'Mr. Blandings Dream House'". Mystery: what is the current attraction at the RKO Albee?

WOONSOCKET

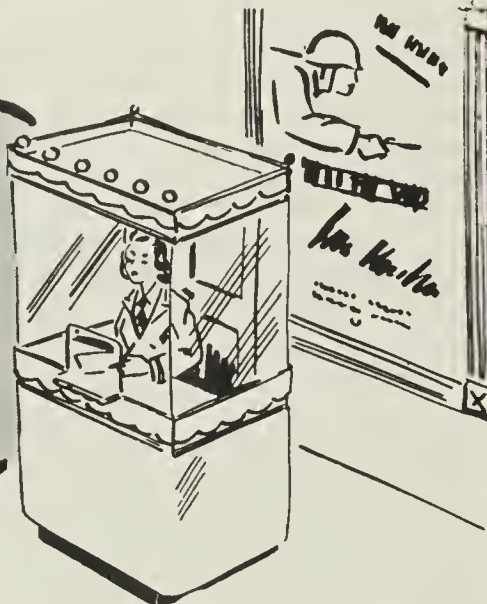
The Rialto, owned by Maurice Safner, closed all summer, will reopen in mid-September. Melvin Safner, son of the owner, will be the manager. The theatre will play reissues and foreign films, catering in the latter case to the approximately 35,000 people of French extraction in the city and to the many persons of Italian blood from the surrounding towns.

Vermont

WHITE RIVER JUNCTION

Interstate's Lyric installed two new ball-bearing Century projectors.

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NEWS OF THE

Territory

District Of Columbia
Washington

President Truman may attend the Humanitarian Award Dinner to be held on Sept. 18 at the Statler Hotel. Carter T. Barron, Loew's division manager, who is general chairman, Humanitarian Award Dinner, held a meeting at his office to work out all the details for the Second Annual Midyear Conference and Humanitarian Award Dinner. Present were Frank Boucher, Nathan D. Golden, Frank LaFalce, Nelson Bell, Jack Foxe, and Chick Lewis. The committee planned to invite 100 distinguished guests for the dinner. Recipient of the 1947 award will be Secretary of State George C. Marshall, who was not able to attend last year's dinner because he was in Bogota. Invitations have been extended to GOP Presidential nominee Governor Dewey, General Eisenhower, Mayor O'Dwyer, Herbert Brownell, Foster Dulles, and many other important national figures. The committee expects a large turnout from Variety tents all over the nation, as well as from Mexico and Canada. Hotel reservations will be made at the Statler and Mayflower Hotels. Cost of the dinner will be \$15 per person. An outstanding Hollywood figure will be invited to emcee the affair, and, in addition to this top personality, the committee plans to invite supplementary outstanding artists for entertainment. Toastmaster for the occasion will be VC National Chief Barker Bob O'Donnell. In charge of the conference, serving under Carter Barron, will be Golden, who is making plans for the reception and meeting of the delegates. He is planning a private luncheon for delegates to be held on Sept. 17. He will be assisted in the agenda for the conference by Winnie Cutler.

Commissioner John Russell Young will address a word of welcome to the Society of Motion Picture Engineers when it meets here at the Statler Hotel on Oct. 25-29. Loren Ryder, president of the Society, who met here recently with chairman Nathan D. Golden, announced that Eric Johnston, MPAA, will be the main speaker at a luncheon to be held on Oct. 25 at the Statler Hotel.

Protection for bona fide phonograph companies from pilfering of their product by "fly by night" companies has been promised by Congressman Cecil King, California. King, who hails from the Los Angeles area, threw a bill into the hopper just prior to adjournment, which was immediately referred to the Committee on the Judiciary, H.R. 7151, to amend the copyright laws so as to make unlawful the pirating of phonograph records, a practice which has sprung up in many

parts of the country. King has been one of the foremost champions of not only the phonograph trade but of the film companies on Capitol Hill.

Harry M. Kalmine, president and general manager, Warner Theatres, and Rudolph Weiss, head, Warners home office real estate department, were here.

Conferences were held last week between Joseph H. Curtis and Marcus Notes, owner-operator, Strand, concerning the former's advances to take over the theatre as a legitimate house. The city's only legit theatre, the National, closed as a result of its discrimination policy when Actors Equity began its boycott. Curtis, the son of Columbia vice-president Jack Cohn, would operate the Strand on a non-discrimination policy.

Paramount: Mrs. Lillian "Peanuts" Lee, assistant cashier, left for a Miami vacation....Head booker Jack How reports that his staff is booking "Magic City" "right down the line", and that this unique one-reeler is now booked in practically all situations in this territory....Branch manager Benson's son "Buddy" is a frequent branch visitor while on vacation. He is now big enough to act as a bodyguard for his dad.

Altec's new sound service engineer for the Washington area is Charles Horvat, Palmerton, Pa. He was operating a radio business there before coming here to replace Jimmy Washburn. Horvat is not completely new to the town, having spent some months here during the war with the navy....Chuck Plunkett, Jr. Leader, escaped serious injury but had his car, which was worse, he says, badly wrecked on a recent trip....Mrs. Pearl Bittenbender, wife of Local 224's business agent, is recovering from an emergency operation.

Film Classics: Charles Mendleson, salesman, was visiting in the tobacco belt....Max Cohen, branch manager, and Harold Levy visited the Baltimore accounts, and they saw Mickey Hendricks, Hicks Circuit.

Screen Guild: Ross Wheeler, branch manager, visited Baltimore...Salesman Don Chaban was in Cumberland, Md.

....Ralph De Burgos, no longer with this exchange, opened an art studio.

George Wheeler, District Theatres, was vacationing in Pittsburgh.

Metro: Tom Baldrige, exploiteer, was visiting the Mayfair, Baltimore....Peggy Le Compte was subbing on the switchboard....Miss Martha L. Bothwell, new secretary to 'Dolph Berger, takes the place of Marilyn Knoll, who returned to her home in New Jersey.

20th-Fox: John O'Leary, office manager, and family were vacationing at Webster, Mass....Emily Watts, cashier, stuck a nail in her foot, and had the doctor on her trail....Eileen Olivier returned home after an operation. It will be several weeks before she returns to the office....Ann Griffin and Sara Young went to Fredericksburg, Va., for booking dates....Glen Norris and family are now situated in their new home....Mary Dailey, booker's secretary, returned to work from her vacation...A new "hello" girl is Jean Kelly, who missed a day due to a summer cold....Visiting was Louis Tunick, Brookland and Patapsco, Brookland....Clara Lust and daughter, Regina, spent a week with the Charles Stofbergs at the latter's Edgewater Beach summer home near Annapolis, Md.

Maryland

BALTIMORE

Earl F. Forman, acting superintendent, Music Bureau of Baltimore, has made up his budget for the coming year, and has requested \$6,200 for the purpose of extending the summer band concerts into the winter months by having the two municipal bands give concerts in various school auditoriums. In addition to this, he has plans for having auditions for singers studying in Baltimore with teachers who are accredited.

The annual Variety Club, Tent 19, outing at Camp Ritchie, Md., was held on Aug. 17, with a chicken and crab feast at \$2.50 per person and various entertainments, including a baseball game between salesmen and exhibitors. A goodly crowd enjoyed the affair.

On the memo pad on the desk of William Schnader at The News Post was written. while he was on vacation:



RKO's "Fort Apache" received colorful and effective bally when it recently played Neighborhood's Byrd and State, Richmond, Va., with the circuit's ad chief, David Kamsky, arranging for these "Indians" and an improvised covered wagon to tour the city for several days. It received plenty of attention.

"Closed For Repairs." Schnader has charge of motion picture advertising.

Emery McClellan, Windsor, and his wife were enjoying a vacation....The Baltimore "Dream House", which was put up in a tieup with the Hearst Newspapers and the Loew's Theatres, William K. Saxton, city manager, in connection with "Mr. Blandings Builds His Dream House," was host to 4,439 visitors during the first week. The admission charges were adults, 30 cents, and children, 15 cents, with taxes included. The money goes to the Wounded Veterans Fund.

While Donald Kirkley, the Morning Sun dramatic and film critic, was on vacation, his reviewing was done by Weldon Wallace.

Barry Goldman, Fulton and Diane, visited the luggage show in New York due to his interest in his luggage shop in Washington, D.C....Sunpapers had newsreel shots made of the floods on the Eastern Shore of Maryland, and put them in television over WMAR-TV.

Now that Maryland has an estimated surplus of \$20,473,515.04, Governor W.P. Lane has suggested to James J. Lacy, state comptroller and chairman, Board of Revenue Estimates, that the revenue estimates be revised so that some tax reduction may be made possible. Especially is the governor interested in making reduction for the lower income bracket earners.

William George, Carey, and his wife were on vacation.

Miss Virginia Gooding was doing the film calendar work on The News-Post and Sunday American while Miss Doreen Cummins was on vacation.

Plenty of editorial space appeared in The News-Post for the Baltimore visit of Frank Buck, who appeared at the Hippodrome, operated by I.M. Rappaport, in connection with the showing of "Bring 'Em Back Alive". Buck met Mayor Thomas D'Alesandro at the Park zoo when the noted hunter visited the new snake cages. He held up a python, newly added to the collection of snakes, while the mayor gave it a pat on the back.

-Jacques Shellman.

CUMBERLAND

The Embassy, Darnell House, held what was scheduled to be the final special early morning Kiddie Party. As a special prize, a child received a new bicycle....The Liberty, Strand, and Maryland are advertising special late evening shows at 10 p.m.... Reynold Wallach, city manager, Schine Circuit, carried newspaper advertising with most leading merchants in exploiting "Mr. Blandings Builds His Dream House", Strand....Freddie Sapperstein, Washington filmsalesman, was a visitor.

LEONARDTOWN

Ray Trumbule, manager, New, is mighty proud of his son, Gallen, six....Dave Hamilton and Carol Ramos are at the New....The New held a matinee

for the Girl's Catholic Camp Maria and Boy's Camp Calvert...Registration of amateurs for "Discovery Night" is proceeding at the New....Joe Redman, assistant projectionist, New, is having teeth troubles....Several songs of George Morgan Knight, THE EXHIBITOR correspondent, will soon be recorded by King's Records.

LEXINGTON PARK

The opening of the new Park may be delayed due to the water and sewerage problem, but Jack Fruchtman hopes everything will be straightened out by Sept. 1.

SALISBURY

George Sullivan was recently appointed manager, Wimcomico, replacing Arthur McColgain.

Virginia

RICHMOND

Stewart Ticker, Byrd and State manager, and local correspondent for THE EXHIBITOR, postcarded from out west, Yellowstone Park, in particular. The scenery was beautiful. He said that while there were a lot of drive-ins east of the Mississippi, west of the river they were getting scarcer.

West Virginia

KEYSER

Newton B. Carskadon, owner, Music Hall and New Keyser recently purchased a 50-inch riding pony for his son, Newton B. "Tuck"....That thriller which recently played the Keyser "The Big Clock" got some reaction from the audience that wasn't in the script. Keyserites chuckled every time Ray Milland, who was a magazine editor in New York, said he wanted to go back to West Virginia, and he said it quite often, too!

Jack Stilwell's funeral was recently held at Grafton. He formerly served as apprentice at the Music Hall in the booth....Mona Rosedale, Music Hall aide, has a pet bobtail sparrow, and, every evening as the show opens, the bird is always around for its share of the popcorn....Leonard H. Tasker, projectionist from Rowlesburg, W. Va., was a recent visitor....Employees of the Newton B. Carskadon Theatres, both here and in Peidmont, are receiving two weeks vacation with pay.



Graham Greene, author of "The Third Man", and Carol Reed, British director, arrived recently on the Queen Elizabeth in New York enroute to Hollywood. The two suspense experts will work on David O. Selznick's screen treatment of Greene's novel.

KEY CITY

First Run

BALTIMORE, MD. (15) - Century, "The Pirate" 'MGM'; New, "The Walls Of Jericho" (20th-Fox); Hippodrome, "Lulu Belle" (Col.); Stanley, "Key Largo" (WB); Keith's, "Abbott and Costello Meet Frankenstein" (U-I); Mayfair, "The Gallant Legion" (Rep.); Town, "The Babe Ruth Story" (AA); Times and Roslyn, "The House On 92nd Street" (20th-Fox). "Lightnin' In The Forest" (Rep.).

MOOREFIELD

The new Moorefield Drive-In, which recently opened one mile north of here, is installing individual DeVry in-car speakers. At first centralized units were used to expedite opening.

Variety Club

TENT II

A \$100,000 quota has been set for Variety Club welfare awards, it was announced last week by welfare chairman Fred S. Kogod and his co-chairman, Frank M. Boucher. Distribution of the award books has already been completed, and many committees similar to ones used in previous years have been announced. Assisting the co-chairmen will be Hy Bettinger, Paul Rich, Charles Hurley, James Sandford, John O'Leary, and Leon Makover. The following committees were announced: Film Row, J.B. Brecheen, Harry Martin and Jerry Adams; out-of-town exhibitors, Jake Flax, Elmore Heins, Morton Thalheimer, and Sam Roth; Loew's Theatres, Carter T. Barron; Warner Theatres, John J. Payette; RKO Keith's, Hardie Meakin; Bernheimer Theatres, Louis Bernheimer; Lust Theatres, Sidney Lust; K-B Theatres, Fred S. Kogod; trucking concerns, Ralph Binns; department stores, Alvin Miller; Arlington County, Wade Pearson; hotels, Douglas Stalker and Gardner Moore; Wineland Theatres, Lloyd Wineland; active club members, Jerry Price; associate members, Harry Coonin; women's committee, Sara S. Young; government departments, Nathan D. Golden, Charles Claunch, and Charles Stofberg; night clubs, Arnold Fine; musicians, Morgan Baer; radio stations, Herman Paris; grocers, I. Jacobson; lawyers, Milford Schwartz; liquor dealers, I.S. Burka; insurance, Maurice Salomon and Leopold Freudberg; advertising, Lou Janof and Alvin Q. Ehrlich; printers, Sol Kullen; out-of-town exchanges, Sam Galanty, Rudolph Berger, and R.J. Folliard; doctors, Dr. E.A. Cafritz; dentists, Dr. Sylvan Danzansky; outlying Maryland counties, Jack Fruchtman; card room sales, Sam Galanty; club room sales, Art Jacobson; Salesmen's Club, Hy Bettinger; motion picture projectionist, Ralph Grimes; auto dealers, Floyd Akers, Jack Blank, and Joseph Cherner; restaurants, Tom O'Donnell, and Julius Lulley; Baltimore groups, Harry Brown and Vince Dougherty; special committee, Dave Sadel, Charlie Walker, and Ned Bord, and District Theatres, Morton Gerber.

(Continued on page NT-4)

WASHINGTON EXCHANGE LISTING

(On this page will be found a complete listing of film exchanges serving the Washington area. Additions or corrections are invited to keep this as accurate as possible.-Ed.)

ELMER H. BRIENT AND SONS THEATRE
EQUIPMENT
12 H. Street

Operator - Elmer H. Brient.

CAMPBELL
203 Eye Street, N.W.
REpublic 3455-

Branch manager - Robert H. Campbell.

CAPITOL
203 Eye Street, N.W.
District 7571

Branch manager - Irwin Cohen.
Office manager - Fritz Goldschmidt.
Baltimore office - 21 West Mount
Royal Avenue - PLaza 0836.

COLUMBIA
926 New Jersey Avenue, N.W.
National 4035

Division manager - Samuel A. Galanty.
Branch manager - Ben Caplon.
Office manager - William R. Fischer.
Salesmen - Ben Caplon, circuit key
situations; Charles A. Wingfield,
Maryland; Sidney Sugarman, eastern
Virginia; Martin Kotner, Clinch
Valley; Elmer Moore.
Bookers - William R. Fisher, head,
circuits and Baltimore; Earl Taylor,
western Maryland and key accounts;
James Whiteside, Virginia.
Cashier - Anne Snyder.
Exploiteer - Sidzins

J.F. DUSMAN
2021 North Carlest Street
Baltimore, 18, Md.

EAGLE LION
203 Eye Street, N.W.
EXecutive 6648

District manager - Joe Minsky.
Branch manager - Fred Rohrs.
Office manager - booker - Robert M.
Grace.
Sales manager - Danny Rosenthal.
Salesmen - Danny Rosenthal, Baltimore,
Eastern Shore; Russell Ricker, Clinch
Valley; Fred Rohrs, circuit accounts;
Fred Saperstein, Curtis Hildebrand.
Cashier - Cecelia Dawson Hahn.

EQUITY
1001 New Jersey Avenue, N.W.
REpublic 0776

Branch manager - Fred Sandy.
Office manager - booker - Emily Benfer.
Salesmen - Fred Sandy, special ac-
counts; Cliff Jarrett, Maryland;
Sampson Pike, Virginia.
Cashier - Marguerite Williams.

FILM CLASSICS
203 Eye Street, N.W.
National 1778

Branch manager - Max Cohen.
Booker - cashier - Gertrude Epstein.
Office manager - Sam Epstein.
Salesmen - Charles Mendelson, Virginia;
Max Cohen, key accounts; Harold
Levy, Maryland.

KAY
912 Third Street, N.W.
National 3356

Office manager - booker - Pat Taylor.
Salesman - C. Joseph DeMaio.

BEN LUST THEATRE SUPPLY COMPANY
1001 New Jersey Avenue, N.W.

Operator - Ben Lust.

METRO
1009 New Jersey Avenue, N.W.
District 6530-1-2

Southern division manager - Rudolph
Berger.
Assistant southern division manager -
John S. Allen.
Branch manager - Jerry Adams.
Assistant branch manager - Paul Wall.
Office manager - Joseph Kronmeyer.
Cashier - Mrs. Anna Ridgley.
Salesman - Fred Rippingale, Paul Wall,
Washington; Pete Prince, Sidney
Eckman.
Bookers - Edward Kushner, head; Henry
Ajello, Ida Barezofsky, Bob Ells-
worth, Jr.
Exploiteer - Tom Wood Baldridge.

MONOGRAM
922 New Jersey Avenue, N.W.
METropolitan 2133

Branch manager - Jack Safer.
Office manager - Booker - William
Gearing.
Salesmen - Jack Safer, key accounts;
Sam Liggett, Clinch Valley; Hy Bet-
tinger, Baltimore; William E. Jasper,
eastern shore, Tidewater.

NATIONAL SCREEN SERVICE
920 New Jersey Avenue, N.W.
National 1634

Branch manager - George Nathan.
Office manager - Ernestine Bandel.
Salesmen - George Nathan, Virginia;
Milton Lindner, Baltimore, Maryland,
West Virginia.
Bookers - Helen Benson, first runs,
key accounts, part of Maryland,
Washington; Thelma Martin, Balti-
more, part of Maryland, Washington;
Mildred MacDonald, most of Virginia.

NATIONAL THEATRE SUPPLY COMPANY
417 Saint Paul Place,
Baltimore, Md.

Operator - N.C. Haefele.

PARAMOUNT
306 H Street, N.W., P.O. Box 1916,
National 7661

Branch manager - Al Benson.
Office manager - Robert Cunningham.
Sales manager - Herbert C. Thompson.
Special representative - Max Joice.

Salesmen - Al Benson, circuit accounts;
Harley Davidson, Virginia; Jack
Bryan, eastern shore.

Bookers - George Kelly, head; first
run accounts, office accounts, Bal-
timore, Washington, Virginia, Mary-
land; Jack Howe, Virginia; Max Rut-
ledge, Pat Newberry, Luther Buchanan.
Cashier - Ida Green.

PEERLESS
203 Eye Street, N.W.
District 7571

Branch manager - T.R. Shull.

RKO
203 Eye Street, N.W.
District 3672

Eastern district manager - R.J. Fol-
liard.
Branch manager - J.B. Brecheen.
Sales manager - Alphonsus P. Folliard.
Office manager - Joseph Kushner.
Salesmen - J.B. Brecheen, circuit, key
run accounts; Olmsted Knox, western
Maryland, Washington; Harry E. Kahn,
Baltimore, Elbert W. Grover, Clinch
Valley; Charles Hurley, Virginia,
Delaware, eastern shore.
Bookers - Jesse Smith, head; George
Sullivan, Baltimore; Don Bransfield,
country accounts; Herb Doherty,
army-navy, non-theatrical.
Cashier - Agnes Turner.
Exploiteer - William Praeger.

REPUBLIC
925 New Jersey Avenue, N.W.
REpublic 0155

Branch manager - Jake Flax
Office manager - William Nesbitt.
Salesmen - Jake Flax, Washington, Bal-
timore, key Virginia situations; W.
Maynard Madden, western Virginia;
Sam Tabor, Baltimore, environs; Ed-
die Martin, eastern shore, eastern
Virginia, Shenandoah Valley.
Booker - Esther Katznell.
Cashier - Bernice Kahn.
Head shipper - poster clerk - William
Wilson.
Bookkeeper - Clare Cunningham.

SCREEN GUILD
203 Eye Street, N.W.
STERling 6762

Branch manager - Ross S. Wheeler.
Booker - Cashier - May Feldman.
Salesmen - Donald Shaban, Virginia;
Ralph DeBurgos, Baltimore, Washing-
ton.

SRO
301 G. Street N.W.
District 4232

Division manager - J.E. Fontaine.
Special representative - Elmer McKinley
Salesman - booker - Harold Henderson.
Office manager - Norma Shipe.

(Continued on next page)

DAVID E. BRODSKY
ASSOCIATES

INTERIOR DECORATORS

242 N. 13th Street • Philadelphia 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

WASHINGTON EXCHANGE LISTING

(Continued from preceding page)

20th CENTURY-FOX
932 New Jersey Avenue, N.W.
District 8420

Branch manager - Glenn Norris.
Assistant to the branch manager - Emil Kashouty.
Sales manager - Gordon Contee.
Office manager - John O'Leary.
Salesmen - Glenn Norris, first runs in key situations; Fred Klein, Maryland, eastern shore; Ira Sichelman, Clinch Valley; Jerry Murphy, balance of Virginia; Joseph M. Cohan, Baltimore.
Bookers - Mrs. Sara Young, head, managers' accounts, major accounts, part of Baltimore; Ann Griffin, Vir-

ginia, part of West Virginia, Maryland, part of Baltimore; William Norris, Jr., Al Landgraf.
Cashier - Mrs. Emily Watts.
Exploiteer - William Michaelson.
Head shipper - W. Stanley Summers.

UNITED ARTISTS
924 New Jersey Avenue, N.W.
National 6136

District manager - Mark Silver.
Branch manager - Jerry Price.
Office manager - Margaret Stant.
Salesmen - Jerry Price, circuit accounts; Mike Siegel, eastern shore; Harold Rose, part of Virginia, Baltimore, Washington; Joe Young, Clinch Valley.
Bookers - Jan Harrell, head; Margaret Stant.
Cashier - Virginia Cunningham.

UNIVERSAL-INTERNATIONAL
913 New Jersey Avenue, N.W.
District 4525

District manager - John J. Scully.
Branch manager - Harry J. Martin.
Office manager - H.S. Taylor.
Salesmen - Harry J. Martin, first-run accounts in key situations; Vincent Dougherty, Baltimore; Sam Liggett, Clinch Valley, western Virginia; Walter Davis, eastern shore, Washington; Barney Frank, western Maryland, eastern Virginia.
Bookers - Ray Foreman, Leonard Saver, Tom Ryan, Ike Ehrlichman.
Cashier - Walter Bangs.

WARNERS
901 New Jersey Avenue, N.W.
National 1130

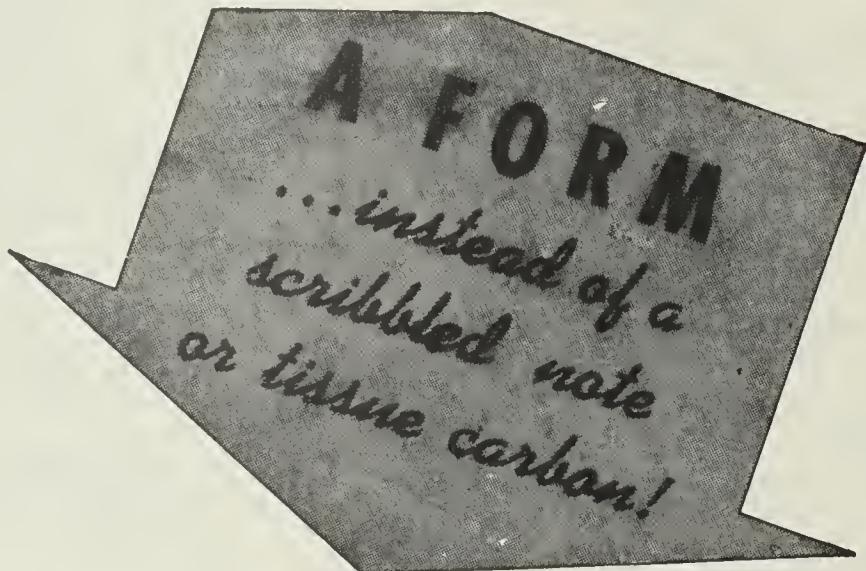
District manager - Robert F. Smeltzer.
Branch manager - Frederick W. Belersdorf.
Office manager - Edward M. Phillipps.
Salesmen - Leonard Pearlman, Maryland; Sterling Wilson, Baltimore; John Walker, part of eastern shore, part of Virginia; John Garst, Clinch Valley, southern Virginia.
Bookers - Ethel Risdon, head; Frank Gormley, Mrs. Sadie Bowles, James Collins.

VARIETY CLUB

TENT 11

(Continued from page NT-2)

A busy schedule awaits Variety barkers for the month of September. First on the list is the annual golf tournament and dinner dance to be held on Sept. 3 at the Manor Club. In charge of this event are Carter Barron and Sam Galanty. On Sept. 13 is scheduled the Bevins-Charles heavy-weight elimination contest at Griffith Stadium. In charge of this event are Charles Ford and Charles Walker. On Sept. 16-17-18, Variety Clubs of America will hold its second annual Mid-Year Conference and Humanitarian Awards Dinner at the Statler Hotel. Finally, on Sept. 19, jointly sponsored with the Baltimore tent, is the Variety's annual pro-football charity classic to be held at the Baltimore Stadium, with the Washington Redskins meeting the Chicago Bears. The entire membership of the club is serving on one committee or another.



Weekly PROGRAM & RUNNING TIME Schedules

(SPECIFY ITEM NO. B.S. 6)

- These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.
- Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.
- One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

SUBSCRIPTION RATES: 1 YR. (52 ISSUES) - \$2.00
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NEWS OF THE

Territory

New York City

CROSSTOWN

Laurence Olivier's film production of "Hamlet" will open at the Park Avenue about Oct. 1, it was announced last week by U-I. All seats will be reserved, with two shows being given daily....William A. Scully, U-I vice-president and general sales manager, accompanied by Maurice A. Bergman, eastern advertising and publicity director, left last week by plane for California...Norman Lourie, president, Palestine Films, Inc., who has been in the U.S. for the past several weeks arranging distribution of his company's product, left by plane last week for Tel-Aviv....Robert M. Gillham, Selznick Releasing Organization's eastern advertising and publicity chief, returned from a visit to the studio last week.

Five French charities will sponsor the gala opening of the new Paris and its initial presentation, "Symphonie Pastorale", on Sept. 13. The French-American Wives, Funds for France, Inc., Lafayette Preventorium, and the Society of Free French will also share jointly in all subsequent premieres at the theatre, which was constructed for Pathe Cinema. Tickets for opening night are \$12.50 each.

Joseph H. Seidelman, head, foreign operations, U-I, planned out to the coast last week for studio conferences...After spending several weeks here, Janis Carter, Columbia star, left by plane last week for Cleveland to visit her parents.

Walter Reade Circuit announced shifts in its managerial situation in Morristown and Asbury Park, N.J. Bierney Feld, Jersey, Morristown, went to the Lyric, Asbury Park, while Jack Raymore, student manager, Community, Morristown, N.J., replaced Feld at the Jersey.

An unusual trailer 'teaser' series was used by the Paramount for "Sorry, Wrong Number." In addition to the regular trailer, there are three advance teasers, each featuring an endorsement by one of three winners of the Academy Award, Ray Milland, Joan Crawford, and Loretta Young.

Norton V. Ritchey, president, Monogram International, left for a tour of Europe....Bernard J. Gates, Monogram International's Latin American supervisor, was in Rio De Janeiro....Sr. Rafael Ramos Cobian, president, Cobian Theatres, Inc., San Juan, Puerto Rico, and other interests, arrived, accompanied by Sr. Juan Menendez, vice-president Compania Cinematografica Cubana. Both visited Norton V. Ritchey, Monogram International president.

Carol Reed, British director, and

Graham Greene, author, "The Third Man", arrived last week from England enroute to Hollywood to confer with David O. Selznick regarding production of "The Third Man"...Fred H. Hotchkiss, continental European regional manager, Westrex Corporation, returned following a trip in his territory.

Vacationites at Cinema Circuit include Dorothy Weiss, telephone operator, and Gloria Rosen, secretary....Minor alterations on the front and lobby of the New Amsterdam were progressing.

Sam Einhorn, Rosenblatt and Welt, was touring the golf links in the Poconos on vacation....Ann Howe, secretary to Madeleine White, Monogram, was hospitalized due to an automobile accident.

Both UOPWA film industry locals, SOPEG and SPG, Locals 109 and 114, respectively, last week asked the film companies with whom they have contracts to negotiate new deals. The SPG pacts end on Sept. 26, 1948, while SOPEG's contract winds up one day later. The unions were completing their proposals, and electing negotiating committees. SPG affects Columbia, Loew's, Paramount, Republic, RKO, 20th-Fox, UA, Warners, and U-Int., while SOPEG has deals with Columbia, Loew's, NSS, Paramount, Republic, RKO, and 20th-Fox.

Playing in the Mortimer Scope Memorial Tournament on his home course of the Vernon Hills Country Club, Tuckahoe, Harry Pimstein, RKO legal department, scored a 188-yard hole-in-one last fortnight.

Frank Buck, whose "Bring 'Em Back Alive" is currently being reissued by RKO, is aiding the Fresh Air camps for underprivileged children this month by appearing at the camps, and showing the kids some of his films.

Max Wilkinson, story editor for Samuel Goldwyn, arrived last week enroute to Europe for conferences with Sir Alexander Korda.

Rugoff and Becker News: Sam Lesiger, Tuxedo, Brooklyn, was passing out cigars celebrating the birth of his second son....Tom Stringile, Sheeps-

head, Brooklyn, was vacationing.... Joe Leonard, Avenue D, Brooklyn, was welcomed back from a vacation.... Edward Sachs, Rugby, Brooklyn, was off on a vacation....William Perch, Avenue U, Brooklyn, was back on the job after a sojourn....Mark Allen, Austin, Kew Gardens, was recuperating from a seige of illness.

According to LeRoy Furman, Monarch Theatres, "Abbott and Costello Meet Frankenstein" played to the biggest mid-week two days in the past four years at the Palace, Akron, O.

Interboro Circuit News: Jack Gelber, booker, was enjoying a vacation.... Sam Handler, supervisor, was welcomed back from a Canadian vacation....Ruth Sindler, bookkeeper, resigns to await an addition....Nannette Carasco, telephone operator, is an aspiring singer waiting patiently to be discovered. Arthur Godfrey, please copy.

The old Fox Audubon, 3940 Broadway, has been leased by Moe Goldman and Gilbert Josephson from Jack Schechter, head, Broadway-St. Nicholas Inc. Theatre will be remodeled, and open around Sept. 1. The deal was arranged by Berk and Krungold.

Jayne Meadows, Goldwyn star, left last week by TWA to fly to Rome, where she was to be married to Milton Krims, well-known Hollywood writer... William B. Levy, world wide sales supervisor, Walt Disney Productions, returned last week from Hollywood after a series of conferences with RKO officials....Rosalind Russell and her husband, Frederick Brisson, star and producer, respectively, of "The Velvet Touch", RKO release, left last week for Hollywood to prepare for their next Independent Artists production....Production of the John Garfield starrer, "The Numbers Racket - The Story of Tucker's People", was completed here last weekend with final scenes at Wall Street and Trinity Church. The Enterprise production will be released by MGM.

New Jersey

ASBURY PARK

Joe Sommers, manager, Walter Reade's Paramount, put on a horrific campaign for "Abbott and Costello Meet Frankenstein." An effective lobby display was made up.

A circuit-wide beauty and popularity contest, with the winning girl getting an expense-paid trip to Hollywood and a screen test, was launched last week by the Walter Reade Theatres. The contest involving theatres in seven New Jersey communities, and climaxing with finals on Labor Day weekend at Reade's Monte Carlo Pool, Beach Club, and Stadium here, was arranged through the Lester L. Wolff agency in New York City with the Harlem-Adler Company, New York City, makers of ornamental garment buttons which are retailed on a card containing a picture of a movie star. The winner will be crowned "Movie Star Button Queen." The three qualifiers in each town will share prizes consisting mainly of clothing and jewelry



During the recent run of "Good Old Days", Embassy, Rochester, Jack Boyd dreamed up this stunt, with Margaret Rossi and Dayne Kofod, dressed in old-fashioned garb and riding a bicycle built for two, touring the downtown section three days before and during the run of the picture.

worth over \$200, and the runners-up in the finals will receive a similar amount of prizes. Barbizon modeling agency and Sky Coach Limited are also joining the promotion. New Jersey Reade theatres participating are Paramount, Long Branch; Carlton, Red Bank; Strand, Freehold; St. James, here; Jersey, Morristown; Oxford, Plainfield, and Majestic, Perth Amboy.

LONG BRANCH

Ralph Lanterman, city manager, Walter Reade Theatres, dipped into his own theatre personnel recently to find the key performer for the vaudeville theme of his campaign for 20th Century-Fox's "Give My Regards To Broadway." He recalled that Billy James, his outdoor advertising aide, had at the turn of the century been in vaudeville as "America's greatest artistic comedy hoop roller, baton twirler, and minstrel man." And around James he then built a special vaudeville stage show. The Long Branch Daily Record gave James a three-column feature story. Lanterman arranged with a nearby night club to stage an elimination amateur talent hunt, and held the finals at the Paramount on a program in which James demonstrated his old time skill. The amateur winner was crowned "Miss Broadway", and given prizes promoted from local merchants. The night club also joined in a cooperative ad campaign, and a music shop provided records of show songs for a "lucky ticket" giveaway stunt.

The sixth race at Monmouth Park, Ocean County, N.J., on July 28 was the "Green Grass of Wyoming Claiming", with a \$3,500 purse. The feature was the result of a campaign worked out by Walter Reade city managers Ralph Lanterman, here, and Tony Hunting, Red Bank, N.J. Radio actor Tom Howard presented a blanket carrying the film's title and a basket of flowers to the winner, the ceremony being televised.

NEWARK

Air Control of New Jersey, Inc., was adjudged insolvent on Aug. 2 in a creditor's suit alleging its financial inability to complete air conditioning work at the Bellevue, Upper Montclair, N.J.; New, Elizabeth, N.J., and Linden Plaza and Lakewood. Vice Chancellor Henry T. Kays appointed Nathan Ravin receiver of the firm. The suit was filed by Bergman and Rothbard for Melchior, Armstrong, Dessau Co., Inc., holder of a \$2,800 judgment against Air Control. The complainant said the concern had failed to pay various contractors on the theatre jobs, owed employees wages, taxes, and other priority claims, with the result that liens were being obtained against the company's assets. The court directed that Ravin post a \$5,000 surety bond and call for presentation of all claims by Sept. 2. He was authorized to conduct a public sale of assets, but to continue the business in the meantime at his discretion.

Frank Holler leaves the Roosevelt, Union City, N.J., to become manager, Central, Jersey City.... Bernard Silverman, manager, Roosevelt, returned from a vacation in Atlantic City.

Anthony Williams, WB Theatres, recently submitted a campaign book from the Union, Union, N.J., which is a good example of how to build a "Youth Month" background. Starting back in December, 1947. Williams shows how the Suburban Women's Club went about the task of obtaining theatre cooperation. The manager was advised that all civic groups, churches, and PTA's would attend a meeting in Town Hall for the purpose of establishing a permanent Children's Movie Council. Representatives of about 40 organizations were present to meet the manager and Williams, representing the circuit in New Jersey. The Union Register ran an editorial, and discussion was broadcast over local stations. Out of several months of preparation there was evolved a series of Saturday Junior Fun shows, with selected film programs and stage attractions in which the children themselves took part. The Washington School "Stardusters", a juvenile stage band, became one of the best features. Complete support came from parents and teachers.

Fay Radler, shorts booker. Warner Theatres, was vacationing in Vermont.

PLAINFIELD

Glass frames were installed in the rear of the auditorium of Walter Reade's Oxford, to separate the auditorium from the lobby.

New York State

ALBANY

Murry Baker, short subjects booker, Schine Circuit, has been transferred to Cincinnati as assistant to Harold Raves. Irv Singer, short subjects booker, Buffalo, replaces Baker as assistant to Chris Pope.... Warner Theatres' employees are making plans for their annual summer outing on Aug. 25 at Crooked Lake.... Max Friedman, Warner Theatres' film buyer, was vacationing for two weeks.... Ruth Larkin, who left Paramount to go with SRO, returned to her old position as secretary to Eddie Ruff, branch manager. Velma Akin is replacing Miss Larkin at SRO.

Ray Powers, Warners office manager, went to Buffalo to attend the funeral of his uncle, Pat Powers.

Vacationers in the various exchanges were: Warner Theatres' Jerry Atkin, exploitation, and Barbara Phelps, comptometer operator; Paramount's Alice McCloskey, ledger clerk; Columbia's Ann Hasbrouck, inspectress, and Sylvia Steinberg, cashier; RKO's Helen Doolittle, secretary, and Min Wenzel, cashier.... Hank Howard, RKO publicity man, out of Buffalo was in town... Leo Rosen, former Warner Theatres' manager, is recuperating at the Memorial Hospital after a gall bladder operation. -M.E.B.

BUFFALO

Everett Thorner, United Artists exploiteer, flew to Pittsburgh after working for a week with the Shea publicity boys on "The Time Of Your Life".... Charlie Taylor, Shea ad chief,

returned from a vacation at Manchester, Vt.... Fred Itzenplitz, assistant manager, Shea's Teck, was spending his vacation at Veranda Beach.

Eddie Miller, Shea's Hippodrome, and Ed Mead, publicity, were vacationing in the wilds of Northern Canada at Haliburton.... Wally Allen, 20th Century-Fox exploitation representative, returned from his vacation trip to Ottawa and Old Orchard, Me.

Charlie McKernan, Shea's Seneca manager, was one of the presiding marshals at the \$15,000 Western Open Golf Championship Tournament at Brookfield Country Club.... The Lou Liessers, Eagle Lion branch manager and Universal International office manager, were spotted dashing around town in their shiny new Lincoln.

Congratulations go to Arthur Rose, Rochester and Syracuse salesman, who is at present holding down first place in the U-I Presidential Drive, which opened on June 1, and which ends on Oct. 1.

Dave Miller, Universal International district manager, is the happy possessor of a new Buick convertible.

The Dick Haymans, Strand and Cataract, Niagara Falls, are expecting another bundle from heaven, their second.... Jack Chinell, RKO branch manager, left for a vacation in Boston.... Universal-International's Joe Gins, branch manager, moved into his new apartment at Fordham Drive.

Marvin and Dorothy Atlas, Commodore, Buffalo, were expecting "Sir Stork" for the second time, and little Dickie will welcome a sister, he hopes.

September has been named Scully Month at U-I.

Irving Fried, who supplies candy to theatres, reports that a thief who hid in his Tri-State Automatic Candy Corporation building took about \$1,500 in cash after the closing. The money had been collected from vending machines in area theatres, manager Morris Kravitz reported. The money disappeared from a cash box hidden in the rear of a truck parked in the building garage. The burglary was not discovered until next morning, when the office opened, because the thief closed a self locking garage door after leaving the building. -M.G.

GLOVERSVILLE

The Schine Circuit publicity department recently issued a special sales manual on Columbia's "Superman" serial, which suggests to theatre managers many ways of cashing in on this attraction. Everything from tie-ups with newspapers running the "Superman" strip to the formation of a "Superman" Kiddie Club is included in the suggestions given.

ROCHESTER

Edmund Howard, RKO Temple, who toured to Florida with his family in a new Pontiac, some 3800 miles in all, said it was a grand trip with perfect.

weather, meeting up with good friends of his many years in show business... Arthur Krolick, Paramount, found New England shores and countryside much to his liking.... Robert Cockburn, assistant, Loew's, visiting his wife's family in British Columbia, did a bit of gold mining in addition to picking berries, apples, and cherries on the family estate.

Harold Nichols again pinch hit for the Democrat and Chronicle film editor, George L. David, who visited Canada during a vacation.... With Gradon Hodges back as manager, the Rochester Drive-In was heading for its biggest season.... Ed Howard was supervising operations at the RKO Palace during manager Francis Anderson's vacation.... Art Krolick got his new Plymouth, at last.

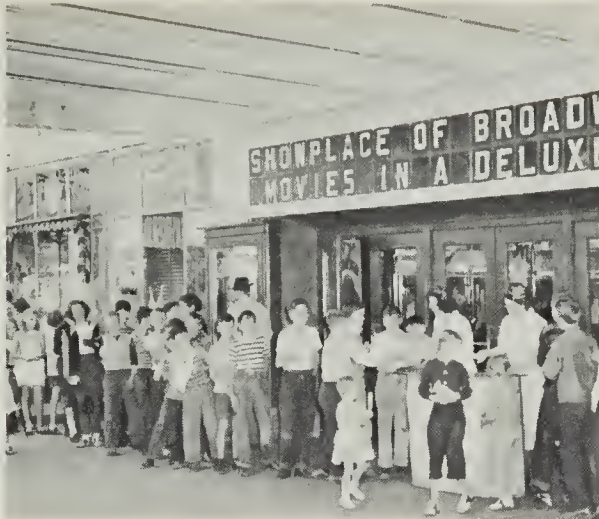
Charles Kurtzman, Loew's district manager, was in for the first week of manager Lester Pollock's vacation.... Nearby parking stations stay open on "Bingo" nights at Howard Carroll's Strand, which is a tipoff on the importance of this phase of operations in this theatre.... Jack Boyd and Pete Battesti, Embassy, attended the Buffalo Variety Club's picnic, and, after winning a golf club, Mrs. Boyd promptly made a deal with a film salesman.

Carol Fenyvessy's recent alterations at the Hudson have given it an attractive modernized front... The Paramount's Ken Robinson was enjoying some of western New York's attractions during his vacation, and expected to spend a couple days in New York City... Jack Boyd's tiny daughter, Sara, was "helping" at the Embassy.

Manager Arthur Krolick, Paramount, arranged to interest doctors and hospital personnel in The March of Time's "The Case of Mrs. Conrad," through the Rochester Hospital Council, which sent out letters, printed notice in the Hospital Bulletin, and stressed the film on a radio program.

Projectionists' Corner: Recent changes shifted Al Florack from the Paramount to the Regent; Lou Briggs from the Capitol to the Paramount, and Bert Blackford from the Monroe to the Capitol.... Walter Knopf, who is enjoying his beautiful new Chrysler, is serving as chairman of the Pinochle Association's picnic program... Anyone willing to board Lawn Clark's cats will enable him to take a vacation... Charlie Mason and the missus were touring wherever fancy dictated on their holidays.... Lou Goler was busy with his carnivals.... Abe Orden returned from Boston, and said that the reported reason for his visit was a bit premature. -D.R.

Dipson Theatres, Inc., is entering the Rochester field for the first time by taking a 30-year lease on a 1,400-seat theatre now under construction in the new Lyell Avenue shopping center. A modern \$250,000 house, being built by Emil Muller, with R.E. Van-Alstine as architect, it is expected to be ready for opening on Thanks-



Children line up in front of the Skouras Roosevelt, Flushing, L.I., to exchange ice cream tickets for cups of French ice cream, after recently attending one of the series of movie-ice cream parties being held at the house during the summer period.

giving Day. Muller has erected several other shopping centers, but this one in a growing residential area is the first including a theatre. Dipson now operate more than two dozen theatres in New York, Ohio, Pennsylvania, and West Virginia. William J. Dipson, Batavia, vice-president, announced signing the lease.

SCHENECTADY

Bob Griffeth, assistant manager, Plaza, proudly displayed the new Coke and root beer dispenser set up in the lounge. The brainstorm of New York's United Automatic Vending Company, it automatically mixes, returns change, and draws customers.

Moe Klein, assistant, Erie and State, reported Phil Rapp, manager, was spending part of his vacation time at the famed Saratoga meet.... Paul Keho, State, was off on a vacation.... The State lost Jim Anderson Jr., when he was moved by Guy Graves to Proctor's as assistant manager.

At the Strand, Phil Gourlay left to become an army MP. He already has six service-years tucked under his belt. His first station was to be Fort Dix, N. J.

Guy Graves, Fabian city manager, was proud of the appointment of his son, Guy, Jr., as executive assistant to Glen Bedenkap, chairman, state Republican party. Young Graves, AAF veteran and Harvard Law school alumnus, headquarters in Albany.

Nina Niver, treasurer, Proctor's, was off on a vacation at Rye Beach. William Berger, maintenance chief, was back on the job after a vacation in Atlantic City.

The youngsters were excited over the arrival of Soap-Box Derby time. Proctor's sent 12-year-old Joe Scalice into the race. Plans were set for a special early morning show at Moe Klein's Erie when prizes were to be awarded.

Lou Rapp, manager, Strand, reported son, Bruce, picked Pop's vacation time to get sick.... Phil Rapp, manager, State, took off for a rest. Moe

Klein, with his family back from Virginia, claimed Rapp was going to use his vacation to get reacquainted with the Rapp clan. Friends were trying to figure out how he scratched his face.

Fred Smith, projectionist, State, headed northwards on vacation... Gloria Dawson, Erie, hit the vacation trail... Off in uniform marched Dick Welch, State, with the National Guard outfit for summer encampment duty.... Oscar Myers, State, was on vacation.

At the Plaza, Dick Murphy postcarded to assistant manager Bob Griffeth about a "wonderful time at Cape Cod".... John Sauerburn, IATSE prexy, was to attend the national meeting in Cleveland.

Plaza employees were all set to toss a farewell party for part-time aide William Loftus. 24. He was ready to return to a Pennsylvania seminary, where he's studying for the priesthood.... Tom Russ, Plaza, was on vacation with his daughter.

Jerry Coyle, radio songster, who's appeared many times on the Plaza stage during special programs, was booked for a month at Piping Rock Club.

SCOTIA

Mr. and Mrs. Val Ritchey, former Gothamites, have taken over control of the Scotia. The house has been completely redecorated, and a formal opening awaited only the delivery and installation of a new curtain. Ritchey expects the house will be completely refurnished by early September. In the meantime, the new operators are keeping the doors open for daily shows. Booking is handled through Upstate Theatres, Inc., Albany. Future plans call for single feature programs on the weekends with double features playing the mid-week periods. Ritchey formerly was a Sylvania Electric Products' comptroller in the international division for 16 years. The Ritcheys purchased the showplace from the Edsol Corporation, Gloversville.

SYRACUSE

Local houses are having stiff competition currently with three summer theatres open at Skaneateles, Bridgeport, and Oneida Castle, with the added attractions for a week at Syracuse University stadium of the city's celebration of its 100th anniversary.

Frank Lindkamp, Empire manager, was on vacation.... We were doubly glad to hear from Rap. Merriman, Franklin (Continued on page NT-4)

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EYEING THE

Exchanges

New York: While most of 44th Street's occupants were complaining about one thing or another, one of the happiest and most contented exchanges is Film



LES SUGARMAN

Classics. As one walks into the aforementioned exchange, George Waldman, metropolitan district manager, is quick to pounce upon his victim, and usher him into his office to view the handsome plaque presented in honor of the New York branch winning top prize in the recent sales drive. This was an achievement of which Waldman and his staff have just right to be proud of. The booking staff, sales staff, office manager Sid Wiener, branch manager John McKenna, and Waldman were richly rewarded.

MGM: Helen Levy, booking department, returned from a vacation.... Estelle Green and Virginia Aaron, booking department, were motoring about the east coast on vacation.... Ralph Pielow, branch manager, and Carmen George, film room, were also vacationing.... Bob Ellsworth was welcomed back from a Ohio vacation, during which time he visited his daughter, Irene.... Esther Ackerman Stellman and Trudy Seaman Thacher, both of whom recently became brides, will settle down to household chores.... Annette Ginsberg, secretary, was a year older.

UNIVERSAL-INTERNATIONAL: Rose Youngfield, secretary, returned from a vacation at Monroe.... Hal Rosen, booker, left on a vacation.... Sandra Gordon, secretary, was welcomed back from a sojourn.... Janis Dampf, accounting department, resigned to spend the rest of the summer at Rockaway, L.I.

REPUBLIC: Chris Blionus, booking department, was off on a vacation.... Lillian Kaplan, secretary, was welcomed back from a sojourn.... Sylvia Sussman, accounting department, received birthday greetings on Aug. 9.

RKO: Lou Kutinsky was holding down the number two spot in the latest salesmen's standings of the "This is America" sales.... The office was hepped up over "Good Sam.".... Renee Rasdan, booking department, and Amy Rispoli, cashier's department, resigned.... Frances Atlas, biller, Sadie Poller, secretary, and Edith Feig, filing department, were vacationing.... Gloria Friedman, booking department, will receive birthday greetings on Aug. 20



Attending the recent New York trade screening of RKO's "The Velvet Touch", were, left to right: Samuel Hacker, eastern rep, Independent Artists, producer of the film; Charles Penzer, RKO; Jack Gelber, Interboro Circuit; Jack Harris, Walter Reade Circuit, and Herman Silverman, RKO representative.

...Sadie Castanza, cashier, announced she will traipse down the aisle on Oct. 31.

EAGLE LION: Neil Hertz and Renee Feinber resigned.... Ann Sisk is the new contract clerk in the sales department.... August 25 will mark the birthday of Al Trilling, booker.

UNITED ARTISTS: Johnny Hogan, Mae McGee, and Beatrice Carter, film room, were vacationing.... Norman LeTarde, film room, was a year older. He will soon take the fatal step.... Selma Stammer, film room, received birthday greetings.... Claire Sussman, secretary, was seen cavorting around Rockaway Beach, L.I., in one of those French diaper bathing suits.... Ben Levine, head booker, was off on vacation.

NATIONAL SCREEN SERVICE: Robert Jacobson, Lenore Good, and Helen Ganis, auditors, resigned.... Ginny Gabriel, Florence Goldtsein, and Catherine Verdevitch, accounting department, vacationed.... Nella Cornella, advertising department, has a retraction coming to her in regard to the story of her impending marriage. T'ain't so.

PARAMOUNT: Ruth Stransky, secretary, and Kitty Flynn, booker, were off on vacations, the former headed toward Florida.... Mickey Lewit, stenographer, was spending a vacation in Atlantic City.... Myron Sattler was brown as a berry after a vacation.... Ruth Richardson, biller, underwent an operation.... Eddie Bell, salesman, was on vacation.... Max Wallach, "The King of Second Avenue," paid a visit. He is from the Orpheum, St. Macks, and Stuyvessant.

MONOGRAM: Robert Gelberg is the new addition to the contract department, replacing Larry Feldman, who left to enter Syracuse University.... Dorothy McDonough, contract department, was off on vacation while Clara Nowatchek recently returned.... The office was enthused over the lofty grosses being piled up by "The Babe Ruth Story", Astor.... Meyer Solomon, salesman, is well-tanned after a vacation at Cape Cod.

20th CENTURY FOX: Bill Tavernese, print booker, was on vacation.... Martha Kafka was vacationing in Florida

.... Bob Anderson was pacing the film room floor awaiting the arrival of an addition.... George Blenderman was enjoying a sojourn.

RAMBLIN' 'ROUND: Bob Greenblatt resigned from Principal, and will join the sales staff at Screen Guild.... Bell was enthused over the opening of Louis Jordon's "Lookout Sister, Lookout.".... Seymour Flax, Minerva, Brooklyn, is the proud papa of a baby girl.

SYRACUSE

(Continued from preceding page)

owner, who has been on sick list for some months.

Alexander Saul, local attorney and brother-in-law of the Messrs. Kallet, Oneida, died suddenly at the LaFayette Country Club, where he was a member.... Noreen Shelley, Schine's Paramount, was very pleased with his new boxoffice.... Bob Thompson, assistant manager, Schine's Eckel, is doing a swell job while manager Irving Cantor is on vacation.

Richard Feldman, Paramount manager, was back from a downeast vacation.

Harry H. Uterfort, Schine zone manager, evidently is trying hard to emulate "Lucky" Teeter (more information on request)... Mrs. Harry H. Uterfort was visiting with her mother at Long Beach, L.I.

Irving Cantor, manager, Schine's Eckel, and family were on vacation... Richard Feldman, manager, Schine's Paramount, returned from vacation.... Sidney Grossman, Elmwood, has his theatre all brightened up with a new paint combination.

Raymond Roe and Melvin Denny, Paramount projectionists, returned from vacations.... Helen Hojnowski, B and B Confectionery representative, will be more careful of her pinches in the future

Harold Mortin, Loew's State manager, had an interested guest when Bruno Salafia, 11-year-old-boy from Syracuse, Sicily, here as a representative from the old world to the new during the city's centennial celebration, picked the State as a place to enjoy "the cinema." -J.J.S.

WATCH THE

**SHORTS
PARADE**

An EXHIBITOR Service

NEWS OF THE

Territory

Philadelphia

Crosstown

William Ehrenberg revealed last week that the \$5,000,000 deposit on his offer for Stanley-Warner Theatres in the area had been oversubscribed. There are 14 in the syndicate, five being matronly members of society. A group of eight will leave for California in a few weeks to negotiate. Ehrenberg also revealed that there isn't a theatrical personage in the combine.

Vine Street

Milton Cohen, Eagle Lion division manager, and Paul Henried, EL star of "Hollow Triumph", were guests of honor yesterday (Aug. 17) at a luncheon at the Warwick Hotel, with Henried meeting the press the day before. Also set to be on hand were William J. Heineman, EL vice-president, Max Youngstein, EL vice-president, and Harry Berman, branch head.

Sam Diamond, branch manager, 20th Century-Fox, last week urged exhibitors to book in order of run the single reel documentary subject, "Israel Reborn", which records the historic creation of the new nation. There is no charge for the subject, which had a first run at the Fox.

Mike Weiss, 20th Century-Fox publicist, tied up with the Blue Cross on The March of Time's "The Case of Mrs. Conrad," and arranged for all theatres playing the subject to contact the nearest hospital for any cooperation they may need. Branch manager Sam Diamond last week urged all exhibitors to take advantage of this contact for maximum boxoffice results. Weiss said that the Blue Cross will make all necessary tieups on the subject. All that the theatres have to do is to contact it or whatever hospital is close to the theatre.

Rhoda Weitz, availability clerk, and Ada Norvick, assistant cashier, Eagle Lion, were vacationists. . . . Eagle Lion branch manager Harry Berman was also on vacation. . . . Regina Moskowitz, secretary to Republic branch manager Max Gillis, was on her time off. . . . Charlotte Williamson, Republic telephone operator, will marry Bernard Brown on Sept. 5.

Ned Yaffe, and wife, Y and Y Popcorn Supply, were vacationing in the Poconos. . . . Dorothy Fink, Y and Y Popcorn Supply secretary, moved into her new home. . . . Moe Verbin, Price Premium, had his car smashed into last week by an uninsured motorist. It cost him several hundred in repairs, but, fortunately, no one was hurt. . . . Joe Kennedy, Highway Express sage, says he wishes we would get him out of that ice house.

Toby Goldstein, Monogram branch manager Al Davis' secretary, was an Atlantic City vacationist. . . . Warner office manager George D. Hutcheon was on vacation. . . . Marie Block, Columbia cashiers' department, was yet another vacationist. . . . Nancy Greenbaum is new in the Columbia cashiers' department. . . . Mary Wilkins Trush, Columbia's bride, is back from her honeymoon at Canadensis.

Lillie Rosentoor, 20th Century-Fox booker, was on vacation, as was branch manager Sam Diamond. . . . Dolores McCabe, 20th Century-Fox cashiers' depart-

"Support Rogers Drive," Trade Asks

PHILADELPHIA—The local committee in charge of the Will Rogers Memorial Hospital Fund Drive, headed by Earle W. Sweigert, Paramount mideastern division manager, last week held a meeting to push the campaign to the utmost.

A goal of \$75,000 has been set, but this will only be possible if the cooperation of the entire industry is secured.

Each theatre has been given 25 books, and salesmen are contacting all houses to see that the drive is progressing as planned.

The hospital needs the money badly, and the funds must come from within the industry. Complete assistance from all exhibitors is a necessity.

ment, was also away. . . . Air-conditioning is being installed at Screen Guild. . . . Screen Guild branch manager Jack Engel expects to be a father by the time this is read.

Why did Catherine Popper, National Screen Service accounting department, go to Wildwood instead of Atlantic City on her vacation?

Charles Goodwin, Alvin Goodwin, Joe Engel, Nate Abelow, and the rest of the Quality Premium staff are busy getting ready for their annual trade showing of dish and other premiums. . . . Toni Iorio, picture report girl at Paramount, will marry Charles Yorty on Oct. 2. . . . Eleanor Sokolovsky, availability clerk, Paramount, will marry William Cavallier on Sept. 11. . . . Sylvia Sacks, Paramount accounting clerk, will marry Jack Tubin on Sept. 25. . . . Bill Brooker, Paramount tub thumper, is taking his vacation via long weekends looking over the tomatoes of Ardmore. . . . The Paramount staff was getting set to have a Paramount picture in every theatre during Paramount Week, Sept. 5-11. All dates will be appreciated.

Lionel Keene, who used to be a localite before he went to Atlanta to become a division manager for Loew's Theatres, returned here recently to become a resident again, and to start a kiddies program over a local radio station. He was successful in a similar capacity while in the south.

Circuits

Stanley-Warner

Elmer Risley, assistant manager, Midway, is now managing the Grange. Abe Zayon was transferred from the Grange to the Ogontz as manager. . . . When Jack Goldman, manager, Center, returned from his vacation, the picture at the theatre was "Homecoming". He went to Atlantic City expecting to do some fishing, so he did, every day, even in all the rain.

Morris Conner, Palace manager, was vacationing. . . . So was Jacques Rion, assistant manager, Aldine. Rion is another one who did home repairs and fixing on his vacation. . . . Harry Whitaker, engineering department, was on his vacation doing nothing but sitting on the beach at Wildwood, N. J.

Arthur Price, Allied Artists, was in doing the advance publicity on "The Babe Ruth Story," Mastbaum. He planned a contest in The Daily News.

Marion Rosenfeld, Paul Castello's secretary, moved while on vacation. . . . Estelle Alexander was filling in at Kay MacNamee's desk while the latter vacationed in the mountains.

Princess manager Barney Cohen was

another Atlantic City vacationist. . . . Dick Shermit, Commodore assistant, was invited to Binghamton, N. Y. by a certain lovely to spend his time. . . . Edith Ramsey, Commodore, had her new look hair-do since they first became fashionable. To her it's now the old look. She's looking for something newer.

Frank N. Phelps, Warners' legal department, was in.

Delaware

Wilmington

Sam Diamond, 20th Century-Fox, was in to visit A. J. Belair, president, Rialto Theatre Company. . . . Carter T. Barron, Loew's eastern division manager, was in. . . . Bill Morgan, district manager, S-W Theatres, went on vacation. . . . Edgar J. Doob, manager, Loew's Aldine; Lewis S. Black, manager, S-W Warner, and Earle G. Finney, manager, S-W Savoy, returned from vacation.

While Edgar J. Doob, manager, Loew's Aldine, was on vacation, Robert E. Diem, acting manager, lined up a big campaign for "Mr. Blandings Builds His Dream House." Local General Electric dealer, Alexander H. McDaniel, Inc., used radio time and three newspaper ads to plug the picture. Braunstein's "The Fashion Capital of Delaware" featured the pic in its main display window using stills and the Life magazine splash. Two real estate firms, Gilpin, Van Trump and Montgomery and H. H. Rosin, tied into the campaign with "Dream House" angles. Ellis Sisters school of beauty culture also cooperated.

S-W Ritz dropped Wednesday and Thursday matinees. . . . Henry L. Sholly, THE EXHIBITOR correspondent, spent a weekend in Hollidaysburg, Pa. . . . Dorothy Cieplinski, S-W Grand, went on vacation. . . . Edith Asbury, S-W Arcadia, substituted for her at the Grand, while Jean Haggerty and Jean Shinn filled in the Arcadia schedule. . . . Arcadia, Queen, and Grand are now in the ice cream business.

Mrs. Ina Graham and Evelyn Ford, Crest, vacationed. . . . Charles Keithley, projectionist, Crest, returned from vacation. . . . Ben Shindler's Ace has a dress shop under construction adjacent to the theatre.

Willard Wilson, special officer, National, went to a camp meeting at Cambridge, Md. . . . Helen Brown, former aide, National, who has been teaching at a summer school in Florida, is returning. . . . Hewitt Bundy, projectionist, National, vacationed in Buffalo.

The lobby of the Warner was the scene of a tie-in with the "Truth or Consequences" program of NBC-WDEL. On display was a large map of the United States, across which was painted in large letters the question, "Where's Hollywood?", with a big question-mark around southern California. Below the map was a banner pointing out that "Hollywood, film capitol of the world, is not on the map", and flanking it was a large sign which said "Let's put Hollywood on the map". With this display was a table at which patrons were asked to sign a petition to this end. Present were Louis H. Martin, acting manager, S-W Warner, during Lewis S. Black's vacation, and Dick Kirsh, manager, S-W Queen, as well as WDEL staffers Jim Adshead and Charlie Collins, and WDEL receptionist Betty Hanna.

Richard Edge, manager, Pike, Claymont, was invited to show his 16mm. films of



Eagle Lion exploiteer Max Miller, working with manager Roy Robbins, recently set some topnotch stunts for the company's "The Noose Hangs High", S-W Aldine, Philadelphia, one of which was a tie-in with Abbotts Dairies. Eight hundred 20 by 24 cards were put on all trucks during the run, while the film also received radio plugs.

the Claymont Fire Company and the Chester, Pa., firemen's parade at the Delaware County Firemen's association meeting on Aug. 23 in Glen Olden, Pa. . . . The Pike donated tickets to the Youth Council for distribution as prizes in the council's playground program.

— HENRY L. SHOLLY

New Jersey

Atlantic City

Max Miller, Eagle Lion exploitation, was in last week on business.

Medford

The Medford, under Barkap management, was opened here last month. It seats 400.

Ocean City

Max Miller, Eagle Lion exploitation representative, dropped in last week on business.

Trenton

Application has been made by Louis Cahan for a permit to erect a drive-in and a shopping center with 149 dwellings on the Colonial Lakelands tract on the Trenton-New Brunswick highway. The Lawrence Township Zoning and Adjustment Board was to consider the proposal at a meeting. The erection of a drive-in was opposed by property owners.

The Hamilton was recently the winner of a "citation for civic improvement" from the Garden Club of New Jersey in what is believed to be the first time a theatre has been singled out for such an award. The house is operated by the Trenton-New Brunswick Theatres, Inc., James McAllister is manager. The Hamilton, a community-type theatre of the type pioneered by Walter Reade, independent theatre circuit owner, was built about

TRADE SCREENINGS

WARNERS (230 N. 13th) Aug. 30, 2.30, "Rope."

three years ago in a relatively undeveloped section of the city. Since its completion, the neighborhood has developed quickly, with many nearby stores and residences copying the red brick and white trim architecture of the house. The house seats approximately 1,000 on one floor, is located on a landscaped plot, follows the community center type of theatre design conceived by Reade and executed for him by William I. Hohauser, New York theatre architect. Reade is associated with RKO theatres in this operation. The theatre is set back about 50 feet from the street, with grass, flower beds, and concrete walks in front. The building itself, has white wooden pillars, a white-trimmed portico, and recessed doors leading directly into a blue-carpeted lobby. Unlike the conventional theatre, it has no garish outdoor advertising, merely a small gate-post type sign announcing it is the Hamilton, and two glass-encased 40x60 frames recessed into the wall on each side of the entrance. The interior is functional rather than ornamental, featuring uncluttered walls, indirect lighting, and wide, well-lighted aisles. It contains scientific ventilation, acoustical refinements, comfortable smoking rooms, luxurious cosmetic rooms, and lounge appointments not found in the average small neighborhood house. The award was presented to McAllister at a luncheon of the New Jersey Club in the Carteret Club.

Pennsylvania

Allentown

Both "Miss Allentown" and "Miss Lehigh Valley" contests were held last fortnight prior to a "Miss Pennsylvania" contest. Both were held at the Lyric, Manny

KEY CITY

First Run

WILMINGTON, DEL. (6)—Loew's Aldine, "Mr. Blandings Builds His Dream House" (SRO); Rialto, "The Street With No Name" (20th-Fox); Warner, "Key Largo" (WB); Queen, "Coroner Creek" (Col.); Arcadia, "Dream Girl" (Para.); Grand, "Louisiana" (Mono.), "Eyes Of Texas" (Rep.).

TRENTON, N. J. (6)—Mayfair, "Give My Regards To Broadway" (20th-Fox); Capitol, "Up In Central Park" (U-I); "Another Part Of The Forest" (U-I); Lincoln, "On An Island With You" (MGM); "Big Town Scandal" (Para.); Trent, "Key Largo" (WB).

PHILADELPHIA (7)—Aldine, "The Pearl" (RKO); Boyd, "Up In Central Park" (U-I); Capitol, "Assigned To Danger" (EL); "Blonde Ice" (FC); Earle, "The Fuller Brush Man" (Col.); Fox, "A Date With Judy" (MGM); Goldman, "Tap Roots" (U-I); Karlton, "So Evil My Love" (Para.); Mastbaum, "Easter Parade" (MGM); Stanley, "Key Largo" (WB); Stanton, "Return of the Bad Men" (RKO).

ALLENTOWN (10)—Boyd, "Deep Waters" (20th-Fox); Colonial, "A Date With Judy" (MGM); Rialto, "Easter Parade" (MGM); Earle, "Another Part Of The Forest" (U-I); State, "Western Heritage" (RKO), "So Well Remembered" (RKO).

READING (14)—Embassy, "Dream Girl" (Para.); Loew's, "Summer Holiday" (MGM); Warner's, "Life With Father" (WB); Strand, "April Showers" (WB); Ritz, reissues; Astor, "Bring 'Em Back Alive" (RKO).

Davis, manager. Larry Woodin, Wellsboro, state contest manager, staged the contests, while Davis arranged a "Cavalcade of Beauty" parade. Dorothy J. Rosser, Allentown, won the city title, while Anita R. Delia, Bethlehem, became "Miss Lehigh Valley". Mayor Donald V. Hock officiated at the coronation. Both beauties will attend the Atlantic City beauty show along with the state queen, "Miss Dauphin County."

Following the return from a Canadian honeymoon, John J. Scully, Jr., formerly of the Universal-International sales staff in the Philadelphia exchange, and his bride, the former Frances Muir Marks, Montgomery, Ala., will take up residence here, and Scully will begin his duties as head of Allentown Theatres, Inc., operating the Transit and Midway, Allentown. Scully is the son of John J. Scully, U-I district manager, and nephew of William A. Scully, U-I vice-president. He put in 36 months overseas, 24 of which were spent in Nazi prison camps. He was a captain in the field artillery. His bride served overseas with the Red Cross.

Elizabethville

The Borough Council amended the amusement tax here so that children under 12 years of age are exempt, and also passes. The rate of the tax will be at the rate of "1 cent on every 20 cents or fraction thereof on the basic price of admission charged or paid, which tax shall be paid by the person so admitted." It is pointed out by theatre operators that this is much preferable to the originally proposed straight five per cent tax on grosses.

Fleetwood

Half of the proceeds at the Aug. 4 night show in the Auditorium were presented by manager Elmer Schaeffer to the fund

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being raised here to finance the 75th or Diamond Anniversary Jubilee of Fleetwood Borough in October.

Glen Lyon

Raymond Polniaszek, local undertaker, filed suit for \$500,000 against RKO in federal district court, Philadelphia, last week claiming he was held up to "ridicule, scorn, and shame" through the motion picture "The Miracle Of The Bells", in which an undertaker, named "Nick Orloff", is depicted as a heartless character who squeezes every dollar he can from the mourning friend of a dead actress, whom he has brought back to her coal regions home for burial. Polniaszek says these incidents are similar to a real life case, except for the characterization of him. He also alleges that the actor who played the undertaker in the picture was made to look like him. Richardson Dilworth is counsel for the plaintiff.

Harrisburg

Special cards imprinted with black arrows were tacked in conspicuous spots as exploitation for "The Black Arrow", Colonial, manager, Jack O'Rear. The arrows pointed to the theatre. Back of some cards were small envelopes, each of which contained a pass to the theatre. This stunt was announced after a two-day showing, and persons were invited to remove the cards, and look for the envelopes with passes. Announcement was made on a radio program with which the Colonial effected a tieup. Manager O'Rear promoted a window in a jewelry store, which featured stills showing costume jewelry used in the picture. He also arranged for a tieup with a novelty store's managers' sale. This included window art and signs with "Black Arrow" pointed to big values.

A non-profit charter to the Association for Legalized Horse Racing in Pennsylvania has been denied by John J. Schatt, Harrisburg lawyer and court-appointed master. . . . Assistant manager Betty Stepp, Senate, was planning for visits of Frank Buck, in connection with revival of "Bring 'Em Back Alive", and Paul Henried, star of "Hollow Triumph", in the absence of manager Bob Sidman, vacationing at Cookesburg. . . . Carter T. Barron, eastern division manager, Loew's, was in. . . . Cashier Ruth Starry, Senate, enjoyed a vacation in Wildwood, N. J.

A full page of co-op ads in The Patriot and The Evening News was a feature of the exploitation campaign for "Mr. Blandings Builds His Dream House", arranged by manager Sam Gilman and assistant manager Bill Blankenship, Loew's Regent. It was headed by a cut-out of Cary Grant and Myrna Loy, and was captioned, "The Very Best for Mr. Blandings Dream House". The ads offered houses, paint, appliances, linoleum, kitchen equipment, etc. A special window in a downtown furniture store was filled with mounted stills, one-sheets, and a 40 by 60 blowup. The same company bannered its trucks with the suggestion to "Furnish Your Dream House at Kades; See Mr. Blandings Dream House at Loew's". . . . Card-door hangers were used by the Senate to plug "Raw Deal".

Columbia's "Coroner Creek" at the Colonial recently received the benefit of many well planned tieups worked out by Edgar Goth. The Harrisburg News Agency bannered their trucks with the Bantam Book promotion. Several window and store tieups were obtained in prominent parts of town.

Lancaster

Kerwin Porter Kinard and Lee K. Dagenberg sold a one-quarter interest in a group of properties here to Theodore F. Ziegler. The properties include six stores at 16 to 26 West Chestnut Street, and also a portion of the Colonial, totally assessed at \$220,000.

Lewistown

Another new theatre is under construction, the second one to be started in Lewistown in recent months. Carl E. Temple, owner, said that plans call for the theatre to seat 1600 persons, and accommodate large road shows on a stage 3600 feet square. It will be completed late this year or early in 1949, according to Temple.

Neurenberg

The Ritz closed recently.

Reading

Amusements taxes for the second month in which ticket taxes were collectible in Muhlenberg Township, big school district adjoining Reading on the north and including the Reading Fair Grounds, were \$1,007.25. The period covered the time from July 3 to Aug. 1. The August and September reports will cover the two-month period in which the eight-day Reading Fair will be held and the 22-day period of the Reading-Berks Bicentennial Celebration, for all of which admission tickets will be sold at the Fair Grounds. Estimates of the income to be derived by Muhlenberg schools from the two periods range from \$20,000 to \$30,000, Fair Grounds events only. This will not include swimming pool, theatre, and sports fields events apart from the Fair Grounds location.

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"Thanks for Your Help"

Manager J. Lester Stallman, Astor, placed a big banner across Penn Street to advertise "Hollow Triumph". Paul Henreid, star, will be at the theatre.

Fred Keiser, head, Keiser Manufacturing Company, West Reading, and chairman of the board, Church of Our Father, Universalist, offered a plan for eliminating some of the "undesirables" as motion picture fare for children among the offerings of Reading theatres in a letter to the editor of The Reading Times.

Employees of the Astor and the Strand, Schad Theatre, Inc., houses, took an afternoon off for their annual picnic at the summer home of Dr. H. J. Schad, company president, and Mrs. Schad near Leisz's Bridge, on the Schuylkill River. With perfect weather and all other picnic

features, the outing was a success. It was really a 101 per cent success, the extra one per cent being a film salesman.

Bicentennial time is a rush period for manager Paul H. Esterly, Strand, who is also an executive of the Reading Fair, at whose grounds the biggest events of the celebration will be staged. After the Bicentennial comes the Fair itself, which calls for day and night attendance by Esterly at the fair grounds, to handle the racing end of one of the biggest fairs in the country.

Audrey Long, in "Song in My Heart", and soon to be seen in the starring female lead of Eagle Lion's "Adventures of Gallant Bess", was to join Paul Henreid in personal appearances at the Astor when "Hollow Triumph" world premieres as a high spot of Reading's Bicentennial celebration today (Aug. 18). Also present at the world premiere is to be Benny Rubin, famed comedian. Henreid, Miss Long, and Rubin were invited to make appearances on major radio broadcasts scheduled to emanate from Reading during the premiere celebration, and arrangements were being worked out to give the stars time to be guest-starred on nationwide broadcasts of "Queen for a Day", "Double or Nothing", and the Horace Heidt Talent Show.

Red Lion

Stanley-Warners has given up operation of the Community. The lease expired on Aug. 7.

Shepton

The Palace closed recently.

Stroudsburg

The St. Cloud Amusement Company, which took over operation of the Sherman and Plaza, reopened the Plaza after



A recent double reissue special at the S-W Capitol, Philadelphia, Hollywood's "Two Mugs From Brooklyn" and "Kelly the Second", received nice promotion with this catchy front, which proved effective.

DO YOU REMEMBER?

TWENTY-FIVE YEARS AGO: E. L. Davis was Philadelphia agent for Paramount Publicity Corporation, supplying advertising slides to theatre owners. . . . L. Lubertoff was district sales manager for Moller Organs. . . . Local movies were quite a drawing card, and Local Movies Film Company, Philadelphia, was in the business.

extensive redecorating. The Sherman policy was changed to continuous during the summer.

Variety Club

Philadelphia, Tent 13

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Believe it or not, this imposing looking stunt cost J. D. Edwards, manager, Park, Williamsport, only the cost of the sign, \$13, but was worth plenty more in publicity for the recent run of MGM's "Summer Holiday". Gracing the Ford flat-bottom truck were two aides in bathing suits, and a nine-piece orchestra, which played tunes from the film. Both the Ford agency and the band leader felt the publicity received was worth the gratis performances, since the vehicle, the girls, the orchestra, and the sign toured the busy intersections of the city.



The terrific bally campaign for Universal-International's "Tap Roots" in Philadelphia as well as the appearance of the film's stars resulted in this tremendous line outside the Goldman, where the film had its world premiere.

COLUMBIA

Blazing Across The Pecos (968)

WESTERN WITH
MUSIC
55M.

ESTIMATE: Okeh Durango entry.

CAST: Charles Starrett, Smiley Burnette, Patricia White, Paul Campbell, Charles Wilson, Thomas Jackson, Jack Ingram, Chief Thunder Cloud, Pat O'Malley, Jacques O'Mahoney, Frank McCarroll, Pierce Lyden, Paul Conrad, Red Arnall and the Western Aces. Produced by Colbert Clark; directed by Ray Nazarro.

STORY: Charles Wilson is trying to build a private empire around the Pecos, and uses a band of Indians to terrorize the folks, especially Thomas Jackson, who has a wagon train route. However, into town comes Charles Starrett, "The Durango Kid," and, with the aid of one of Wilson's employes on the town's newspaper, Paul Campbell, thwarts Wilson. Seeing that the game is up, Wilson tries to steal a neat wad of greenbacks, and leave town for greener pastures, but Starrett is on the job, and takes him in hand.

X-RAY: The usual concoction to be found in these series entries is again made to stir up excitement for the fans. Starrett dons a black garb, and becomes "Durango" every so often; Smiley Burnette breaks dishes and rolls his eyes in real low brow style; western songs are heard occasionally, and it all adds up to a good bet for the addicts. Incidentally, "Durango" makes his bow as a great friend of the Indians. Among the songs heard are "Home Cookin'" and "Popcorn".

TIP ON BIDDING: Lowest bracket.

AD LINES: "War-Whoops Ring! Bullets Zing! Gay Hearts Sing!"; "Durango and Smiley In A Blazing Indian War"; "On The Thrill'n-Rhythm Warpath!"

EAGLE-LION

The Spiritualist (827)

DRAMA
79M.

ESTIMATE: Intriguing meller has plenty of selling angles.

CAST: Turhan Bey, Lynn Bari, Cathy O'Donnell, Richard Carlson, Donald Curtis, Virginia Gregg, Harry Mendoza. Produced by Ben Stoloff, directed by Bernard Vorhaus.

STORY: Her husband having been burned to death in an auto fire two years ago, Lynn Bari, living with her sister, Cathy O'Donnell, still feels that he is trying to reach her from the beyond. Richard Carlson, staid attorney, wants to marry her, and she accepts, but a series of manifestations frightens her, and she goes to spiritualist Turhan Bey for advice. Bey, who has set up a plan to milk her of some of her wealth, gets her under his influence, and also attracts O'Donnell. A seance is broken up by Carlson, but when Bey resumes, he is surprised to find the voice of Edward Curtis, Bari's dead husband, coming through. Bey learns that Curtis never died, but had killed a former wife, instead, it having been her body in the auto fire. Bey and Curtis scheme to force Bari to kill herself, but, in the windup, O'Donnell discovers the scheme, Bey and Curtis fight, the police arrive, Curtis is killed, and Bey shot.

X-RAY: This starts well, with its accent on the spiritual aspects, but it soon gets into a familiar melodramatic pattern. However, it does move along, and the story, while not entirely novel, does have many opportunities for showmen along

THE EXHIBITOR SERVISECTION

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SECTION TWO
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exploitation lines, with the title lending itself to plenty of selling. Bey, Bari, O'Donnell, and the others acquit themselves creditably. The original story is by Crane Wilbur.

AD LINES: "The Spiritualist' . . . Fakir Or Friend?"; "Can The Dead Return . . . See For Yourself In 'The Spiritualist'"; "The Year's Most Shocking Picture . . . 'The Spiritualist'."

MGM

Julia Misbehaves

COMEDY
99M.

ESTIMATE: Names will make the difference.

CAST: Greer Garson, Walter Pidgeon, Peter Lawford, Elizabeth Taylor, Cesar Romero, Lucille Watson, Nigel Bruce, Mary Boland, Reginald Owen, Henry Stephenson, Aubrey Mather, Ian Wolfe, Fritz Feld, Phyllis Morris, Veda Ann Borg. Produced by Everett Riskin, directed by Jack Conway.

STORY: Stage actress Greer Garson while out of work, has difficulty paying her bills, on top of which an invitation to the wedding of her daughter, Elizabeth Taylor, arrives. Garson and her husband, Walter Pidgeon, have been separated since the first year of their marriage. With the aid of an old friend, Reginald Owen, she pays her creditors, and sets off for the wedding. En route, she meets Cesar Romero, his mother, and brothers, an acro-

batic act. When Boland is incapacitated, Garson takes her place. The act is a hit. Romero asks her to join the act and marry him. She puts him off until after the wedding. On arriving, Pidgeon is attracted to his wife, and Taylor breaks down, and admits her love for her, but Lucille Watson, Pidgeon's mother, does everything she can to get rid of Garson. Garson notices that despite the forthcoming wedding of Taylor that she and artist Peter Lawford, brought in to paint some murals on Pidgeon's walls, are attracted to one another. Eventually, after many situations, she brings about the elopement of Taylor and Lawford, and the renewal of her romance with Pidgeon, and turns down Romero.

X-RAY: This has names for the marquee, humorous situations for any audience, and a generally fast pace, with the result a show that should account for itself well at the boxoffices of the nation. Based on "The Nutmeg Tree", by Margery Sharp, it has been directed with an eye for laughs, and succeeds in that direction. The Garson, Pidgeon, Taylor, Lawford, Romero draw is potent, and the results should be pleasing. There is one song, "When You're Playing With Fire".

TIP ON BIDDING: Higher bracket.

AD LINES: "Greer Garson Misbehaves So Walter Pidgeon Decides To Do A Little Misbehaving On His Own"; "There's Fun Galore When 'Julia Misbehaves' Naughtily But Nicely"; "There's An All-Star Cast Waiting To Tickle Your Funny Bone In This Latest Fun-fest From MGM".

A Southern Yankee

FARCE
90M.

ESTIMATE: Skelton starrer packs plenty of laughs.

CAST: Red Skelton, Brian Donlevy, Arlene Dahl, George Coulouris, Lloyd Gough, John Ireland, Minor Watson, Charles Dingle, Art Baker, Reed Hadley, Arthur Space, Joyce Compton. Produced by Paul Jones; directed by Edward Sedgwick.

STORY: Red Skelton, bellhop in a St. Louis hotel in 1865 before the close of the Civil War, wants to join the Union secret service but is refused until he accidentally traps George Coulouris, Confederate spy known as "The Gray Spider." Skelton is hired to pose as Coulouris to get through to the Confederate headquarters with a map which has been doctored so that the Southerners will fall into a trap. Skelton meets Arlene Dahl, a nurse who is actually a Confederate spy, and manages to get to the Confederate headquarters where also lives Brian Donlevy, who loves Dahl. Following a series of situations, mishaps,

IMPORTANT

Data carried in this issue of THE SERWISECTION, as it pertains to pictures of the 1947-48 season, will not be carried in complete detail again. Subsequent issues will be compiled as of, and after, the issue of Sept. 1, 1948, and will start the only complete record of the 1948-49 season in any motion picture trade paper.

Currently included data on the 1947-48 season will continue to be carried until the record is completed.

In other words, this issue marks the completion of the 11th year of this service. The 12th year will begin on Sept. 1, 1948, as a complete record of the 1948-49 season, including material of the 1947-48 season until that is completed.

Back issues of most of the issues of THE SERWISECTION are available for purchase on request.

and gag sequences, Skelton is caught, but the war ends before he can be shot. Dahl takes him in tow.

X-RAY: Skelton fans will love this, and for the others it should pack plenty of laughs. While it isn't A-1 Skelton material, it does have several hilarious gag sequences, which audiences should eat up. The technique seems to follow the reliable silent comedy style, and while many of the antics might have a familiar ring, this all adds up to the type of entertainment which offers belly laughs, relaxation, etc. Skelton, as usual, is an ace comedian, and while the presence of several capable character actors seems out of place, they go through their parts with ability. This can be sold as a laugh offering, which it is. The story is by Melvin Frank and Norman Panama.

TIP ON BIDDING: Fair program price.

AD LINES: "Red Skelton At His Best . . . As 'A Southern Yankee'"; "They Ended The Civil War Before Red Skelton Could Win It For The North"; "A Million Laughs In The Year's Funniest Farce . . . 'A Southern Yankee'."

RKO

Rachel And The Stranger

DRAMA
WITH MUSIC
93M.

ESTIMATE: Interesting drama has names to help.

CAST: Loretta Young, William Holden, Robert Mitchum, Gary Gray, Tom Tully, Sara Haden, Frank Ferguson, Walter Baldwin, Regina Wallace. Produced by Richard H. Berger; directed by Norman Foster.

STORY: After his wife dies, William Holden, hard-working land owner in the northwest Territory when that area was being opened by settlers, realizes that he must get a woman to care for his young son, Gary Gray. The only woman available is Loretta Young, a bondwoman, and Holden marries her. Their marriage proves far from successful as Gray resents her taking his real mother's place, and Holden treats her as a servant. Young tries hard, but cannot gain her family's affections. Things begin to change with the arrival of Robert Mitchum, Holden's best friend. Mitchum takes a liking to Young, and Holden quickly notices the undue courtesies paid her, arousing his jealousy. Things come to a head when Mitchum offers to buy Young from Holden. A fight ensues, during which Young packs up, and leaves. Both men follow, and then learn that Indians are attacking their cabin. Gray is sent to the stockade to get help, while Mitchum, Holden, and Young do their best to fight the Redmen off. Help arrives, Holden realizes Young's true calibre, and they are reunited. Mitchum heads off, looking for a wife.

X-RAY: Based on the story, "Rachel," by Howard Fast, this has much in its favor, with the star values no small part of the assets. Although there is generally a minimum of action, except at the close, interest is maintained for the most part. The show has been given a handsome production, with the photographic backgrounds deserving of special attention. With the star names to attract, plus the general high rating production, this lends itself to selling, and should account for itself well in most situations. The songs heard are "Rachel," "Tall, Dark Stranger," "Foolish Pride," "Summer Song," "Oh He Oh Hi Oh Ho," and "Just Like Me."

TIP ON BIDDING: Better than average program rating.

AD LINES: "Loretta Young, William Holden, And Robert Mitchum In One Of

The Finest Films Of The Year . . . 'Rachel And The Stranger'"; "He Bought A Wife With Cold Cash, But Refused To Give Her His Warm Love . . . Until She Saved His Life"; "The Strange Story Of A Woman Bought For Money, And Paid For In Blood."

Variety Time

MUSICAL COMEDY
59M.

ESTIMATE: Fair novelty offering for the lower half.

CAST: Jack Paar, Edgar Kennedy, Leon Errol, Frankie Carle and his Orchestra, Pat Rooney, Miguelito Valdes, Harold and Lola, Jesse and James, Lynn, Royce and Vanya, Dorothy Granger, Jack Norton, Minerva Urecal, Florence Lake, Jack Rice, Dot Farley. Produced by George Bilson; directed by Hal Yates.

STORY: With Jack Paar acting as master of ceremonies, this offers a vaudeville show. The first act features Frankie Carle and his orchestra playing "Carle Boogie," while the second sequence features an Edgar Kennedy short. Pat Rooney does a soft-tap routine, and the dancing team of Jesse and James is put through its paces. A "Flicker Flashback" is then presented, and a Leon Errol comedy follows. Lynn, Royce and Vanya are seen in a comedy adagio dance, and Hans Conreid and Jack Paar run through a French comedy song routine. The last act on the bill has Miguelito Valdes and his orchestra go through "Babalu."

X-RAY: A novelty treatment of a variety show, containing a potpourri of comedy sketches, dance routines, and musical numbers, this should find a favorable reaction on the second half slot, particularly in the small town and rural areas. The Kennedy and Errol sequences were previously released, and may be recognizable to patrons. The musical score includes "Carle Boogie," "Daughter Of Rosy O'Grady," "Babalu," "Die Fledermaus," and "Wienerdaught."

TIP ON BIDDING: Lowest allocation.

AD LINES: "Entertainment At Its Best In 'Variety Time,' Starring That Great New Comedian, Jack Paar"; "Who Said Vaudeville Was Dead? You Will Disagree When You See 'Variety Time'"; "If It's Laughter And Gaiety You Are Looking For, Be Sure To See 'Variety Time'."

SCREEN GUILD

Miracle In Harlem

MYSTERY
MUSICAL
71M.

(Herald)
(Sepia color)

ESTIMATE: Good all-Negro meller.

CAST: Sheila Guyse, Stepin Fetchit, Hilda Offley, Creighton Thompson, Kenneth Freeman, William Greeves, Sybyl Lewis, Lawrence Criner, Jack Carter, Milton Williams, Monte Hawley, Ruble Blakey, Alfred Chester, Savannah Churchill, Juanita Hall Choir, Levada Carter, Norman Shephard, Lynn Proctor Trio. Produced by Jack Goldberg; directed by Jack Kemp.

STORY: Lawrence Criner, owner of a huge candy manufacturing concern, has his eyes on a small shop operated by Hilda Offley and her pretty niece, Sheila Guyse. He sends one of his men, Milton Williams, to Guyse with an offer to enlarge the place, not letting her know who the backers are. Completely taken in, Guyse signs contracts transferring the store to Criner. When he feels the time is ripe, Criner puts on the squeeze, and takes over. Meanwhile, Criner has decided to cut his son, Kenneth Freeman, out

of his will for his unlawful actions in Chicago, and give all of his money to his secretary, Sybyl Lewis. When Williams reports back to Criner with his mission accomplished, Criner all but throws him out of the office, angering Williams no end. The next day, Criner is found dead from poisoning. Suspicion at once falls on Guyse. She gets deeper involved when Freeman is found murdered in her apartment. However, it turns out that Freeman had been hunted by racketeer Jack Carter for his illegal operations while in Chicago, and Carter had killed him. When Criner's will is made public, it is proved that Lewis was his slayer, thus clearing up the case.

X-RAY: Based on an original story by Vincent Valentini, this rates with the better Negro entries in respect to both quality and production values. Although the film was made on a modest budget, producer Jack Goldberg has skillfully obtained the utmost in suspense and excitement. The yarn is spun out at an even keel, and maintains a high quota of interest throughout. The acting, too, is creditable. This stands as a worthy entry for the Negro trade, and one that should account for itself. The musical score includes: "Swing Low, Sweet Chariot," "I Want To Be Loved," "John Saw The Number," "Patience And Fortitude," "Chocolate Candy Blues," "Watch Out," and a few spirituals.

AD LINES: "'Miracle In Harlem' Will Thrill You To The Very Core . . . Don't Miss This Exciting Thriller"; "Spine-Tingling Action, Gay Songs, And Liking Laughter . . . All In 'Miracle In Harlem'"; "For Thrills And Chills, Don't Miss 'Miracle In Harlem'."

UNITED ARTISTS

Pitfall

MELODRAMA
85M.

(Regal)

ESTIMATE: Intriguing meller.

CAST: Dick Powell, Elizabeth Scott, Jane Wyatt, Raymond Burr, John Litel, Byron Barr, Jimmy Hunt, Ann Doran, Selmer Jackson, Margaret Wells, Dick Wassel. Produced by Samuel Bischoff; directed by Andre de Toth.

STORY: Dick Powell, who lives an average existence with his wife, Jane Wyatt, and son, Jimmy Hunt, is an insurance claim adjustor. Private detective Raymond Burr, hired by the insurance company, tracks down presents given to model Elizabeth Scott by her boy friend, Byron Barr, jailed for embezzlement. Powell visits Scott to get back the stuff, and is attracted to her. Burr, however, has also fallen, and warns Powell to stay away, beating him up. Powell comes to his senses, and breaks with Scott, who, although liking Powell, drops him when she learns he is married. Powell beats up Burr, who visits Barr in jail, and tells him Scott is two-timing him. Powell, instead of revealing the story to Wyatt, decides to do things his own way. Barr, released from jail, attempts to break into Powell's house. Powell kills him. Burr decides to force Scott to go with him, but she shoots him. Powell goes to the police, tells his story. He is released because his act was in self defense, while Scott is held while Burr recovers. Wyatt, who first was going to leave Powell, decides that her marriage is worth saving, and although she realizes the wound will take time to heal, sticks with him.

X-RAY: Based on the novel, "The Pitfall," by Jay Dratler, this packs good dialogue, suspenseful moments, and an interesting story into a better-than-average meller, thanks largely to Powell's

acting, plus able support from Burr and others. The direction, too, rates praise, although the show gets a bit talkative in some places. What stands out, however, is the evenness of the piece, with many of the usual clichés avoided. The story, of an average fellow who jumps off the deep end for one day, and lives to regret it, it is presented in a leisurely manner for the most part, reaching a dramatic climax, but simmering down a bit toward the end. On the whole, however, this should account for itself well.

TIP ON BIDDING: Better than average program price.

AD LINES: "Women . . . If Your Man Made This Mistake . . . Would You Forgive Him?"; "This Is The Payoff . . . For A Dangerous But Beautiful Mistake"; "It's The Little Things That Lead To A Man's 'Pitfall'."

U.-INT.

Larceny

MELODRAMA
89M.

ESTIMATE: Good meller.

CAST: John Payne, Joan Caulfield, Dan Duryea, Shelley Winters, Dorothy Hart, Richard Rober, Dan O'Herlihy, Nicholas Joy, Percy Helton, Walter Greaza, Patricia Alphin, Harry Antrim, Russ Conway, Paul Brinegar, Don Wilson. Produced by Leonard Goldstein; directed by George Sherman.

STORY: When millionaire Nicholas Joy checks on Dan Duryea and John Payne, involved with him in a yacht club deal, he finds they are confidence men, and they are forced to leave town hurriedly. Duryea switches his operations to a California town to set the stage for erecting a phony war memorial. He has Payne pose as a friend of the dead husband of the city manager's daughter, Joan Caulfield, and he wins her confidence for the project, after which it really gets rolling. Shelley Winters, Duryea's girl friend, who is really in love with Payne, tries to get him to take her along, having had several affairs with him on the side, but he refuses as it is too dangerous. He has everything rolling smoothly until Winters shows up on the scene, having deserted Duryea. The deal goes to the point where Caulfield is willing to pay for the memorial property alone by writing a check, but Payne tries to discourage her, realizing he is in love with her, and she with him. Duryea forces him to accept, after which Winters and Caulfield have a fight, and while Caulfield is knocked unconscious, Payne tries to take the gun away from her, and she is killed. Duryea shows up, and is about to kill Payne when the latter talks him into trying to blackmail Caulfield's father, and fasten the blame for the killing on him. Duryea believes the plan, and they summon her father. As they attempt to shake down the wealthy city official, the police arrive, having been summoned by Payne, and, as all are led away, Winters confesses her love for Payne, hinting that she would wait for him.

X-RAY: An absorbing bit of filmcraft, this should hold audiences from start to finish with its exciting plot, good characterizations, fine direction, and better-than-average production. Based on the novel, "The Velvet Fleece," by Lois Eby and John Fleming, it presents down to earth scenes and dialogue that perhaps will appeal more to adults than the youngsters. The pace is fast, and it should make a good program entry. The names of Payne, Caulfield, and Duryea should also be of help boxoffice-wise.

TIP ON BIDDING: Better-than-average program rating.

AD LINES: "Women Sought His Arms, But He Wanted Only Riches Until The Right Gal Came Along"; "Love Played No Part In His Future Until The Right Girl Came Along . . ."; "An Expose Of How Confidence Men Loved And Worked . . . One That Will Keep You On Edge From Start To Finish."

WARNERS

Two Guys From Texas

COMEDY
WITH MUSIC
86M.

(Color by Technicolor)

ESTIMATE: Good comedy has the names and angles.

CAST: Dennis Morgan, Jack Carson, Dorothy Malone, Penny Edwards, Forrest Tucker, Fred Clark, Gerald Mohr, John Alvin, Andrew Tombes, Monte Blue, Philharmonica Trio. Produced by Alex Gottlieb; directed by David Butler.

STORY: Comedy and dance team Jack Carson and Dennis Morgan find themselves stranded in Texas. They find a resort owned by Dorothy Malone, renew acquaintances with singer Penny Edwards, and decide to spend the night at the resort until their car is fixed. Two New York thugs, Gerald Mohr and John Alvin, rob the car, however, and prepare to use it in a bank robbery. Meanwhile, Carson has been suffering from a fear of animals, and Morgan arranges to have him psychoanalyzed by doctor Fred Clark. Clark finds that Carson has been plagued by an inferiority complex, developed because of Morgan stealing his girls. His advice is that Carson try to vamp one of Morgan's girl friends in return. Carson thus sets his eyes on Malone, who has shown a distinct liking toward Morgan and his wolf-like tactics. In order to make Morgan jealous, Malone carries through with the gag. Mohr and Alvin get away with the bank's funds, and Carson and Morgan are suspected and thrown into jail. They escape from jail in time to thwart another attempt by the thugs to get away with some of the town's hard-earned dough. Morgan and Malone are reunited, and, by this time, Carson is cured of his phobia.

X-RAY: Suggested by a play by Robert Sloane and Louis Pelletier this contains the angles and names to get the dough. The Morgan-Carson team accounts for loads of laughs, and, coupled with a sprightly musical score, the film is geared to satisfy in all directions. A gay and carefree air prevails throughout most of the footage, and the gags, as unsophisticated as they may be, hit home. The musical score includes: "Every Day I Love You Just A Little Bit More," "Hankerin'," "I Don't Care If It Rains All Night," "There's Music In The Land," "I Never Met A Texan At The Rodeo," and "I Wanna Be A Cowboy In The Movies."

TIP ON BIDDING: Higher bracket.

AD LINES: "Jack Carson And Dennis Morgan In Another Great New Laugh Hit . . . 'Two Guys From Texas'"; "Songs, Music, And Laughs By The Dozen . . . All In That Latest New Laugh Fun-Fest . . . 'Two Guys From Texas'"; "Jack Carson And Dennis Morgan At Their Funniest . . . Don't Miss 'Two Guys From Texas'."

MISCELLANEOUS

A Night At The Follies

MUSICAL
48M.

(Excelsior Films)

ESTIMATE: Novelty for censorless spots.

CAST: Evelyn West, Rene Andre, Pat

O'Shea, Jack Murray, Margie Royce, Pat O'Connor, Eddie Ennis, Mitzi Michel, Les Gary, Amalia Aguilar, The Folliettes.

STORY: This is a picturization of the regular burlesque show at the Follies, Los Angeles, and featured are strippers Evelyn Knight, billed as "The Hubba Hubba Girl with the \$50,000 bust"; Rene Andre, billed as "the idol of gay Paree," and Pat O'Shea. Amalia Aguilar does an East Indian cooch dance number, while there are several familiar burlesque blackouts, including the dice game and a mixed up collegiate-Spanish bit, and several bits of warbling by a male singer, backed by the chorus.

X-RAY: This is strictly for spots where regular burlesque is never seen. The strip routines may put it over, regardless of their merit as strips or anything else. The gals shake plenty and flash breasts at the end of routines, but the rest is just a waste of time and film, with the comics failing to register. In spots where there is no censorship this may get by with exploitation. The strip stuff comes pretty close to some smoker reels of a modified nature, but as a true picturization of a burlesque show, and nothing else, this comes closest to anything yet around on film, since it is the first time the real thing has been shot. However, whether a theatre should play it or not is something the theatremen must decide for himself. This review appears because the fact remains that some theatres will show it.

AD LINES: "You've Heard About It; You've Read About It; Now See Big-Time Burlesque Just As Presented At The Follies, Los Angeles"; "Evelyn West, Internationally Famous 'Hubba-Hubba Girl' In The First Real Film About Burlesque"; "The Girl With The \$50,000 Bust In Something New In Film Entertainment."

The Shorts Parade

Two Reel

Color Historical

THE MAN FROM NEW ORLEANS. Vitaphone — Technicolor Special. 19m. Some 20 years ago in New Orleans, William Spratling, professor of architecture at Tulane University, satisfied a restless urge by accepting an offer to lecture in Mexico. Spratling, as played by E. Breceda, toured Mexico until he located the picturesque village of Taxco. Although the village was far from thriving, its beauty was overwhelming, and the former professor, through diligence and hard work, was able to revive the ancient folk-art of transforming silver into jewelry and art objects, presenting the village with a prosperous industry. This is a well-produced short with colorful backgrounds showing to advantage. GOOD. (4007).

Topical

WHITE COLLAR GIRLS. 20th Century-Fox—The March of Time. Vol. 14, No. 13. 17m. One-fourth of the country's working class consists of the feminine species, and it is this segment of the population that is discussed. The film shows the various businesses and professions entered into by the career girl, and centers upon a few typical examples of girls trying to make both ends meet in this time of inflated costs of living. The film stands as a sure bet to arouse interest, particularly in the feminine contingent, although MOT usually tackles problems of infinitely more importance. GOOD.

One Reel

Color Cartoon

MIGHTY MOUSE IN LOVE'S LABOR WON. 20th Century-Fox—Terrytoon Cartoon. 7m. A young maiden finds herself hopelessly trapped in the arms of a ruthless villain. Although she tries every trick in the book to escape his clutches, she cannot get away, and things look pretty bleak for the fair young maiden. However, swooping out of the skies to her rescue is Mighty Mouse. After a rough and tumble chase, the mighty one wins out, and all is saved. FAIR. (8523)

MIGHTY MOUSE IN THE WITCH'S CAT. 20th Century-Fox—Terrytoon. 7m. Things are brewing, with the witch and her cat having quite a time, annoying the mice. However, Mighty Mouse comes on the scene, overcomes the witch's potion, and emerges the victor. This is especially good for Hallowe'en. FAIR. (8521).

RUDOLPH, THE RED-NOSED REIN-DEER. Jam Handy—Technicolor. 10m. The other deer make fun of Rudolph's red nose, but when Santa Claus has trouble with the fog, he chooses Rudolph to help light the way, and Rudolph is a hero. Written for Montgomery Ward by Robert L. May, this is being distributed to theatremen in a book tieup, with stores selling the children's book and toys with the same title. As a seasonal subject, it should please. The subject has Paul Wing narration, and George Kleinsinger music, and was directed by Max Fleischer. There is a Victory recording as well. The Montgomery Ward name appears on the main title. GOOD.

THE TALKING MAGPIES IN MAGPIE MADNESS. 20th Century-Fox—Terrytoon Cartoon. 7m. Heckle and Jeckle are participating in their favorite pastime, having their friend, the dog, chase them. The chase is broken up by a couple of men in white who cart the poor dog to the local institution for the insane. Heckle and Jeckle are a little disappointed, and decide to try to help their friend escape so they may continue the chase. They succeed in their mission, and the final scene finds the dog after the magpies again. FAIR. (8522)

THE TALKING MAGPIES IN A SLEEPLESS NIGHT. 20th Century-Fox—Terrytoon. 7m. The magpies, Heckle and Jeckle, annoy the bear who is hibernating. After the usual series of mishaps, he chases them away. FAIR. (8520).

THE TRUCE HURTS. MGM—Tom and Jerry Cartoon. 7m. Finally realizing that fighting never pays off, Tom, Jerry, and a huge dog sign a truce never to fight among themselves again. The truce holds out to the letter until the trio get their hands on a huge piece of meat. Each of them attempts to mark off three pieces but makes the same mistake of giving himself the lion's share. When they lose the meat through their selfishness, the truce is torn up, and war is declared again. GOOD. (W-940).

A WOLF IN SHEIK'S CLOTHING. Paramount-Popeye Cartoon. 8m. Popeye and Olive Oyl find themselves on a camel in the middle of the desert. While they stop for a refueling of water, Olive lays eyes on a romantic sheik, and thinks it is love at first sight. The sheik proceeds to cart Olive away, with Popeye not far away in the chase. He makes a gallant bid to get his fair one back but without his can of spinach, things look hopeless. The spinach arrives, however, and the sheik is no match. FAIR. (E7-6).

Musical

CAMPTOWN RACES. Paramount—Screen Song. 8m. An old-time minstrel show holds down the spotlight in this as the animals from near and far have a wonderful time watching the antics of the performers. The title song is presented in the form of a community sing. Other songs heard are "Dixie" and "Golden Slippers." GOOD. (X7-7).

MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND No. 4. MGM. 10m. This features Les Brown and his orchestra and the singing talents of MGM star Virginia O'Brien. The film traces Brown's career from his days at Duke University until the present, Martin Block playing selections which helped to send him on his way. The songs heard are "Leap Frog", "Swampfire", "Sentimental Journey", and "Mexican Hat Dance". O'Brien sings "Carry Me Back To Old Virginny". GOOD. (M-984).

Novelty

JUST SUPPOSE. MGM—Pete Smith Specialty. 9m. Pete Smith goes into the conjecture department, imagining time-worn conventionalities thrown to the winds. Smith supposes what would happen if men bought hats along the same methods as women. He goes through the act until the salesman, his patience exhausted, can take it no longer. Smith winds up the short showing what would happen if men had babies instead of women. FAIR. (S-959).

Sports

FOOTBALL FINESSE. 20th Century-Fox—Mel Allen Sports Review. 10m. In this, narrated by Mel Allen, future football heroes of the gridiron are shown as they run through their plays under the skillful coaching of Heinie Miller. The scene shifts, and centers upon the two teams who shared football honors of last fall, Michigan and Notre Dame. The pigskin wizardry of Bob Chappuis, Jack Weisenberg, and Bump Elliot of the Wolverines, and Johnny Lujack, Terry Brennan, and Red Sitko, of the Irish, are captured. This should be well-received by the football fanatics. GOOD. (8304)

FOOTBALL THRILLS No. 11. MGM—Pete Smith Specialty. 8m. This presents a condensation of the moments that made gridiron history in the last 10 years. The humorous angle is also accounted for by Pete Smith's camera tricks. Seen are such football greats as Tommy Harmon, Glenn Davis, Doug McKenna, Gene Rossides, Frankie Sinkwich, etc., and it shapes up as a sure bet for the sports-minded fan. GOOD.

HER FAVORITE POOLS. Paramount—Grantland Rice Sportlight. 10m. Ted Hus-ing narrates, first describing the construction of a swimming pool in one's own backyard for as little as \$2500. The film moves along until it stops at an Arizona pool, and centers upon the aquatic mermaids of the vicinity, displaying their stuff in 10 feet of cool water. The camera also visits luxurious swimming holes in Palm Springs, Cal.; Weekiwachee, Fla., and Smith College in Massachusetts. GOOD. (R7-10).

Color Travel

BERMUDA. 20th Century-Fox—Movie-tone Adventures. 8m. The scenic island of Bermuda is the center of attraction of this, narrated by Ed Thorgeson. A description of the coral isle's way of life and sports activities are given a good share of the

footage, while the sights of interest are pointed out along the way. This is easy on the eyes. GOOD. (8257)

CHICAGO, THE BEAUTIFUL. MGM—Fitzpatrick Traveltalk. 10m. Chicago, America's second largest city, is visited, and seen are such historic landmarks as Chicago's famous Outer Drive, the Merchandise Mart, the Wrigley Building, the Chicago Board of Trade, Michigan Boulevard, and the Loop. GOOD. (T-914).

DESERT LIGHTS. 20th Century-Fox—Movietone-Adventure. 8m. Reno, Nevada, is the opening scene of operations, described as a mecca for night life and gambling. The film hits upon a few of Reno's highlights, and then moves to Las Vegas, which also ranks as one of the top recreation centers of the west. A large resort town, Las Vegas, offers plenty of excitement to the fun-loving tourist. GOOD. (8258)

RIDDLE OF RHODESIA. 20th Century-Fox—Movietone Adventure—Technicolor. 9m. South Africa and some of its high spots, animals, etc., are pictured, winding up with the Victoria Falls, the riddle of Rhodesia being some ruins that have baffled scientists for centuries. GOOD. (8256).

Too Late To Classify

Features

Marshal Of Amarillo

WESTERN
59M.

(756)

(Republic)

ESTIMATE: Good western.

CAST: Allan "Rocky" Lane, Eddy Waller, Mildred Coles, Clayton Moore, Roy Barcroft, Trevor Bardette, Minerva Urecal, Denver Pyle, Charles Williams, Tom Chatterton, Peter Perkins, Tom London, Lynn Castile, Black Jack. Produced by Gordon Kay; directed by Philip Ford.

STORY: After the stage breaks down, old prospector Eddy Waller and the other passengers heading for Amarillo prepare to spend the night at Half-Way House, where they are met by a strange night-clerk who helps aged Tom Chatterton to bed. Waller, nervous and frightened, decides to leave. On the road, he finds the body of Charles Williams. Apprehended by Allan "Rocky" Lane, the two return to the inn to prove Waller's innocence. However, all knowledge of the visitors of the night before is disclaimed at the house, and Chatterton has disappeared. However, Lane sees the stage driver, Roy Barcroft, opening a letter not meant for him. He questions Barcroft, and the latter tries to escape. Lane pursues, and is about to get a confession when Barcroft is killed. Mildred Coles, Chatterton's daughter, aids Lane, and tells him that her father had \$50,000 on his person. With Waller's help, Lane finds the money, and discovers that Clayton Moore, owner of the stage line, is the culprit. He shoots it out with Moore's gang, disposes of the bad 'uns, and reunites Chatterton and Coles.

X-RAY: A fast moving entry, this has plenty of suspense and above average comedy by Waller. The plot is also out of the ordinary for this type of film, and the cast is competent.

AD LINES: "What Is The Mystery Of Half-Way House?"; "See 'Rocky' Lane In Thrill-Packed Action"; "The Marshal Of Amarillo Solves The Double Mystery Of The Deadly Inn . . . Action And Excitement!"

Back TrailWESTERN
53M.

(4757)

(Monogram)

ESTIMATE: Just another western.

CAST: Johnny Mack Brown, Raymond Hatton, Mildred Coles, Marshall Reed, James Horne, Snub Pollard, Ted Adams, Pierce Lyden, George Holmes, Bob Woodward, Carol Henry. Produced by Barney A. Sarecky; directed by Christy Cabanne.

STORY: Ted Adams, banker-father of Mildred Coles, has been blackmailed by Pierce Lyden into furnishing his gang with information as to stages carrying payrolls. Adams had served a jail sentence years ago of which his daughter, her fiancé, James Horne, and the rest of the townspeople know nothing. Johnny Mack Brown, investigator for the State Protective League, arrives, and meets up with his old pal, Raymond Hatton. Brown suspects Adams right away, but finally gets the story straightened out, bests Lyden and his henchmen, and restores law and order to the community.

X-RAY: There is nothing new here. It is the same old western formula. Brown turns in his usual hero performance, and speaks with a nice drawl. The rest just go through the motions.

AD LINES: "Six-Gun Sentry! Cracking A Chain Of Daring Stage-Coach Rob-

beries"; "Two Fists And Twin 45's Are Johnny's Weapons Against A Gang Of Murderous Stagecoach Bandits"; "Through A Curtain Of Outlaw Lead, Johnny Carries The Payroll Down A Trail Of Blazing Outlaw Guns".

Hollow TriumphDRAMA
89M.

(Eagle-Lion)

ESTIMATE: Names will make the difference.

CAST: Paul Henreid, Joan Bennett, Eduard Franz, Leslie Brooks, John Qualen, Mabel Paige, Herbert Rudley, Charles Arnt, George Chandler, Sid Tomack, Alvin Hammer, Ann Staunton, Paul Burns, Charles Trowbridge, Morgan Farley. Produced by Paul Henreid, directed by Steve Sekely.

STORY: Paul Henreid, a brilliant criminal, seeks to make money the fast way, although his brother, Eduard Franz, warns him. Henreid holds up a gambling joint with his gang, but the plan works only in part, and Henreid's identity is revealed to the gang leader. On the run, he lands in a big city, where the gangsters follow him. Henreid learns through an accident that he looks just like a wealthy psychiatrist, whose secretary is Joan Bennett. Bennett falls for him, and Henreid uses her to get information on how the psychi-

atrist works, acts, talks, etc. Henreid sets up a plan to take the psychiatrist's place, and even scars his face to be an exact duplicate. However, through carelessness of a photographer, the scar is on the wrong side of his face. Regardless, Henreid kills the psychiatrist, and then takes his place. Bennett is suspicious. Henreid learns that the psychiatrist is heavily in debt through gambling, and when his brother shows up, Bennett learns the truth. Henreid, realizing he loves Bennett, promises to leave with her, but some gangsters to whom the dead psychiatrist owed gambling debts, show up, and kill him as Bennett sails away.

X-RAY: A departure from the usual Henreid type of role, this offers him plenty of acting opportunity, and although he is hardly the gangster type, he offers an interesting performance. The show, aside from a few theatrical twists, hews to a familiar pattern, with competent support from Bennett and others. The book by Murray Forbes on which this was based had a wide sale, which will be a factor, and this offers merchandising opportunities galore. Production, etc., are on the better side, and the show is well mounted.

AD LINES: "Can A Man Accept Another Man's Identity And Loves?"; "See Paul Henreid In The Strange Story Of A Man Who Killed To Lose Himself"; "Paul Henreid . . . Joan Bennett . . . In The Year's Strangest Story".

The Shorts Parade

(Additional listing of 1946-47 shorts product will be found on pages 2225, 2226, 2227, 2244, 2245, 2303, 2304, 2305, 2404, 2405, and 2406 of The Pink Section, another regular service of THE EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season. Uncompleted 1946-47 and 1947-48 series will appear until ended.—Ed.)
(Ratings: E—Excellent; G—Good; F—Fair; B—Bad.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel					
COMEDIES					
ASSORTED AND ALL-STAR (20)					
9421	(Oct. 9)	Wedding Belle (Schilling-Lane).....F		17m. 2287	
9422	(Nov. 13)	Should Husbands Marry? (Herbert).....F		17m. 2302	
9423	(Jan. 29)	Silly Billy (Burke).....F		18m. 2351	
9424	(Feb. 19)	Two Nuts In A Rut (Schilling and Lane).....F		18m. 2360	
9425	(Apr. 15)	Tall, Dark and Gruesome (Herbert).....F		16m. 2375	
9426	(May 13)	Crabbin' in the Cabin (Vernon and Quillan).....F		18m. 2413	
9427	(June 10)	Pardon My Lamb Chop (Schilling and Lane).....B		17m. 2422	
9431	(Sept. 4)	Rolling Down To Reno (Von Zell).....G		16 1/2m. 2262	
9432	(Sept. 18)	Hectic Honeymoon (Holloway).....F		17m. 2271	
9433	(Nov. 20)	Wife To Spare (Clyde).....F		16m. 2302	
9434	(Dec. 18)	Wedlock Deadlock (DeRita).....G		16m. 2328	
9435	(Dec. 25)	Radio Romeo (Von Zell).....F		17 1/2m. 2351	
9436	(Jan. 15)	Man or Mouse (Holloway).....F		18m. 2351	
9437	(Mar. 11)	Eight-Ball Andy (Clyde).....F		17 1/2m. 2369	
9438	(Apr. 29)	Jitter Bughouse (De Rita).....G		17m. 2393	
9439	(May 27)	The Sheepish Wolf (Von Zell).....F		17 1/2m. 2413	
9440	(June 24)	Flat Feet (Holloway).....F		17 1/2m. 2436	
SERIALS (3)					
9120	(Sept. 4)	The Sea Hound.....G		15ep. 2241	
9140	(Dec. 18)	Brick Bradford.....G		15ep. 2311	
9160	(Apr. 1)	Tex Granger.....G		15ep. 2369	
SPECIAL FEATURE SERIAL					
9180	(July 15)	Superman.....E		15ep. 2428	
SPECIAL (1)					
9451	(Jan. 15)	A Voice Is Born.....E		20 1/2m. 2271	
THREE STOOGES (8)					
9401	(Sept. 11)	Brideless Groom.....G		16 1/2m. 2262	
9402	(Oct. 30)	Sing A Song of Six Pants.....F		17m. 2287	
9403	(Dec. 11)	All Gummed Up.....F		18m. 2302	
9404	(Jan. 8)	Shivering Sherlocks.....G		17m. 2375	
9405	(Feb. 26)	Pardon My Clutch.....F		15m. 2351	
9406	(Mar. 4)	Squareheads of the Round Table.....F		18m. 2360	
9407	(May 6)	Fiddlers Three.....B		17m. 2393	
9408	(July 8)	The Hot Scots.....G		17m. 2436	
One Reel					
COLOR FAVORITES (8)					
(Re-releases)					
(Technicolor)					
9601	(Oct. 30)	Dreams On Ice.....G		6 1/2m. 2271	
9602	(Nov. 20)	Novelty Shop.....F		6 1/2m. 2303	
9603	(Dec. 18)	Dr. Bluebird.....F		8m. 2302	
9604	(Jan. 22)	In My Gondola.....F		7 1/2m. 2329	
9605	(Feb. 19)	Animal Cracker Circus.....G		7m. 2336	
9606	(Apr. 8)	Bon Bon Parade.....G		8 1/2m. 2375	
9607	(May 6)	House That Jack Built.....F		7m. 2393	
9608	(July 15)	The Untrained Seal.....F		7 1/2m. 2436	
COLOR PHANTASIES (8)					
9701	(Nov. 6)	Kitty Caddy.....F		6m. 2287	
9702	(Feb. 5)	Topsy Turkey.....F		6 1/2m. 2352	
9703	(June 3)	Short Snorts On Sports.....F		6 1/2m. 2422	
COLOR RHAPSODIES (8)					
(Technicolor)					
9501	(Sept. 11)	Swiss Tease.....F		6m. 2263	
9502	(Dec. 4)	Boston Beany.....G		6m. 2302	
9503	(Mar. 18)	Flora.....G		7m. 2352	
COMMUNITY SINGS (12)					
(Series 12)					
9651	(Sept. 4)	No. 1—Linda.....G		10m. 2243	
9652	(Oct. 2)	No. 2—April Showers.....G		9m. 2271	
9653	(Nov. 6)	No. 3—Peg O' My Heart.....G		9m. 2303	
9654	(Dec. 4)	No. 4—When You Were Sweet Sixteen.....G		9 1/2m. 2328	
9655	(Jan. 8)	No. 5—Feudin' & Fightin'.....G		10 1/2m. 2352	
9656	(Feb. 12)	No. 6—Civilization.....G		10m. 2360	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9657	(Apr. 29)	No. 7—I'm Looking Over A Four-Leaf Clover.....G		9 1/2m. 2376	
9658	(June 3)	No. 8—Manana.....G		10 1/2m. 2413	
9659	(Aug. 12)	No. 9—California Here I Come.....		9m.	
FILM NOVELTIES (12)					
9901	(Nov. 27)	Aren't We All.....F		10 1/2m. 2328	
	(.....)	Candid Microphone.....E		10m. 2437	
SCREEN SNAPSHOTS (12)					
(Series 27)					
9851	(Sept. 4)	Hollywood Cowboys.....G		9 1/2m. 2243	
9852	(Oct. 9)	Laguna, U. S. A.....G		9 1/2m. 2303	
9853	(Nov. 27)	Out of This World Series.....G		9m. 2328	
9854	(Dec. 18)	Off The Air.....F		10m. 2328	
9855	(Jan. 22)	Hawaii In Hollywood.....G		10m. 2361	
9856	(Mar. 18)	Photoplay Magazine's Gold Medal Awards.....G		9 1/2m. 2376	
9857	(Apr. 1)	Smiles and Styles.....G		9 1/2m. 2376	
9858	(May 6)	Hollywood Honors Hersholt.....G		8m. 2393	
9859	(June 10)	Hollywood Party.....G		9m. 2422	
9860	(July 8)	Hollywood Friars Honor George Jessel.....G		9 1/2m. 2437	
THRILLS OF MUSIC (12)					
(Series 2)					
9951	(Sept. 18)	Boyd Raeburn and Orchestra.....G		11m. 2263	
9952	(Oct. 30)	Claude Thornhill and Orchestra.....G		11m. 2271	
9953	(Nov. 13)	Lecuona Cuban Boys.....G		10 1/2m. 2297	
9954	(Dec. 11)	Skitch Henderson and Orchestra.....G		10m. 2352	
9955	(Jan. 15)	Charlie Barnett and Orchestra.....G		10 1/2m. 2393	
9956	(Mar. 25)	Ted Weems & Orchestra.....G		10 1/2m. 2361	
9957	(June 10)	Gene Krupa and Orchestra.....F		10m. 2422	
9958	(July 22)	Tony Pastor and Orchestra.....		10m.	
WORLD OF SPORTS (12)					
9801	(Sept. 25)	Cinderella Cagers.....G		9 1/2m. 2263	
9802	(Oct. 23)	Ski Demons.....G		9m. 2287	
9803	(Nov. 13)	Bowling Kings.....G		10m. 2306	
9804	(Dec. 25)	Navy Crew Champions.....G		10m. 2328	
9805	(Jan. 29)	Rodeo Thrills and Spills.....G		9 1/2m. 2361	
9806	(Mar. 11)	Net Marvels.....G		9m. 2377	
9807	(May 13)	Champions in the Making.....F		8 1/2m. 2407	
9808	(June 17)	No Holds Barred.....G		9m. 2423	
9809	(July 15)	Aqua Zanies.....F		9m. 2437	

Metro-Goldwyn-Mayer

Two Reel					
SPECIALS (4)					
A-901	(Mar. 27)	Drunk Driving.....F		21m. 2360	
A-902	(Apr. 24)	Going To Blazes.....E		21m. 2304	
One Reel					
CARTOONS (16)					
(Technicolor)					
(T-J—Tom and Jerry)					
W-931	(Sept. 20)	Slap Happy Lion.....G		7m. 2281	
W-932	(Sept. 27)	The Invisible Mouse (T-J).....F		7m. 2256	
W-933	(Dec. 6)	King Size Canary.....F		7m. 2297	
W-934	(Jan. 31)	The Bear and the Bean.....G		7m. 2336	
W-935	(Mar. 20)	What Price Fleadom.....F		6m. 2352	
W-936	(Apr. 24)	Make Mine Freedom.....G		9m. 2376	
W-937	(May 1)	Kitty Foiled (T-J).....E		7m. 2384	
W-938	(May 15)	Little Tinker.....G		8m. 2413	
W-939	(June 26)	The Bear and the Hare.....F		7m. 2422	
W-940	(July 17)	The Truce Hurts.....G		7m. 2444	
	(.....)	Half-Pint Pigmy.....			
FITZPATRICK TRAVELTALKS (6)					
(Technicolor)					
T-911	(Nov. 29)	Visiting Virginia.....G		9m. 2281	
T-912	(Dec. 13)	Cradle Of A Nation.....G		10m. 2297	
T-913	(May 8)	Cape Breton Island.....G		9m. 2438	
T-914	(July 31)	Chicago, the Beautiful.....G		10m. 2444	
GOLD MEDAL REPRINT CARTOONS (7)					
(Technicolor)					
W-921	(Nov. 22)	Goldilocks and the Three Bears.....F		11m. 2289	
W-922	(Dec. 20)	The Fishing Bear.....F		8m. 2311	
W-923	(Feb. 14)	The Milky Way.....E		8m. 2342	
W-924	(Mar. 27)	The Midnight Snack.....F		9m. 2360	
W-925	(Apr. 24)	Puss 'N' Toots.....G		7m. 2393	
W-926	(June 12)	The Bowling Alley Cat.....F		8m. 2428	
MARTIN BLOCK'S					
MUSICAL MERRY-GO-ROUNDS (4)					
M-981	(Feb. 14)	No. 1—Freddie Martin and Keenan Wynn.....E		10m. 2342	
M-982	(Apr. 24)	No. 2—Tex Beneke and Orchestra.....G		10m. 2352	
M-983	(June 26)	No. 3—Ray Noble and Buddy Clark.....G		11m. 2422	
M-984	(July 17)	No. 4—Les Brown and Virginia O'Brien.....G		10m. 2444	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
PASSING PARADES (6)					
K-971	(Dec. 20)	Miracle in A Cornfield (Technicolor)	E	8m. 2312	
K-972	(Jan. 10)	It Can't Be Done	E	10m. 2337	
K-973	(Jan. 24)	Goodbye Miss Turlock	G	10m. 2342	
K-974	(Feb. 7)	My Old Town	G	9m. 2342	
K-975	(June 19)	Souvenirs of Death	G	10m. 2428	
PETE SMITH SPECIALTIES (10)					
S-951	(Sept. 6)	Football Thrills No. 10	E	10m. 2250	
S-952	(Oct. 18)	Surfboard Rhythm (Technicolor)	G	9m. 2263	
S-953	(Nov. 8)	What D'Ya Know?	G	9m. 2281	
S-954	(Dec. 13)	Have You Ever Wondered?	G	10m. 2303	
S-955	(Jan. 10)	Bowling Tricks	E	9 1/2m. 2312	
S-956	(Feb. 7)	I Love My Mother-In-Law, But	G	8m. 2337	
S-957	(Mar. 20)	Now You See It (Technicolor)	G	9m. 2361	
S-958	(May 29)	You Can't Win	F	9m. 2393	
S-959	(July 17)	Just Suppose	F	9m. 2444	
	(.....)	Football Thrills No. 11	G	8m. 2444	
Moneogram					
Two Reel					
(Ansco Color)					
4741	(May 30)	Climbing the Matterhorn	E	21m. 2249	
Paramount					
Two Reel					
MUSICAL PARADE FEATURETTES (6)					
(Technicolor)					
FF7-1	(Feb. 27)	Samba Mania	G	18m. 2336	
FF7-2	(Apr. 9)	Footlight Rhythm	G	19m. 2369	
FF7-3	(June 25)	Gypsy Holiday	F	19m. 2414	
FF7-4	(Aug. 6)	Tropical Masquerade			
FF7-5	(Oct. 1)	Big Sister Blues			
One Reel					
GRANTLAND RICE SPOTLIGHTS (10)					
R7-1	(Oct. 3)	Riding The Waves	G	10m. 2281	
R7-2	(Oct. 31)	Running The Hounds	G	11m. 2287	
R7-3	(Nov. 28)	Five Fathoms of Fun	G	10m. 2306	
R7-4	(Dec. 5)	Stop, Look And Guess 'Em ..	G	10m. 2312	
R7-5	(Jan. 16)	All American Swing Stars ..	G	10m. 2337	
R7-6	(Feb. 20)	Double Barrelled Sport	G	10m. 2342	
R7-7	(Mar. 26)	Big Game Angling	G	10m. 2361	
R7-8	(Apr. 30)	Riding Habits	G	10m. 2377	
R7-9	(June 11)	Big League Glory	E	10m. 2414	
R7-10	(July 30)	Her Favorite Pools	G	10m. 2444	
NOVELTOONS (8)					
(Polacolor)					
P7-1	(Dec. 5)	Santa's Surprise	G	9m. 2303	
P7-2	(Jan. 9)	Cat O' Nine Ails	G	7m. 2313	
P7-3	(Feb. 13)	Flip Flap	G	8m. 2360	
P7-4	(Mar. 19)	We're In The Honey	G	8m. 2360	
P7-5	(Apr. 9)	The Bored Cuckoo	G	8m. 2375	
P7-6	(Apr. 23)	There's Good Boo's Tonite ..	G	9m. 2376	
P7-7	(May 7)	Land Of The Lost	E	7m. 2385	
P7-8	(June 4)	Butterscotch and Soda	G	7m. 2414	
(1948-49) (8)					
P8-1	(Sept. 3)	The Mite Makes Right			
P8-2	(Sept. 3)	Hector's Hectic Life			
P8-3	(Sept. 3)	Old Shell Game			
P8-4	(Sept. 3)	Little Red School House			
P8-5	(Sept. 10)	Hep Cat Symphony			
P8-6	(Oct. 1)	Lost Dream			
PACEMAKERS (6)					
K7-1	(Oct. 3)	It Could Happen To You	G	11m. 2281	
K7-2	(Nov. 14)	Babies, They're Wonderful ..	G	11m. 2287	
K7-3	(Jan. 2)	Bundle From Brazil	G	11m. 2313	
K7-4	(Mar. 12)	Musical Miracle	G	11m. 2361	
K7-5	(May 28)	A Model Is Born	G	7m. 2403	
K7-6	(July 30)	Neighbor To The North	G	13m. 2437	
POPEYE CARTOONS (8)					
(Polacolor)					
E7-1	(Dec. 19)	All's Fair At The Fair	G	8m. 2302	
E7-2	(Jan. 30)	Olive Oyl For President	G	7m. 2313	
E7-3	(Feb. 27)	Wigwam Whoopee	G	8m. 2360	
E7-4	(Mar. 26)	Pre-Hysterical Man	G	7m. 2376	
E7-5	(June 18)	Popeye Meets Hercules	G	7m. 2414	
E7-6	(July 30)	A Wolf In Sheik's Clothing ..	F	8m. 2444	
E7-7	(Aug. 27)	Spinach vs. Hamburgers			
E7-8	(Sept. 3)	Snow Place Like Home			
POPULAR SCIENCE (6)					
(Magna-color)					
J7-1	(Oct. 17)	No. 1—Radar Fishermen	G	10m. 2281	
J7-2	(Dec. 26)	No. 2—Desert Destroyers	G	11m. 2303	
J7-3	(Feb. 20)	No. 3—Streamlined Luxury	G	10m. 2337	
J7-4	(Apr. 2)	No. 4—Fog Fighters	G	10m. 2376	
J7-5	(May 21)	No. 5—The Big Eye	G	10m. 2393	
J7-6	(Aug. 6)	No. 6—Flying Wing			
SCREEN SONG (8)					
(Polacolor)					
X7-1	(Dec. 26)	The Circus Comes To Clown	G	7m. 2313	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
X7-2	(Jan. 23)	Base Brawl	G	8m. 2337	
X7-3	(Feb. 20)	Little Brown Jug	G	8m. 2337	
X7-4	(Mar. 12)	The Golden State	G	8m. 2360	
X7-5	(Mar. 19)	Winter Draws On	G	7m. 2360	
X7-6	(June 4)	Sing Or Swim	G	7m. 2414	
X7-7	(July 16)	Camptown Races	G	8m. 2444	
X7-8	(Aug. 20)	The Lone Star State			

(1948-49) (8)
X8-1 (Sept. 17) Readin', 'Ritin' and
'Rhythmic

SPEAKING OF ANIMALS (6)

Y7-1	(Oct. 3)	Dog Crazy	G	11m. 2281	
Y7-2	(Nov. 14)	Ain't Nature Grand	F	10m. 2287	
Y7-3	(Dec. 12)	Monkey Shines	G	9m. 2306	
Y7-4	(Feb. 6)	Home Sweet Home	F	10m. 2337	
Y7-5	(Apr. 16)	Tain't So	F	10m. 2376	
Y7-6	(June 18)	As Headliners	G	10m. 2414	

UNUSUAL OCCUPATIONS (6)

(Magnacolor)

L7-1	(Nov. 7)	No. 1—Hula Magic	G	10m. 2281	
L7-2	(Jan. 2)	No. 2—Bagpipe Lassies	G	11m. 2313	
L7-3	(Feb. 13)	No. 3—Modern Pioneers	G	11m. 2361	
L7-4	(Apr. 16)	No. 4—Nimrod Artist	G	10m. 2376	
L7-5	(May 14)	No. 5—Feather Finery	G	10m. 2393	
L7-6	(Aug. 13)	No. 6—Aerial Hot Rods			

RKO

Two Reel

EDGAR KENNEDY COMEDIES (6)

83401	(Nov. 21)	Mind Over Mouse	F	17m. 2311	
83402	(Jan. 2)	Brother Knows Best	F	17m. 2336	
83403	(Feb. 6)	No More Relatives	F	18m. 2351	
83404	(May 14)	How Ta Clean House	F	18m. 2403	
83405	(June 25)	Dig That Gold	F	17m. 2436	
83406	(.....)	Home Canning			

LEON ERROL COMEDIES (6)

83701	(Jan. 16)	Bet Your Life	G	14m. 2336	
83702	(Mar. 5)	Don't Fool Your Wife	F	18m. 2360	
83703	(Apr. 9)	Secretary Trouble	F	17m. 2403	

MY PAL (4)

83201	(Oct. 31)	My Pal	G	22m. 2262	
83202	(.....)	Lost Pal			

RAY WHITLEY MUSICAL WESTERN REISSUES (4)

83501	(Sept. 5)	Molly Cures A Cowboy	F	19m. 2256	
83502	(Oct. 10)	Musical Bandit	F	16m. 2280	
83503	(Nov. 14)	Corralling A School Marm	F	20m. 2319	
83504	(Dec. 19)	Prairie Spooners	G	13m. 2328	

SPECIALS

83901	(Dec. 12)	Football Highlights of 1947	G	19½m. 2302	
841	(.....)	Louis-Walcott Fight	G	21m. 2302	
83601	(Apr. 1)	Twenty Years of Academy Awards	E	18m. 2369	
83801	(Apr. 23)	Basketball Headliners Of 1948	G	18m. 2384	
842	(June 26)	Louis-Walcott Fight No. 2	G	19m. 2422	

THIS IS AMERICA (13)

83101	(Nov. 14)	Border Without Bayonets	E	16m. 2286	
83102	(Dec. 12)	Switzerland Today	E	18m. 2311	
83103	(Jan. 9)	Children's Village	E	19m. 2319	
83104	(Feb. 6)	Operation White Tower	G	18m. 2336	
83105	(Mar. 5)	Photo Frenzy	E	16m. 2352	
83106	(Apr. 2)	Funny Business	E	18m. 2369	
83107	(Apr. 30)	Democracy's Diary	E	17m. 2384	
83108	(May 28)	Crime Lab	E	17m. 2403	
83109	(June 25)	Letter To A Rebel	G	16m. 2428	
83110	(July 23)	Sport's Golden Age	G	17m. 2436	

One Reel

FLICKER FLASHBACKS (7)

84201	(Oct. 24)	No. 1	G	10m. 2281	
84202	(Dec. 5)	No. 2	G	9m. 2319	
84203	(Jan. 16)	No. 3	F	9m. 2337	
84204	(Feb. 27)	No. 4	F	9m. 2361	
84205	(Apr. 9)	No. 5	F	8m. 2385	
84206	(May 21)	No. 6	F	9m. 2437	
84207	(July 2)	No. 7	G	9m. 2438	

JAMBOREES (7)

(Re-Releases)

84401	(Sept. 5)	Enric Madriguera and Orchestra	F	8m. 2256	
84402	(Oct. 3)	It's Tommy Tucker Time	F	8m. 2281	
84403	(Oct. 31)	Johnny Long and His Orchestra	G	8m. 2287	
84404	(Nov. 28)	Duke Ellington and His Orchestra	G	9m. 2319	
84405	(Dec. 26)	Jerry Wald and His Orchestra	G	9m. 2328	
84406	(Jan. 23)	Ray McKinley and His Orchestra	F	8m. 2328	
84407	(Feb. 20)	Dick Stabile and His Orchestra	G	8m. 2337	

SPORTSCOPE (13)

84301	(Sept. 19)	Ski Holiday	G	8m. 2271	
84302	(Oct. 17)	Golf Doctor	G	8m. 2271	
84303	(Nov. 14)	Quail Pointers	G	8m. 2287	
84304	(Dec. 12)	Pin Games	G	8m. 2312	
84305	(Jan. 9)	Racing Day	G	8m. 2319	
84306	(Feb. 6)	Sports Coverage	G	8m. 2337	
84307	(Mar. 5)	Teen Age Tars	G	9m. 2361	
84308	(Apr. 2)	Doggone Clever	G	8m. 2385	
84309	(Apr. 30)	Big Mouth Bass	F	8m. 2437	

84310	(May 28)	Muscles and the Lady	G	9m. 2414	
84311	(June 25)	Ladies In Wading	G	8m. 2437	

WALT DISNEY CARTOONS (18)

(Ninth Series)

(Technicolor)

(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro)

74101	(May 30)	Figaro And Frankie (F)	F	7m. 2131	
74102	(June 20)	Clown of the Jungle (D)	G	6m. 2154	
74103	(July 11)	Donald's Dilemma (D)	G	7m. 2163	
74104	(Aug. 1)	Crazy With The Heat (D)	F	6m. 2187	
74105	(Aug. 22)	Bottle Beetle (D)	G	7m. 2211	
74106	(Sept. 12)	Wide Open Spaces (D)	G	7m. 2187	
74107	(Oct. 3)	Mickey's Delayed Date (M)	G	7m. 2250	
74108	(Oct. 31)	Foul Hunting (G)	F	6m. 2250	
74109	(Nov. 14)	Mail Dog (P)	G	7m. 2271	
74110	(Nov. 28)	Chip An' Dale	G	7m. 2286	
74111	(Dec. 26)	Pluto's Blue Note (P)	G	7m. 2311	
74112	(Jan. 23)	They're Off (G)	G	7m. 2337	
74113	(Feb. 6)	The Big Wash (G)	G	7m. 2271	
74114	(Mar. 5)	Drip Dippy Donald (D)	E	7m. 2360	
74115	(Mar. 19)	Mickey Down Under (M)	F	7m. 2385	
74116	(Apr. 16)	Daddy Duck (D)	G	7m. 2403	
74117	(Apr. 30)	Bone Bandit (P)	F	7m. 2403	
74118	(May 21)	Donald's Dream Voice (D)	E	6m. 2422	

(1948-49) (18)

94101	(July 9)	Pluto's Purchase		7m.	
(.....)	(.....)	Cat Nap Pluto (P)			
(.....)	(.....)	Inferior Decoration (D)			
(.....)	(.....)	Pueblo Pluto (P)			
(.....)	(.....)	Donald's Happy Birthday			

WALT DISNEY REISSUES (6)

(Technicolor)

84701	(Oct. 17)	Hawaiian Holiday	E	8m. 2280	
84702	(Dec. 12)	The Clock Cleaners	E	8m. 2319	
84703	(Feb. 20)	Little Hiawatha	E	9m. 2336	
84704	(Apr. 2)	Alpine Climbers	E	9m. 2329	
84705	(May 14)	Woodland Cafe	E	8m. 2337	
84706	(June 18)	Three Little Pigs	E	9m. 2436	

Republic

Two Reel

SERIALS

791	(.....)	G-Men Never Forget	G	12ep. 2262	
792	(Jan. 31)	Dangers of the Canadian Mounted	G	12ep. 2311	
793	(Apr. 24)	Dick Tracy Returns (Re-release)	E	15ep. 2319	
794	(July 17)	Adventures of Frank and Jesse James	G	13ep. 2428	

One Reel

CARTOON

(Trucolor)

761	(Dec. 20)	It's A Grand Old Nag	G	8½m. 2297	
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20th Century-Fox

Two Reel

MARCH OF TIME (13)

(Vol. 14)

(Sept. 5)	No. 1—Is Everybody Listening?	F	18½m. 2243	
(Oct. 3)	No. 2—T-Men In Action	E	18m. 2262	
(Oct. 31)	No. 3—End of an Empire	G	18½m. 2280	
(Nov. 28)	No. 4—Public Relations . . . This Means You	G	17m. 2286	
(Dec. 26)	No. 5—The Presidential Year	G	17m. 2319	
(Jan.)	No. 6—The 'Cold War' Act 1—France	G	18½m. 2328	
(Feb.)	No. 7—Marriage and Divorce	F	17m. 2352	
(Mar.)	No. 8—Crisis In Italy	E	17m. 2360	
(Apr.)	No. 9—Life With Junior	G	18m. 2376	
(May)	No. 10—Battle for Greece	G	17m. 2393	
(June)	No. 11—The Fight Game	G	18½m. 2413	
(July)	No. 12—The Case of Mrs. Conrad	E	20m. 2428	
(Aug.)	No. 13—White Collar Girls	G	17m. 2443	

SPECIAL

(.....)	Report For Action	G	17m. 2403	
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One Reel

FEMININE WORLD

(Ilka Chase)

8601	(Feb.)	Something Old—Something New	E	9m. 2337	
8602	(Apr.)	Fashioned for Action	G	8m. 2376	

LEW LEHR DRIBBLE PUSS PARADE

8901	(Nov. 21)	Album of Animals	F	9m. 2250	
8902	(May)	Dying To Live	G	9m. 2403	

MOVIETONE ADVENTURES (12)

(Black and White)

8201	(Sept. 12)	Horizons Of Tomorrow	G	9½m. 2281	
8202	(Nov. 7)	The Three R's Go Modern	G	9m. 2243	
8203	(Mar.)	Sky Thrills	E	9m. 2342	
8204	(July)	Majesty Of Yellowstone	G	9m. 2393	

(Color)

(T—Technicolor; C—Cinecolor)

8251	(Aug. 22)	Holiday In South Africa (T)	G	8m. 2256	
8252	(Oct. 17)	Home Of The Danes (T)	G	8m. 2256	
8253	(Dec. 12)	Jungle Closeups (T)	G	8m. 2342	

8254	(Jan.)	Copenhagen Pageantry (T)	G	8m. 2342	
8255	(June)	Scenic Sweden (T)	G	8m. 2407	
8256	(July)	Riddle of Rhodesia (T)	G	9m. 2444	
8257	(Aug.)	Bermuda (T)	G	8m. 2444	
8258	(Aug.)	Desert Lights (T)	G	8m. 2444	

SPECIAL

(.....)	Thanks America	E	11m. 2352	
(.....)	Israel Reborn	G	10m. 2437	

SPORTS REVIEW 5 (6)

(Technicolor)

8351	(Sept. 26)	Vacation Magic	G	8m. 2256	
8352	(Jan.)	Aqua Capers	F	8m. 2297	
8353	(Apr.)	Playtime In Scandinavia	G	8m. 2377	

(Black and White)

8301	(Aug. 1)	Gridiron Greatness	G	10½m. 2243	
8302	(Feb.)	Olympic Class	G	10m. 2342	
8303	(May)	Everglades Adventure	G	9m. 2342	
8304	(.....)	Football Finesse	G	10m. 2444	

TERRYTOONS (24)

(Technicolor)

8501	(Feb.)	One Note Tany	G	7m. 2256	
8502	(Aug. 15)	The Talking Magpies In Flying South	F	7m. 2256	
8503	(Aug. 29)	Mighty Mouse In A Date For Dinner	F	7m. 2256	
8504	(Sept. 19)	The Talking Magpies In Fishing By The Sea	F	6½m. 2281	
8505	(Oct. 10)	Mighty Mouse in the First Snow	F	6½m. 2297	
8506	(Oct. 24)	The Talking Magpies in the Super Salesman	F	6½m. 2297	
8507	(Nov. 14)	Mighty Mouse In A Fight to the Finish	F	7m. 2303	
8508	(Dec. 5)	The Wolf's Pardon	G	7m. 2311	
8509	(Dec. 19)	Mighty Mouse In Swiss Cheese Family Robinson	G	7m. 2337	
8510	(Dec. 12)	The Talking Magpies In The Hitchhikers	F	7m. 2352	
8511	(Dec. 26)	Mighty Mouse In Lazy Little Beaver	F	7m. 2352	
8512	(Jan.)	Felix The Fox	G	7m. 2375	
8513	(Jan.)	The Talking Magpies In Taming The Cat	G	7m. 2376	
8514	(Mar.)	Mighty Mouse and the Magician	F	7m. 2385	
8515	(Mar.)	Gandy Goose and the Chipper Chipmunk	F	7m. 2413	
8516	(Apr.)	Hounding The Hares	F	7m. 2403	
8517	(Apr.)	Mighty Mouse In the Feudin' Hillbillies	F	7m. 2403	
8518	(May)	Mystery in the Moonlight	F	7m. 2403	
8519	(June)	Seeing Ghosts	F	7m. 2403	
8520	(June)	The Talking Magpies In a Sleepless Night	F	7m. 2444	
8521	(July)	Mighty Mouse in the Witch's Cat	F	7m. 2444	
8522	(July)	The Talking Magpies In Magpie Madness	F	7m. 2444	

Servisection 8

National Release Dates, Prod. Nos. On 1947-'48 And 1948-'49 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1947-48 and 1948-49 product, accurate to time of publication.—Ed.)

Columbia

(For Additional 1946-47 Product, see Pages 2288,2395)

(1947-48)

901	Best Man Wins	May 6
902	Adventures In Silverado	Mar. 25
903	Black Eagle, The Story Of A Horse	Sept. 16
904	Thunderhoof	July 8
905	Key Witness	Oct. 9
906	Mary Lou	Jan. 23
907	Glamour Girl	Jan. 16
909	Port Said	Apr. 15
910	The Woman From Tangier	Feb. 12
911	Blandie In the Dough	Oct. 16
912	Blondie's Reward	June 3
913	Blondie's Anniversary	Dec. 18
914	My Dog-Rusty	Apr. 8
915	The Crime Doctor's Gamble	Nov. 27
917	The Lone Wolf In London	Nov. 13
918	Sweet Genevieve	Oct. 23
919	Two Blondes and a Redhead	Nov. 6
920	The Return of the Whistler	Mar. 18
921	Trapped By Boston Blackie	May 13
923	Devil Ship	Dec. 11
928	The Fuller Brush Man	June
929	Her Husband's Affairs	Nov.
930	Down To Earth	Oct.
931	It Had To Be You	Dec.
932	The Swordsman	Jan.
933	Prince of Thieves	Jan.
934	I Love Trouble	Jan.
935	To the Ends of the Earth	Feb.
936	The Sign of the Ram	Mar.
937	Relentless	Feb.
938	The Lady From Shanghai	May
939	Coroner Creek	July
940	The Mating of Millie	Apr.
951	Rose Of Santa Rosa	Dec. 25
952	Song of Idaho	Mar. 30
953	The Arkansas Swing	July 29
	Singin' Spurs	Sept. 23
961	Buckaroo From Powder River	Oct. 14
962	Six-Gun Law	Jan. 9
963	Whirlwind Raiders	May 13
964	The Last Days Of Boot Hill	Nov. 20
965	Phantom Valley	Feb. 19
966	West of Sonora	Mar. 25
968	Blazing Across the Pecos	July 1
981	The Last Round-Up	Nov.
982	The Strawberry Roan	Aug.
	Trail To Lareda	Aug. 12
	Lulu Belle	Aug.
	The Black Arrow	Aug. 27
	Gentleman From Nowhere	Sept. 9
	(1948-49)	
	Triple Threat	Sept. 30
	Walk A Crooked Mile	Sept.

(Reissues)

9071	Texas	
9072	Arizona	
9073	Golden Boy	
9074	Good Girls Go To Paris	
9075	More Than A Secretary	
9076	The Doctor Takes A Wife	
9077	Let Us Live	
9078	She Couldn't Take It	
9079	The Daring Young Man	
9080	Shut My Big Mouth	

Eagle Lion

(For 1947 Product see Page 2395)

(1947-48)

801	Out of the Blue	Oct. 11
802	Green For Danger	Oct. 4
803	Bury Me Dead	Oct. 18
804	Return of Rin Tin Tin	Nov. 1
805	Whispering City	Nov. 15
806	Love From A Stranger	Nov. 15
807	Blonde Savage	Nov. 22
808	Linda Be Good	Jan. 3
809	T-Men	Jan. 10
810	Headin' For Heaven	Jan. 17
811	The Smugglers	Jan. 31
812	Adventures of Casanova	Feb. 7
813	Open Secret	May 5
814	Take My Life	Feb. 28
815	Man From Texas	Mar. 6
816	Ruthless	Apr. 3
817	The Enchanted Valley	Mar. 27
818	The October Man	Mar. 20
819	The Noose Hangs High	Apr. 17
820	The Cobra Strikes	Apr. 24
821	Assigned To Danger	May 19
822	Raw Deal	May 26
823	Sword of the Avenger	June 2
824	Close-Up	June 9
825	Mickey	June 23

826	Canon City	June 30
827	The Spiritualist	July 7
828	Oliver Twist	July 14
829	Shed No Tears	July 21
830	Northwest Stampede	July 28
851	Black Hills	Oct. 25
852	Shadow Valley	Nov. 29
853	Check Your Guns	Jan. 24
854	Tornado Range	Feb. 21
855	The Westward Trail	Mar. 13
856	The Hawk of Powder River	Apr. 10
857	Prairie Outlaws	May 12
858	The Tioga Kid	June 17
	Adventures of Gallant Bess	
	Hollow Triumph	

EDWARD SMALL REISSUES

Count of Monte Cristo	
Son of Monte Cristo	
My Son, My Son	
International Lady	

(Reissues)

848	Seven Sinners	Mar. 27
849	Sutter's Gold	Mar. 27
	Hold That Ghost	
	Hired Wife	

Film Classics

(1947-48)

Patient Vanishes	Sept. 1
Spirit of West Point	Oct. 10
Furia	Feb. 6
For You I Die	Jan. 2
Women In the Night	Jan. 23
Discovery	Feb. 1
Devil's Cargo	Apr. 1
Money Madness	Apr. 15
Argyle Secrets	May 7
Blonde Ice	May 20
Will It Happen Again?	Apr. 29
Sofia	July
Miraculous Journey	Aug.
The Unbelievable	Sept.

(Re-Releases)

Spoilers	Oct. 24
Diamond Jim	Oct. 24
Bride of Frankenstein	Nov. 7
Son Of Frankenstein	Nov. 7
Bad Lands of Dakota	Dec. 26
Trail of Vigilantes	Dec. 26
Elephant Boy	Jan. 1
Broadway	Jan. 15
Flame Of New Orleans	Jan. 15
Buck Privates	Jan. 9
South of Tahiti	Mar. 1
Jungle Woman	Mar. 25
The Challenge	May 20
Gung-Ho	June 11
Eagle Squadron	June 11
Tower of London	July 1
The Man Who Reclaimed His Head	July 1
Drums	July 7
Four Feathers	Aug. 1

(Western Re-Releases)

Lane Star Trail	Feb. 15
Smoking Guns	Feb. 15
Courage Of The West	Mar. 15
Bury Me Not On The Lane Prairie	Mar. 15
Honor Of The Range	Apr. 15
Singing Outlaw	Apr. 15
Deep In The Heart Of Texas	July 15
Wheels Of Destiny	July 15
Border Wolves	Aug. 15
Pony Post	Aug. 15
Gun Justice	Sept. 15
Last Stand	Sept. 15

Metro-Goldwyn-Mayer

(For 1946-47 Listing, see Page 2223)

(1947-48)

801	Song of the Thin Man	Sept.
802	The Unfinished Dance	Sept.
803	The Arnello Affair	Sept.
804	Song Of Love	Oct.
805	Merton of the Movies	Oct.
807	Desire Me	Oct.
808	This Time For Keeps	Nov.
809	Killer McCoy	Dec.
810	Goad News	Dec.
811	Green Dolphin Street	Nov.
813	Cass Timberlane	Jan.
814	If Winter Comes	Jan.
815	High Wall	Feb.
816	Tenth Avenue Angel	Feb.
817	Three Daring Daughters	Mar.
818	Alias A Gentleman	Mar.
819	The Bride Goes Wild	Mar.
820	8. F.'s Daughter	Apr.
821	Summer Holiday	May
824	State of the Union	Apr.
825	The Pirate	June
826	Homecoming	May
827	Big City	June
828	On An Island With You	June
829	Easter Parade	July
830	The Search	Aug.
831	A Date With Judy	July
	Luxury Liner	Sept.
	A Southern Yankee	Sept.
	Julia Misbehaves	Oct.
	Na Minor Vices	Oct.
	The Secret Land	Oct.

(Reprints)

806	The Women	Oct.
812	Ninotchka	Dec.
822	Tarzan's Secret Treasure	Apr.
823	Tarzan's New York Adventure	Apr.

3000	Gone With The Wind	Feb.
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Monogram

(For 1946-47 Listing, see Page 2395)

(1947-48)

4701	High Tide	Oct. 11
4702	Joe Palooka In the Knockout	Oct. 18
4703	Louisiana	Nov. 1
4704	Jiggs and Maggie In Society	Jan. 10
4705	Rocky	Mar. 7
4707	Perilous Waters	Feb. 14
4708	Angel's Alley	Mar. 21
4709	Fighting Mad	Feb. 7
4712	Docks of New Orleans	Apr. 4
4713	Campus Sleuth	Apr. 18
4714	French Leave	Apr. 25
4715	Stage Struck	June 13
4716	I Wouldn't Be In Your Shoes	May 23
4717	Jinx Money	June 27
4718	The Shanghai Chest	July 11
4719	Michael O'Halloran	Aug. 8
4720	The Golden Eye	Aug. 22
4751	Overland Trail	Jan. 31
4752	Triggerman	June 20
4753	Fighting Ranger	Aug. 15
4755	Crossed Trails	Apr. 11
4756	Frontier Agent	May 16
4757	Back Trail	July 18
4761	Oklahoma Blues	Mar. 28
4762	Cowboy Cavalier	July 4
4765	Partners of the Sunet	May 6
4766	Range Renegades	June 6
	Joe Palooka In Winner Take All	Sept. 12

(Reissues)

4402	Dillinger	July 5
4706	Betrayed	Dec. 27
4710	Rose of the Rio Grande	Mar. 14
4711	Sign of the Wolf	May 2
	Drums of the Desert	

(Range Busters Reissues)

Texas To Bataan	
Trail Riders	
Two Fisted Justice	
Haunted Ranch	
Land of Hunted Men	
Cowboy Commandos	
Black Market Rustlers	
Bullets and Saddles	

(1948-49)

4801	16 Fathoms Deep	July 25
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ALLIED ARTISTS

AA1	It Happened On 5th Avenue	Apr. 19
AA2	Black Gold	Sept. 16
AA3	The Gangster	Nov. 22
AA4	Song Of My Heart	Jan. 31
AA5	The Hunted	Apr. 7
AA6	Smart Woman	Apr. 30
AA7	Panhandle	Feb. 22
AA8	The Dude Goes West	Aug. 30
	The Babe Ruth Story	Sept. 6

Paramount

(For 1946-47 Listing, see Page 2223)

(1947-48)

4701	Wild Harvest	Sept. 26
4702	Adventure Island	Oct. 10
4703	Golden Earrings	Oct. 31
4704	Where There's Life	Nov. 21
4705	Unconquered	
4706	Big Town After Dark	Dec. 12
4707	Road To Rio	Dec. 25
4708	I Walk Alone	Jan. 16
4709	Albuquerque	Feb. 20
4710	Saigon	Mar. 12
4711	Caged Fury	Mar. 5
4712	Mr. Reckless	Mar. 26
4713	The Big Clock	Apr. 9
4714	The 'Sainted' Sisters	Apr. 30
4715	Speed Ta Spare	May 14
4716	Hazard	May 28
4717	Shaggy	June 11
4718	Hatter's Castle	June 18
4719	Waterfront At Midnight	June 25
4720	The Emperor Waltz	July 4
4721	Dream Girl	July 23
4722	Big Town Scandal	July 30
4723	Sa Evil My Love	Aug. 6
4724	A Foreign Affair	Aug. 20
4725	Unconquered	Apr. 2
4726	Beyond Glory	Sept. 3

(1948-49)

4801	Sorry, Wrong Number	Sept. 24
4802	Isn't It Romantic	Oct. 8
4803	Night Has A Thousand Eyes	Oct. 22
4804	Sealed Verdict	Nov. 5
4805	The Tatlock Millions	Nov. 19
4806	Disaster	Dec. 3
4807	The Paleface	Dec. 24

(Reissues)

3508	The Crusades	July 9
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RKO

(For 1946-47 Listing, see Page 2223)

(1947-48)

801	The Bachelor and the Bobby-Soxer	
802	Crossfire	
803	Riffraff	

(Continued on page 2450)

PRODUCTION NUMBERS

(Continued from page 2449)

804	Seven Keys To Baldpate	
805	Under the Tonto Rim	
806	Night Song	
807	Out of the Past	
808	So Well Remembered	
809	Wild Horse Mesa	
810	Dick Tracy Meets Gruesome	
811	If You Knew Susie	
812	Western Heritage	
813	Tarzan and the Mermaids	
814	The Arizona Ranger	
815	Berlin Express	
816	Fighting Father Dunne	
817	Return of the Badmen	
819	Guns of Hate	
820	The Twisted Road	
821	Race Street	
822	Mystery In Mexico	

Specials

751	The Best Years of Our Lives (Goldwyn)	
951	The Secret Life of Walter Mitty (Goldwyn) ..	
852	The Bishop's Wife (Goldwyn)	
861	The Long Night (Hakim-Litvak)	
862	Magic Town (Riskin)	
863	The Fugitive (Argosy)	
864	Man About Town (Clair)	
866	Tycoon (Ames)	
868	I Remember Mama (Stevens)	
869	The Miracle of the Bells (Lasky)	
870	Fort Apache (Argosy)	
872	The Velvet Touch (Independent Artists)	
891	Fun and Fancy Free (Disney)	
	Station West	

(Reissues)

892	8ambi (Disney)	
818	Bring 'Em Back Alive	

(1948-49)

	Rachel and the Stranger	
	Variety Time	

Specials

865	Mourning Becomes Electra (Nichols)	
867	The Pearl	
871	Design For Death	
991	Melody Time (Disney)	
	Good Sam (Rainbow)	

Republic

(1946-47)

656	The Timber Trail	June 11
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(For Additional 1946-47 Listings, see Page 2396)

(1947-48)

701	The Main Street Kid	Jan. 1
702	Slippy McGee	Jan. 15
703	Campos Honeymoon	Feb. 1
704	Madonna of the Desert	Feb. 23
705	The Inside Story	Mar. 14
706	Lightnin' In the Forest	Mar. 25
707	Heart of Virginia	Apr. 25
708	Old Los Angeles	Apr. 25
709	King of the Gamblers	May 10
710	I, Jane Doe	May 25
711	Secret Service Investigator	May 31
712	Train To Alcatraz	June 28
714	Moonrise	July 11
715	The Gallant Legion	July 25
716	Daredevils of the Clouds	Aug. 10
728	Bill and Co.	Mar. 28
731	Under California Stars	May 1
732	The Eyes Of Texas	July 15
751	Wild Frontier	Oct. 1
752	Bandits of Dark Canyon	Dec. 15
753	Oklahoma Badlands	Feb. 22
754	The Bold Frontiersman	Apr. 1
755	Carson City Raiders	May 13
756	Marshal Of Amarillo	July 25
	Night Time In Nevada	Aug. 27
	Out Of The Storm	Aug. 25
	Sons Of Adventure	Aug. 27
	Code Of Scotland Yard	Aug. 27
	Angel In Exile	Sept. 3

Screen Guild

(For 1946-47 Listing, see Page 2224)

(1947-48)

4701	Hollywood Barn Dance	June 21
4702	Killer Dill	Aug. 2
4703	Dragnet	Oct. 25
4704	They Ride By Night (The Burning Cross)	Oct. 11
4705	The Prairie	May 21
4706	Road To the Big House	Dec. 27
4707	Where the North Begins	Dec. 13
4708	Trail of the Mounties	Feb. 21

(Reissues)

S-1	Racketeers	Sept. 13
S-2	Call It Murder	Sept. 13
S-3	Runaway Daughter	July 23
S-4	King of the Turf	July 16
S-5	Flirting With Fate	Sept. 10
S-6	That's My Boy	Sept. 10
S-7	Duke of West Point	Sept. 24
S-8	Miss Annie Rooney	Sept. 24

(Hopalong Cassidy Reissues)

HC13	Pride of the West	Jan. 3
HC14	In Old Mexico	Feb. 7
HC15	The Frontiersman	Nov. 8

HC16	Sunset Trail	Nov. 25
HC17	Silver On The Sage	Mar. 6
HC18	Renegade Trail	Apr. 10
HC19	Range War	May 7
HC20	Law of the Pampas	June 4
HC21	Santa Fe Marshal	June 25
HC22	The Showdown	July 30
HC23	Hidden Gold	Sept. 3
HC24	Stagecoach War	Oct. 8

(Herald)

X-1	Sepia Cinderella	Oct. 18
X-2	Boyl What A Girl!	Sept. 20
X-3	Miracle In Harlem	June 11

(1948-49)

4801	The Return Of Wildfire	Aug. 6
4802	Jungle Goddess	Aug. 13
4803	SOS Submarine	Aug. 20
4804	Harpoon	Aug. 27
4805	The Mozart Story	Sept. 17
	Last Of The Wild Horses	Oct. 1

SRO

	Duel In The Sun	Apr.
	The Paradine Case	Oct.
	Mr. Blandings Builds His Dream House	July
	Portrait of Jennie	
	If This Be My Harvest	

(Reissue)

	Intermezzo	Oct. '47
	Rebecca	

20th Century-Fox

(For 1946-47 Listing, See page 2396)

(1948)

801	Captain From Castile	Jan.
802	You Were Meant For Me	Feb.
805	Call Northside 777	Feb.
806	Gentleman's Agreement	Mar.
807	The Challenge	Mar.
809	An Ideal Husband	Feb.
810	Sitting Pretty	Apr.
811	Scudda Hoo! Scudda Hay!	Apr.
812	Meet Me At Dawn	Apr.
813	Let's Live Again	Mar.
814	13 Lead Soldiers	Apr.
815	Fury At Furnace Creek	May
816	The Iron Curtain	May
817	Arthur Takes Over	May
818	Green Grass of Wyoming	June
819	The Counterfeiters	June
820	Anna Karenina	May
821	Deep Waters	July
822	Escape	Sept.
823	The Street With No Name	July
824	Mine Own Executioner	July
825	The Checkered Coat	July
826	The Walls of Jericho	Aug.
827	Give My Regards To Broadway	June
829	The Winner's Circle	Aug.
836	That Lady In Ermine	Aug.
837	The Luck of the Irish	Sept.
838	Forever Amber	Sept.
839	The Creeper	Sept.
840	The Gay Intruders	Sept.

(Alson)

803	The Tender Years	Jan.
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(Wurtzel)

804	Dangerous Years	Feb.
808	Half Past Midnight	Mar.
828	Fighting Back	Aug.

(Reissues)

830	Belle Starr	June
831	Frontier Marshal	June
832	Rose Of Washington Square	July
833	Slave Ship	July
834	Blood And Sand	Aug.
835	I Wake Up Screaming	Aug.

United Artists

(For 1946-47 Listing, See Page 2224)

ENTERPRISE

	The Other Love	July 11
	Body and Soul	Nov.
	Arch Of Triumph	April
	So This Is New York	June 25
	Four Faces West	Aug. 20

FEDERAL

	Carnegie Hall	Aug.
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ROACH

	Hal Roach Comedy Carnival	Aug. 30
	Laff-Time	Apr.

STROMBERG

	Personal Column (Lured)	Sept. 5
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NEBENZAL

	Montana Mike (Heaven Only Knows)	Sept.
	Atlantis, The Lost Continent	

BOGEAUS

	Christmas Eve	Oct.
	On Our Merry Way (A Miracle Can Happen)	June 15
	Girl From Manhattan	Oct. 15

CHAPLIN

	Monsieur Verdoux	Oct.
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BISCHOFF

	Intrigue	Dec.
	Pitfall	Aug. 27

TOLA

	The Roosevelt Story	Nov.
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TRIANGLE

	Sleep My Love	Jan.
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GAINESBOROUGH

	Man Of Evil	Jan.
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WESTPORT

	Kings of the Olympics	Apr.
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HOPALONG CASSIDY

	Silent Conflict	Apr.
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CAGNEY

	The Time Of Your Life	July 30
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GOLDEN

	Texas, Brooklyn, and Heaven	Sept. 23
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ROGERS-COHN

	High Fury	Aug. 20
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HAWKS

	Red River	Aug. 27
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NASSER

	An Innocent Affair	Sept. 17
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POPKIN

	My Dear Secretary	Nov. 15
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WILDER

	The Vicious Circle	July 21
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Universal International

(For 1946-47 Listing, see Page 2289)

(1947-48)

624	Frieda	Sept.
625	Ride the Pink Horse	Oct.
626	The Lost Moment	Dec.
627	The Secret Beyond the Door	Feb.
628	The Wistful Widow of Wagon Gap	Oct.
629	Black Narcissus	Dec.
630	The Exile	Nov.
631	The Upturned Glass	Nov.
632	Pirates Of Monterey	
633	The Senator Was Indiscreet	Jan.
634	A Woman's Vengeance	Feb.
650	A Double Life	Mar.
651	Naked City	Mar.
652	Captain Boycott	Jan.
653	Black Bart	Apr.
654	Jassy	Mar.
655	Casbah	Apr.
656	Are You With It	May
657	All My Sons	May
658	Dear Murderer	May
659	Letter From An Unknown Woman	June
660	Another Part of the Forest	June
661	River Lady	June
662	Up In Central Park	June
663	Bad Sister	July
664	Abbott And Costello Meet Frankenstein	July
665	Feudin', Fussin', And A-Fightin'	July
666	Man-Eater Of Kumaon	July
668	Tap Roots	Aug.
	Mr. Peabody and the Mermaid	Aug.
	Larceny	Aug.
	One Touch of Venus	Aug.
	The Saxon Charm	Sept.
	For The Love Of Mary	Sept.
	An Act Of Murder	Sept.

Warners

(For 1946-47 Listing, See Page 2224)

(1947-48)

701	Deep Valley	Sept. 1
702	Life With Father	Aug. 14
703	Dark Passage	Sept. 27
706	The Unsuspected	Oct. 11
707	That Hagen Girl	Nov. 1
708	Escape Me Never	Nov. 22
711	My Wild Irish Rose	Dec. 27
713	Always Together	Jan. 10
714	Treasure of Sierra Madre	Jan. 24
715	My Girl Tisa	Feb. 7
716	The Voice of the Turtle	Feb. 21
717	I Became A Criminal	Mar. 6
719	April Showers	Mar. 27
720	To The Victor	Apr. 10
721	Winter Meeting	Apr. 24
724	The Woman In White	May 15
725	Silver River	May 29
726	Wallflower	June 12
727	The Big Punch	June 26
728	Romance On The High Seas	July 3
731	Key Largo	July 31
	Embraceable You	Aug. 21

(1948-49)

801	Two Guys From Texas	Sept. 4
802	Rope	Sept. 25

(Reissues)

704	Bad Men Of Missouri	Oct. 4
705	Each Dawn I Die	Oct. 4
709	Anthony Adverse	Dec. 13
710	Jezebel	Dec. 13
712	A Slight Case Of Murder	Dec. 13
718	The Adventures of Robin Hood	Mar. 13
722	Valley Of The Giants	May 8
723	The Fighting 69th	May 8
729	God's Country and the Woman	July 17
730	Flowing Gold	July 17

ALPHABETICAL GUIDE

(Continued from page 2452)

MONEY MADNESS—73m.—Film Classics	2364
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MONTANA MIKE (Heaven Only Knows)—96m.—UA	2239
MOTHER WORE TIGHTS—107m.—20th-Fox	2287
MOURNING BECOMES ELECTRA—153m.—RKO	2287
MR. BLANDINGS BUILDS HIS DREAM HOUSE—93m.—SRO	2367
MR. ORCHID—93m.—Lopert	2384
MR. PEABODY AND THE MERMAID—89m.—U-Int.	2427
MR. RECKLESS—66m.—Paramount	2339
MURDERER LIVES AT 21, THE—83m.—Mogge	2241
MUSIC MAN—66m.—Monogram	2434
MY DOG DUSTY—67m.—Columbia	2371
MY FATHER'S HOUSE—85m.—Kline-Levin	2257
MY GIRL TISA—95m.—Warners	2326
MY WILD IRISH ROSE—101m.—Warners	2302
MYSTERY IN MEXICO—66m.—RKO	2418

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NAKED CITY—95m.—U-Int.	2326
NICHOLAS NICKLEBY—94m.—U-Int.	2285
NIGHT AT THE FOLLIES, A—48m.—Excelsior	2443
NIGHT HAS A THOUSAND EYES—81m.—Paramount	2434
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NOT GUILTY—94m.—Lelorge-Ariane	2392

O

OCTOBER MAN, THE—85m.—Eagle Lion	2355
OKLAHOMA BADLANDS—59m.—Republic	2349
OKLAHOMA BLUES—56m.—Monogram	2373
OLD LOS ANGELES—87m.—Republic	2374
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OUT OF THE BLUE—87m.—Eagle Lion	2231
OUT OF THE PAST—97m.—RKO	2284
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PAINTED DESERT—59m.—RKO	2248
PAISAN—117m.—Mayer-Burstyn	2335
PANHANDLE—85m.—Allied Artists	2324
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PARADINE CASE, THE—116m.—SRO	2312
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PATIENT VANISHES, THE—76m.—Film Classics	2241
PEARL, THE—77m.—RKO	2340
PERILOUS WATERS (In Self Defense)—66m.—Monogram	2276
PERSONAL COLUMN (Lured)—101m.—UA	2239
PHANTOM VALLEY—53m.—Columbia	2347
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PIRATE, THE—101½m.—MGM	2365
PIRATES OF MONTEREY—77m.—U-Int.	2285
PITFALL—85m.—UA	2442
PORT SAID—69m.—Columbia	2371
PORTRAIT OF INNOCENCE—86m.—Siritzky-Int.	2412
PRAIRIE EXPRESS—54m.—Monogram	2276
PRAIRIE OUTLAWS—57m.—Eagle Lion	2372
PRINCE OF THIEVES, THE—72m.—Columbia	2299

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RACHEL AND THE STRANGER—93m.—RKO	2442
RACKETEERS OF THE RANGE—64m.—RKO	2317
RAILROADED—72m.—Eagle-Lion	2260
RANGE RENEGADES—54m.—Monogram	2418
RAVEN, THE—90m.—Westport Int.	2351
RAW DEAL—78m.—Eagle Lion	2393
RAZZIA—94m.—Artkino	2421
RED RIVER—125m.—UA	2427
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RELENTLESS—93m.—Columbia	2315
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RETURN OF THE 8ADMEN—90m.—RKO	2389
RETURN OF THE LASH—53m.—Eagle-Lion	2273
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RIDIN' DOWN THE TRAIL—53m.—Monogram	2269
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LAST ROUND-UP, THE—77m.—Columbia	2259
LAWLESS VALLEY—59m.—RKO	2300
ET'S LIVE AGAIN—67m.—20th-Fox	2349
LETTER FROM AN UNKNOWN WOMAN—86½m.—U-Int.	2375
LIFE WITH FATHER—118m.—Warners	2240
LIGHTNIN' IN THE FOREST—58m.—Republic	2367
LINDA BE GOOD—66m.—Eagle Lion	2271
LONE WOLF IN LONDON, THE—68m.—Columbia	2267
LONG NIGHT, THE—96m.—RKO	2235
LOST MOMENT, THE—88½m.—U-Int.	2270
LOST ONE, THE—80m.—Columbia	2371
LOUISIANA—85m.—Monogram	2293
LOVE FROM A STRANGER—81m.—Eagle Lion	2275
LOVER'S RETURN, A—96½m.—Westport-Int.	2327
LOW COMPANY (The Gangster)—84m.—Allied Artists	2260
LUCIA DI LAMMERMOOR—108m.—Grandi	2279
LUCKY BRIDE, THE—70m.—Artkino	2334
LULU BELLE—87m.—Columbia	2417
LURED—See Personal Column.	
LYSISTRATA—85m.—Distinguished	2421

MAD WEDNESDAY—89m.—UA	2239
MADONNA OF THE DESERT—60m.—Republic	2340
MAGIC TOWN—103m.—RKO	2235
MAIN STREET KID, THE—64m.—Republic	2317
MAN ABOUT TOWN—88m.—RKO	2269
MAN-EATER OF KUMAON—79m.—U-Int.	2414
MAN FROM TEXAS—71m.—Eagle Lion	2363
MAN OF EVIL—89m.—UA	2333
MAN OF THE SEA—82m.—Hoffberg	2335
MARCO VISCONTI—109m.—Film Rights International	2255
MARIUS—125m.—Sirtzky Int.	2392
MARK OF ZORRO, THE—93m.—20th-Fox	2269
MARKED WOMAN—81m.—Warners	2249
MARSHAL OF AMARILLO—59m.—Republic	2444
MARSHAL OF CRIPPLE CREEK—58m.—Republic	2236
MARY LOU—66m.—Columbia	2315
MATING OF MILLIE, THE—87m.—Columbia	2347
MEET ME AT DAWN—89m.—20th-Fox	2358
MELODY TIME—75m.—RKO	2394
MERTON OF THE MOVIES—81m.—MGM	2232
MICHAEL O'HALLORAN—79m.—Monogram	2418
MICKEY—87m.—Eagle Lion	2409
MIDNIGHT IN PARIS—90m.—Distinguished	2262
MIKADO, THE—90m.—U-Int.	2391
MINE OWN EXECUTIONER—105m.—20th-Fox	2411
MIRACLE CAN HAPPEN, A—See On Our Merry Way.	
MIRACLE IN HARLEM—71m.—Screen Guild	2442
MIRACLE OF DR. PETROV, THE—100m.—Artkino	2279
MIRACLE OF THE BELLS, THE—120m.—RKO	2349

(Continued on page 2451)

(The running times carried in these listings represent the latest corrected times of each feature.—Ed.)

	COLUMBIA	EAGLE-LION	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JULY 23		She'd No Tears W. Ford, J. Vincent, F. Albertson		16 Fathoms Deep A. Lake, L. Chaney, T. Chandler (Anasco-color) (1948-49)	Dream Girl B. Hutton, M. Carey, P. Knowles		Marshal Of Amarillo, W A. Lane, E. Waller, M. Coles The Gallant Legion W. Elliott, A. Booth, J. Schildkraut	Runaway Daughter B. Stanwyck, R. Young (Reissue)	(July releases) The Street With M. Stevens, B. Lawrence, R. Widmark Mine Own Executioner B. Meredith, K. Moore (English-made) Deep Waters D. Andrews, J. Peters, C. Romero	The Vicious Circle C. Nagel F. Kortner, R. Schunzel (Wilder) The Time Of Your Life J. Cagney, W. Bendix, P. Draper (Cagney)		Key Largo H. Bogart, L. Bacall, E. G. Robinson
30	The Arkansas Swing H. Hotshots, G. Henry Coroner Creek R. Scott, M. Chapman (Cinecolor)	Northwest Stampede J. Leslie, J. Craig, J. Oakie (Cinecolor) Hold That Ghost Abbott and Costello, J. Davis (Reissue) Hired Wife R. Russell, B. Aherne, V. Bruce (Reissue)	Easter Parade F. Astaire, J. Garland A. Miller (Technicolor) A Date With Judy W. Beery, J. Powell, E. Taylor (Technicolor) (July releases)	Michael O'Halloran S. Beckett, A. Roberts, T. Cook	So Evil My Love R. Milland, A. Todd, G. Fitzgerald (English-made)	Return Of the Badmen R. Scott, R. Ryan, A. Jeffreys Bring 'Em Back Alive F. Buck (Reissue)	Daredevils Of The Clouds R. Livingston, M. Clarke	The Showdown, W W. Boyd, R. Hayden (Reissue) Return of Wildfire R. Arlen, P. Morison, M. B. Hughes (1948-49)			Bad Sister M. Lockwood, I. Hunter, J. Greenwood (English-made)	
AUG 6				Fighting Ranger, W J. M. Brown, R. Hatton, C. Larson		Guns of Hate, W T. Holt, N. Leslie		Jungle Goddess G. Reeves, W. McKay, R. Byrd (1948-49)	The Checkered Coat T. Conway, N. Nash, H. Hatfield (Belsam)	Abbott and Costello Meet Frankenstein B. Abbott, L. Costello, L. Aubert Man-Eater of Kumaon Sabu, W. Corey, J. Page		Life With Father W. Powell, I. Dunne, E. Taylor (Technicolor)
13	Trail To Laredo, W C. Starrett, S. Burnette, V. Maxey	Adventures of Gallant Bess C. Mitchell, A. Long, P. Knight	The Search M. Clift, A. MacMahon, J. Novotna (August release)	The Golden Eye R. Winters, V. S. Young, M. Moreland	A Foreign Affair J. Arthur, M. Dietrich, J. Lund	Race Street G. Rafi, W. Bendix, M. Maxwell The Velvet Touch R. Russell, L. Genn	Out Of The Storm J. Lydon, L. Collier, R. Travis	S.O.S. Submarine (Semi- documentary) (1948-49)	Rose of Washington Square T. Power, A. Faye, A. Jolson (Reissue)	Four Faces West J. McCrea, F. Dee, C. Bickford (Enterprise) High Fury M. Carroll, I. Hunter (Comet)		Embraceable You D. Clark, G. Brooks, S. Z. Sakall (End 1947-48)
20	The Strawberry Roan G. Aubry, G. Henry, J. Holt (Cinecolor)	Hollow Triumph J. Bennett, P. Henreid	A Southern Yankee R. Skelton, B. Donlevy, A. Dahl Luxury Liner G. Brent, J. Powell, L. Melchior (Technicolor)	The Dude Goes West E. Albert, G. Storm, J. Gleason (Allied Artists)	Beyond Glory A. Ladd, D. Reed, T. Neal	Stations West D. Powell, J. Greer (End 1947-48)	Sons Of Adventure L. Roberts, R. Hayden Code Of Scotland Yard O. Homolka, D. Farr	Harpoon J. Bromfield, A. Louis (1948-49)	Slave Ship W. Baxter, W. Beery, M. Rooney (Reissue)	Feudin', Fussin' and A-Fightin' D. O'Connor, M. Main, P. Kilbride	(August releases)	
27	Lulu Belle D. Lamour, G. Montgomery The Black Arrow L. Hayward, J. Blair, G. Macready							Hidden Gold, W W. Boyd, R. Hayden (Reissue)	The Walls of Jericho C. Wilde, L. Darnell, A. Baxter	Pitfall D. Powell, L. Scott, J. Wyatt (Regal)	Tap Roots V. Heflin, S. Hayward, B. Karloff (Technicolor)	
SEPT 3			October releases) Julia Misbehaves G. Carson, W. Pidgeon, P. Lawford No Minor Vices D. Andrews, L. Palmer, L. Jourdan (Enterprise) The Secret Land Admiral Byrd Adventure (Technicolor)	Joe Palooka In Winner Take All J. Kirkwood, E. E. Knox, S. Clements		Rachel and the Stranger L. Young, W. Holden, R. Mitchum Variety Time J. Paar The Pearl P. Armendariz, M. E. Marques (Mexican-made)	Angel In Exile J. Carroll, A. Mara, T. Gomez Night Time In Nevada R. Rogers, A. Devine (Trucolor)	Flirting With Fate J. E. Brown, B. Roberts, S. Duna (Reissue) That's My Boy J. Durante, R. Tauber (Reissue)	That Lady In Ermine B. Grable, D. Fairbanks, Jr. (Technicolor)	Mr. Peabody and the Mermaid W. Powell, A. Blyth, I. Hervey (September releases) Larceny J. Payne, J. Caulfield, D. Duryea		Two Guys From Texas D. Morgan, J. Carson, D. Malone (Technicolor)
10	Gentleman From Nowhere W. Baxter, F. Baker, W. Graff					Tarzan and the Arrow of Death L. Barker, B. Joyce, A. Dekker The Best Years of Our Lives F. March, D. Andrews, M. Loy, T. Wright (Specials)		The Mozart Story H. Holt, W. Markus Duke of West Point L. Hayward, J. Fontaine (Reissue) Miss Annie Rooney S. Temple, W. Gargan (Reissue)	The Winner's Circle J. Longden, M. Farley, J. Willes (Polimer)	An Innocent Affair F. MacMurray, M. Carroll, C. Rogers (Nasser)	One Touch of Venus A. Gardner, D. Haymes, R. Walker	
17	Black Eagle, The Story of A Horse W. Bishop, V. Patton, J. Bell								Blood And Sand T. Power, L. Darnell, R. Hayworth, (Reissue) I Wake Up Screaming B. Grable, V. Mature, C. Landis (Reissue)	Texas, Brooklyn and Heaven D. Lynn, G. Madison, J. Dunn (Golden)		
24	Singin' Spurs H. Hotshots, P. White, K. Grant				Sorry, Wrong Number B. Stanwyck, B. Lancaster, A. Richards	Melody Time (Disney) (Technicolor)						
OCT 1	Triple Threat R. Crane, G. Henry, H. Wismer											

HOLIDAYS—SPECIAL EVENTS

Sept. 2—V-J Day
Sept. 6—Labor Day

SELZNICK RELEASING ORGANIZATION

The Paradine Case—G. Peck, Valli, A. Todd
Mr. Blandings Builds His Dream House—M. Loy,
C. Grant, M. Douglas

FILM CLASSICS

Drums—(Technicolor) (Reissue)
Miraculous Journey—R. Calhoun, V. Grey, (Cinecolor).
Deep In The Heart Of Texas—Western Reissue
Wheels Of Destiny—Western Reissue

MR. EXHIBITOR

Remember in September
to Join in Promoting...

WHAT TO DO

1. Order FREE accessories from National Screen—Campaign Book, Lobby Hangers, and "A Salute To Youth" trailer, featuring Sammy Kaye's orchestra and Youth Month song, "I'm the You in the U.S.A."
2. Decorate marquee and theater.
3. Run all Youth newsreel shots.
4. Book all possible Youth short subjects. See local exchange managers.
5. Put Youth Month slugs in ads.
6. Enlist support of newspapers and radio stations.
7. Interest civic and church groups, also Rotary, Kiwanis, Community Chest, American Legion, VFW, Lions clubs, Boy Scouts, Girl Scouts, Campfire Girls, and youth serving agencies in Youth Month activities.
8. Conduct all possible Youth activity in and out of theater with at least four BIG community events.
9. Consult your state chairman. Work with your fellow Exhibitor in making your community YOUTH conscious.



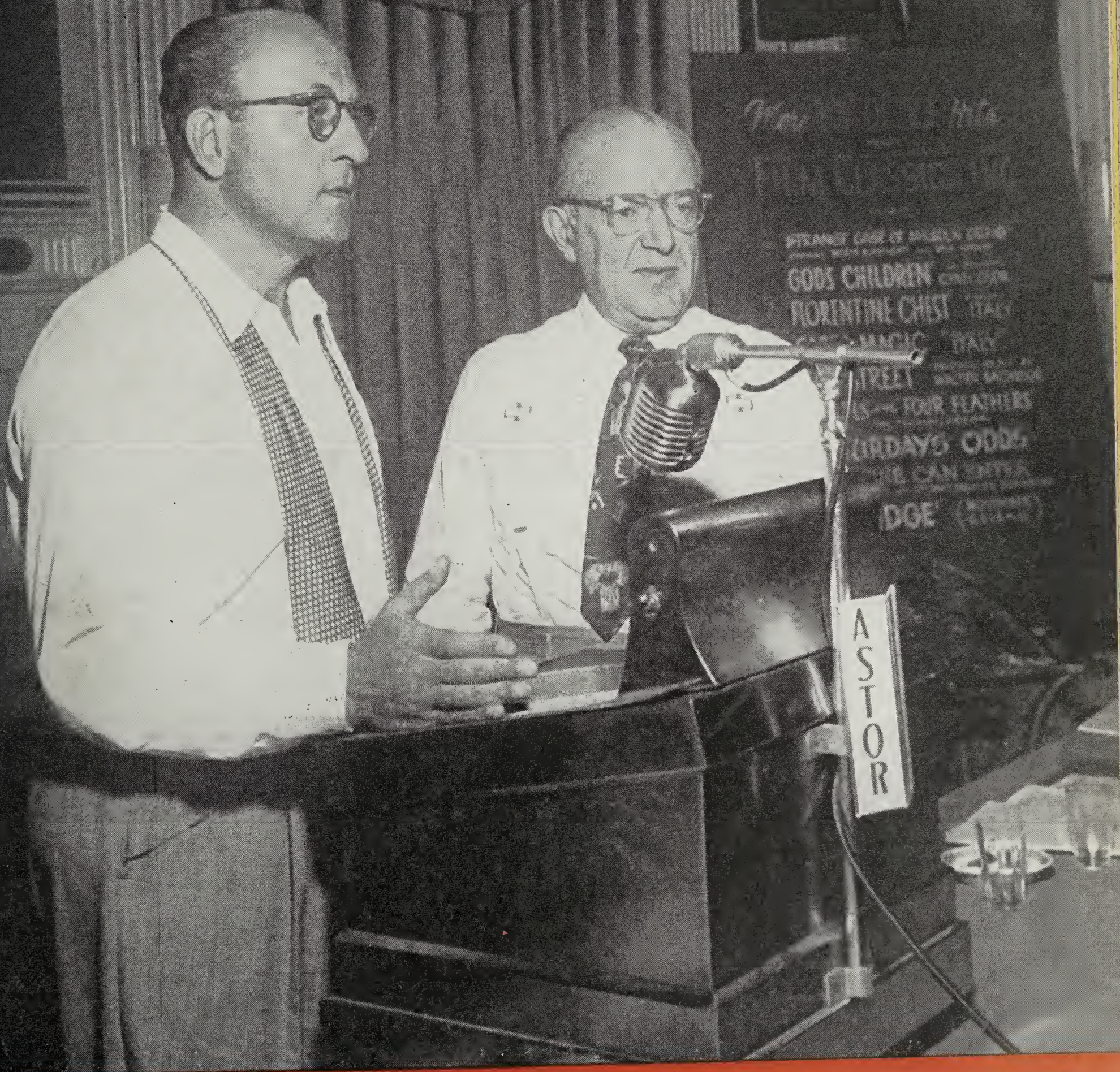
A Public Service Program Undertaken by Theatres, radio, press, and civic organizations at the request of Attorney General Tom Clark to combat juvenile delinquency!

YOUTH MONTH COMMITTEE

CHARLES P. SKOURAS · HARRY LOWENSTEIN
National Chairman Vice Chairman

SPONSORED BY THEATRE OWNERS OF AMERICA
TED R. GAMBLE, President

THE EXHIBITOR



SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE



VOLUME 40
NUMBER 16

AUGUST 25, 1948

NOT SOLD

Film Classics' first international sales session in New York City recently featured the addresses of B. G. Kranze, left, company vice-president and general sales manager, and Joseph Bernhardt, president of both FC and Cinecolor Corporation, both of whom are active in the unit's progress.

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

IN THIS ISSUE: Recent developments in the equipment field provide interesting highlights in

PHYSICAL THEATRE

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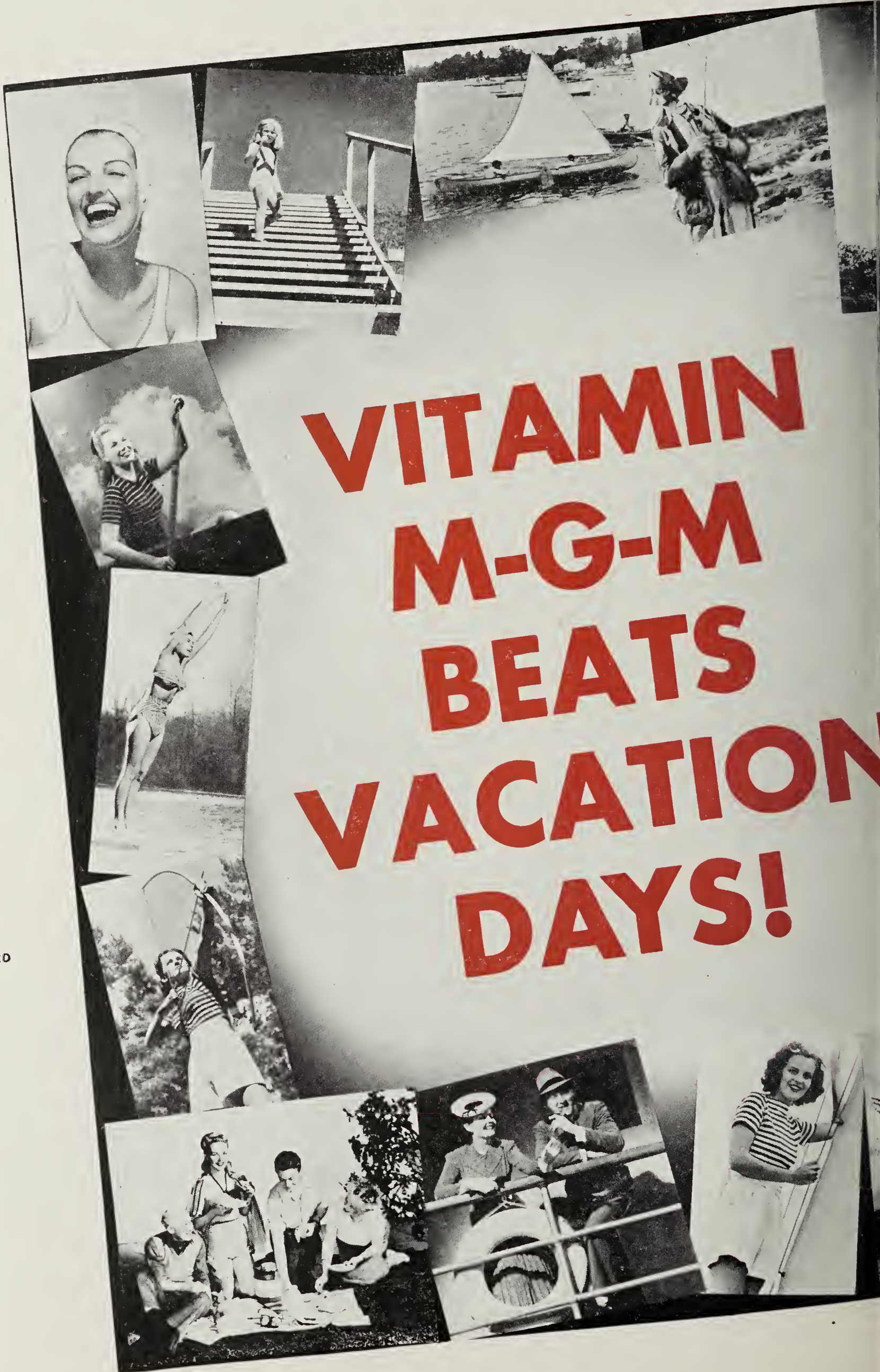
★ ★ ★

★ ★ ★

IRVING BERLIN'S
"EASTER PARADE"
(Technicolor). Starring
JUDY GARLAND, FRED ASTAIRE
PETER LAWFORD, ANN MILLER.

HAVE A

**VITAMIN
M-G-M
BEATS
VACATION
DAYS!**



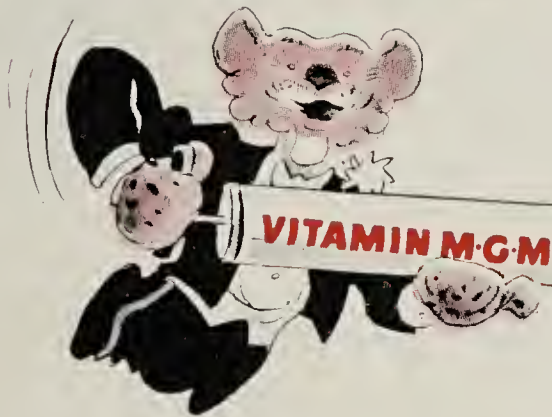
SHOT-IN-THE-ARM!

New Music Hall Record!

"A DATE WITH JUDY"

(Technicolor)

Biggest M-G-M first 2 weeks in Radio City Music Hall history!
Every new "play-date with Judy" terrific!



For Happy Box-Offices!

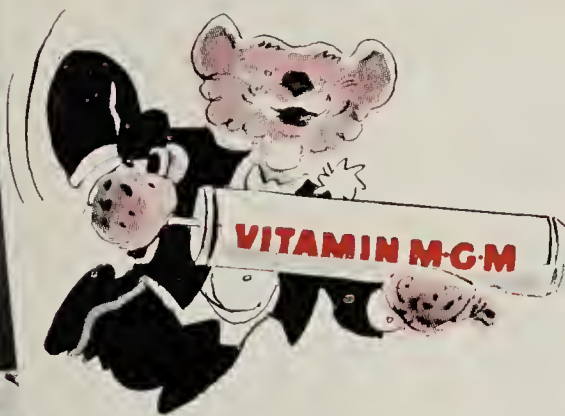
"ON AN ISLAND WITH YOU"

Just what the fans want in romance and music! Swell biz from Coast to Coast!

IRVING BERLIN's (Technicolor)

"EASTER PARADE"

Hold overs! Extended runs! It's getting bigger and bigger as its fame and its song hits sweep the nation!



Read the Reviews on

"A SOUTHERN YANKEE"

Here's a typical review from M. P. Daily:

"Red Skelton raises the roof. If you thought he was a boon to tired theatre-goers in 'Fuller Brush Man' you'll be as pleased as the preview crowd was, unanimously, to discover that you ain't seen nothin' yet. It's the fastest, funniest comedy of this or any recent year!"

Ain't it the dog-gone truth!

M-G-M GREAT IN '48!

The
Parade
of
Champions
Continues
At
20th
CENTURY-FOX

*Motion Picture Herald
Boxoffice Champion for July!*

**THE STREET
WITH NO
NAME**



Boxoffice Champions Coming Up!

**THE WALLS
OF JERICHO**

Packing them in to the
walls in key-city openings!



**THAT
LADY IN
ERMINE**

COLOR BY TECHNICOLOR

Ohhh!... What she's doing
for showmen who dated her!



- * The company that leads the industry in Boxoffice Champions for '48!
- * The ONLY company to make the list EVERY MONTH in '48!

Remember... September is YOUTH MONTH — Saluting Young America!



REPORTS indicate that behind the "iron curtain" in Roumania and Austria, Walt Disney's "Snow White" is meeting approval, which might be an indication of the dove of peace getting a chance if it is given a break.

★

MARQUEE CHANGERS, as usual, will herald the changing of "The Three Godfathers" to "3 Godfathers."

★

A QUESTION still unanswered is whether "The Return Of October" will be released in October.

★

A COLORADO drive-in claims "the biggest" on this count. A truck containing 36 boys drove in, paid \$21.60 in admissions, and four speakers were hooked up for the aggregation.

★

AND ANOTHER custom of the business is altered by the advent of the drive-in. Where stage attractions have been introduced in the open-airers, the audience shows its approval by honking its horns, which may lead us to expect the following conversation: "I knocked 'em dead last night at the drive-in. I was a horning success."

★

LATEST NOTE from the world of science is the item from an agricultural department professor who declares that black popcorn pops the whitest.

★

SOMETHING NEW in building goodwill occurred in an eastern town recently when a theatre, closed for the matinee, allowed its restrooms to be used by those participating in a civic carnival.

★

DRIVE-IN OWNERS are meeting to organize a national association. Contrary to what might be expected, however, they won't convene in a drive-in but in a regular meeting hall.

—H. M. M.

I N D E X

VOL. 40, No. 16

AUG. 25, 1948

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T H E EXHIBITOR

VOL. 40, No. 16



AUGUST 25, 1948

Brighten The Front

WHAT WITH costs rising so rapidly, it has become impossible for many a theatre to remodel its front completely, but there are methods by which the exterior of the house may be brought up to date.

IT IS revealing no trade secret to declare that most exhibitors believe that their fronts constitute their most important selling avenues, although, glancing at many of them, as much progress has not been evidenced in this department as in other parts of the theatre.

FOR EXAMPLE, some exhibitors still have failed to take advantage of the attractive plastic letters, available in various colors and sizes, which, through proper use, combine showmanship with better visibility. Using the same color letters, in the same size, becomes unattractive, and definitely hastens a loss of selling values, whereas a colorful, effective marquee salesmanship, with large letters now and again, can't fail to improve the merchandising scope of the front.

FURTHERMORE, there is a guarantee that there is no peeling or chipping, long a bugaboo to the theatres, lessening the maintenance problem. Combine these assets with those mentioned before, and the result is an opportunity no theatre should overlook.

WHILE on the subject, changing the display frames is another good idea. Many we have seen look as antiquated as cigar store Indians, which is a pity when one considers that there are now available frames in beautiful aluminum trim, tarnishproof, needing no further painting or polish.

THE NEW SHOW SEASON is about to start, and front changes of these varieties are easy to affect.

CERTAINLY no wideawake showman can afford to overlook these opportunities to increase the value of the front of his house.

THEY ARE WELL WORTH looking into.

A Jay Emanuel Publication. Founded in 1918. Published weekly by Jay Emanuel Publications Incorporated. Publishing office: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 923 Alondale Avenue, Los Angeles 36, California. Jay Emanuel, publisher; Paul J. Greenholgh, business manager; Herbert M. Miller, editor; James A. Dalton, advertising manager; George F. Nonomaker and Mel Konecok, associate editors. Rates: Each edition, one year, \$2; three years, \$5. Please address communications to office at 1225 Vine Street, Philadelphia 7, Pennsylvania.



FILM CLASSICS RECENTLY HELD A WORLD-WIDE SALES MEETING IN NEW YORK CITY, AND SHOWN HERE ARE SOME TOP MEN ON THE Dais.

There's Always A First Time

Though National Sales Meets Lessen, FC Recently Held Its Initial Session

ONE of the very first institutions to fall victim to the current retrenchment and tightening due to the economic situation in the film industry seems to be the large-scale national sales meeting.

Most film companies seem to feel that sales work can be done as efficiently through regional and district meetings. Hence, the national sales convention seems to have gone the way of all flesh, for the most part.

However, when a company is new, it seems logical for it to call together its sales force to impress upon its members the progress being made, and that was what happened recently in New York when Film Classics, Inc., convened for the first time to discuss past accomplishments and future plans.

Joseph Bernhard, president, Film Classics and Cinecolor, announced on the first day of the meeting that the new produc-



Film Classics' general counsel, Herbert S. Stern, listens attentively to what finance expert Dr. Vilem Zwillinger has to say on the matter.

ing and releasing company would be a cooperative organization, with profits "shared by all who helped to make them." Under the new plan, all personnel will share in the profits independent of special sales drives.

B. G. Kranze, vice-president and general sales manager, who presided over the three-day meeting, informed the delegates that territorial increases in business amounted to 70 per cent over mid-February of this year.

There was more good news. Eight promotions were announced, including those of Messrs. Jake Lutzer, Jules K. Chapman, Ralph Peckham, George Lefko, John McKenna, Lou Bernhard, Ed Spiers, and Bob Bernhard.

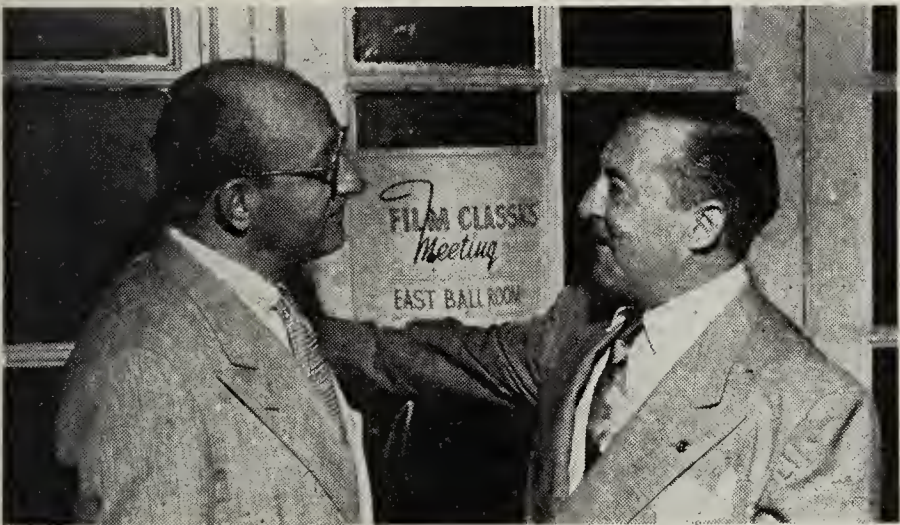
On the whole, the convention left an impression of self-confidence and assurance. Standing on a platform like that built at the convention, Film Classics cannot help but achieve success.



George Waldman, eastern division manager; Joseph Ende, comptroller; Jules K. Chapman, assistant general sales head, and I. H. Allen chat at the meeting. A newer company, Film Classics, is moving full speed ahead.



Seen in a huddle over finances were, left to right, Edwin Van Pelt, Willis McDonald, and Milton Gettinger. The new company has many problems to iron out. Get-togethers at the convention helped solve many of them.



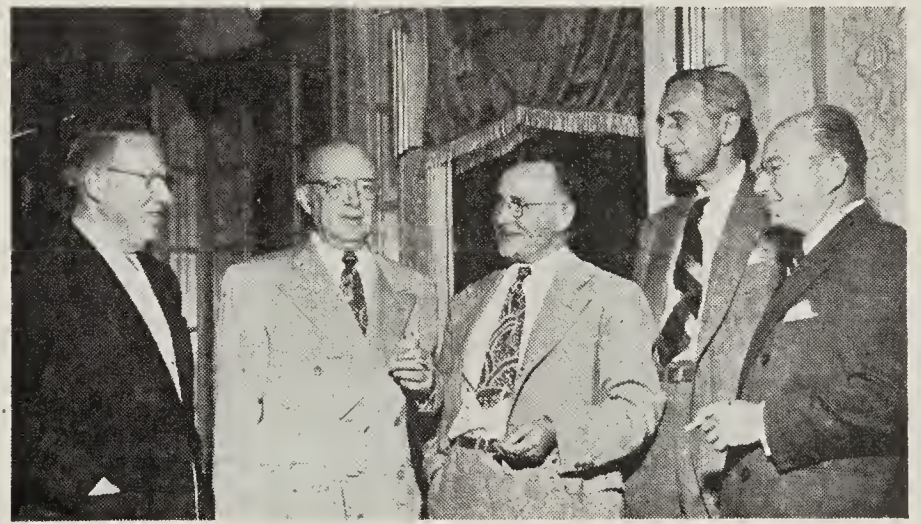
An anecdote changes hands. Leavitt Bugie, right, branch sales manager, Cincinnati, and general sales head B. G. Kranze make sure that neither misses the latest in a funny story. Most of the jokes were good.



At the reception before the dinner, seen, left to right, were John Consentino, Sam Sobel, Ed Spears, Eugene Arnstein, and George Lefko, among the many FC men who came to the meeting from all parts of the United States.



It's coffee, conversation, and cantaloupe for, from left to right, Samuel Wheeler, Sanford Gottlieb, Hyman Wheeler, and Fred Franks. Product of Film Classics was discussed, including many of the company's reissues.



Smiling, Bob Ableson, Joseph Bernard, Karl Herzog, Willis McDonald, and A. Pam Blumenthal hold a confab. The entire convention was full of little pauses which brought groups into corners to talk over their problems.



Bill Shartin, Al Zimbalist, veteran advertising and publicity executive, Bob Ableson, Syd Gross, and George Waldman share some interesting chitchat. Shartin seems to be more interested in the camera for a moment.



At the dinner, shown in full swing, the delegates to the large sales meeting take time out from business for a friendly meal. At the same time, the sales executives from various parts of the country talked over conditions.

ADVENTURE FOR

*Robert
Louis
Stevenson's*
**BELOVED
NOVEL
COMES
TO
THE
SCREEN!**



THE MILLIONS!

COLUMBIA PICTURES
presents

Robert Louis Stevenson's
**The BLACK
ARROW**

STARRING

LOUIS HAYWARD · JANET BLAIR

and featuring

GEORGE MACREADY · EDGAR BUCHANAN

Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller
Directed by GORDON DOUGLAS · Produced by GRANT WHYTOCK

AN EDWARD SMALL PRODUCTION



MEL KONECOFF'S NEW YORK

THERE'S a new theatre game of skill in the process of being launched currently. It's called "Puzzle-Bank," and it is sponsored by Enterprise House, headed by Curtis Mitchell, former Paramount advertising-publicity director, and his associates, including Leon Moss, Mervin Hauser, and William Powell. It has been cleared by interested government agencies, including the Post Office Department, the Department of Justice, the Federal Trade Commission, and the Federal Communications Commission and placed in the non-lottery class, the sponsors declare.



The game is designed on both a local and national level with participating theatres receiving an area license. During the week, theatre audiences fill out entry blanks which usually ask the identity of a film from a printed scene and the identity of the characters shown therein, plus the completion of a given sentence. On the night of the local contest, four winners will be chosen by a locally-designated judge, and they will be given the opportunity of answering a prepared question different for each contestant. The winner collects the local jackpot, and is then given a chance at the national prize by an immediate phone call from the stage, which is usually hooked up to the theatre's loud-speaker system. The call goes to the headquarters of Enterprise House, where the contestant is asked to identify a screen personality or other prominent person via a jingle or rhyme. He is given 20 seconds to reply, and, if he wins, he can collect as much as \$5000 in merchandise as the national jackpot.

If the national prize is won, it is immediately replaced by a similar prize so that other theatre contestants are eligible. Thus, there is no limit on the number of winners weekly. Mitchell stated that the game would have its initial tryout in some 25 houses in New England, and other theatres are being contacted nationally. Incidentally, if the prize is not won in any one week, it will be increased so that the prize the following week will be greater.

Cost to theatres is broken down as follows: franchises will go for four cents per seat per week per theatre, and trailers will be rented at \$1 per week. A pressbook is supplied plus a weekly contest kit which contains 1,000 free entry forms, questions and answers envelopes, weekly contest bulletin, publicity and exploitation bulletin, etc. Additional entry forms may be purchased for any week as required at \$6.50 per 1,000.

FLOTSAM AND JETSAM: We saw Paul Henreid the other day when he was at the Hampshire House, and, aside to the gals, he looks prettier off screen than on. He told us that he likes playing the part of a producer as well as an actor on the screen, which he does in Eagle Lion's "Hollow Triumph." He believes that "A" pix can be turned out reasonably with proper preparation, reporting that "Hollow Triumph" was turned out in 25 days at a cost of \$600,000. His goal in life is to form a corporation with a revolving fund to produce two pictures continuously annually with profit-sharing by creative talent involved. . . . Didya read about that survey conducted by Hofstra College among 137 television-owning families and 137 non-television-owning families, and where it was found that owners of television sets have cut their movie-going by 20 per cent. Night club attendance has been cut 42 per cent, while sports attendance has not been affected at all. . . . Didya also read that producer Walter Wanger would fight British film quota via American banks,

who would be utilized as intermediaries in the present dispute?

PRIZE ENTRY DEPT.: Universal-International may not know it, but it has a potential entry for the Academy Awards in "An Act Of Murder," with Frederic March, Edmond O'Brien, Florence Eldridge, Geraldine Brooks, Stanley Ridges, etc.

THE METROPOLITAN SCENE: Vincent Trotta's daughter, Maria Vincenza, will be married to Harold Douglas Hall on Aug. 28. Pop is art director for National Screen Service. . . . More than 450 radio stations have requested copies of the special 13-minute recording made by U-I featuring Jack Pearl as Baron Munchausen telling his famous story about a mermaid. It's a plug for "Mr. Peabody And The Mermaid." . . . As a result of the work in "Jenny Lamour" and other French films, David O. Selznick has signed director Henri-Georges Clouzot to direct a film. . . . Didya notice Betty Grable on the cover of the current (Aug. 19) Time magazine plus the lengthy profile in the pic section? . . . Paramount played host to scientists, lawyers, industrialists, psychiatrists, psychologists, etc., at a special showing of its "Night Has A Thousand Eyes." . . . It was denied that USO-Camp Shows was being revived. Veterans Hospital Camp Shows is still handling veterans' entertainment, and it has scheduled 10 new units for the road. . . . Abe Feinberg has again commenced booking stage shows for Fay's, Providence, R. I., when the "live" policy is resumed on Sept. 3. . . . Better pressbooks are out on "The Lady In Ermine," "A Foreign Affair," and "Beyond Glory." . . . Herman Weinberg, brother to MGM's Max, will be profiled in the September issue of Esquire as "The Man In The Title Role," where in his translation of foreign dialogue into English titles for film imports is detailed. . . . The Reconstruction Trading Corporation has engaged Nathan Cy Braunstein to streamline and edit "Fort Santiago," the first Philippine produced motion picture since liberation. It details guerilla activity.

Jock Lawrence Honored

NEW YORK—Jock Lawrence, executive vice-president, J. Arthur Rank Organization, Inc., was last week awarded the Order of the British Empire by King George, in recognition of his war services. The citation named Lawrence as Honorary Officer of the Military Division of the Most Excellent Order of the British Empire.

Caravan Moving To Indianapolis

INDIANAPOLIS — National Allied's Caravan committee will move its headquarters here from Philadelphia sometime before Jan. 1, it was learned last week.

"Pitfall" Opening Strong On B'Way

NEW YORK—Led by Radio City Music Hall and the Capitol, Broadway first-runs last weekend reflected average business for this time of the year. According to usually reliable sources reaching THE EXHIBITOR, the breakdown was as follows:

"KEY LARGO" (WB). Strand, with stage show, hit \$23,000 for Friday through Sunday, with the sixth week heading toward \$45,000.

"ESCAPE" (20th-Fox). Globe claimed \$7,000 for the second and last week.

"THE WALLS OF JERICHO" (20th-Fox). Roxy, with stage show, claimed \$82,000 for the last six days of the third week.

"A DATE WITH JUDY" (MGM). Radio City Music Hall, with stage show, garnered \$93,000 for Thursday through Sunday, with the third week bound to top \$152,000.

"RACE STREET" (RKO). Mayfair reported \$31,000 for the opening week.

"BEYOND GLORY" (Para.). Paramount, with stage show, took in \$70,000 for the third week.

"ABBOTT AND COSTELLO MEET FRANKENSTEIN" (U-I). Criterion had a \$17,000 fourth, and final week.

"MR. PEABODY AND THE MERMAID" (U-I). Winter Garden reported \$15,000 for the second week.

"SO EVIL MY LOVE" (Para.). Rivoli claimed \$22,000 for the sixth week.

"EASTER PARADE" (MGM). Loew's State anticipated \$30,000 for the eighth week.

"PITFALL" (UA). Capitol, with stage show, hit \$70,000 for Thursday through Sunday, with the opening week sure to top \$100,000.

Griffith Case Delay Asked

OKLAHOMA CITY—The Department of Justice last week requested that the Griffith anti-trust proceedings be delayed until Nov. 1. A new special assistant Attorney-General has been assigned to the case. Federal District Judge Edgar S. Vaught will hear the motion on Sept. 7.

Memphis House Closes

MEMPHIS—After 22 days of picketing by the local projectionists union, Walter L. Sawyer, owner, DeSoto, closed the house last week. Sawyer opened the theatre on July 24, and operated the projectors, himself, claiming he could not afford to hire a projectionist.

No Agnew Successor Yet

HOLLYWOOD — David O. Selznick announced last week that SRO would not make any immediate replacement of Neil Agnew as president. Selznick added that Milton Kramer, SRO board chairman, "has been gradually assuming many of the executive functions."

Walsh Reviews IATSE's Progress

CLEVELAND—Richard F. Walsh, head, IATSE, told last week's convention that television is the IATSE's chief problem, and that college trained television technicians were not union minded. As to theatre television, however, he said the four walls of a theatre are traditionally IATSE. He said progress was being hampered by the Taft-Hartley Act.

Walsh suggested separate wage scales for 16mm. projection so as to better compete with non-unionists in this field.

He predicted a keen battle to gain jurisdiction in the video field.

The International IATSE opened its 39th biennial convention at the Public Auditorium with approximately 1200 delegates in their seats. The big event of the first day's session was a message delivered by American Federation of Labor President William Green.

Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association, and chairman Harland Holmden exchanged compliments on the amicable manner in which theatre matters are, and have been settled for the past 20 years. To Schwartz, Holmden attributed the capacity to understand the problem of both labor and management, while Schwartz attributed to Holmden, International vice-president and business manager, Local 160, "vision and willingness to arrive honestly and fairly at a just conclusion of mutual problems."

President Walsh's report, read by Paul Smith, Butler, Pa., took up most of the Tuesday meeting period.

Walsh called for substantial increased social security payments, a reduction of the retirement age from 65 to 60 years, and for a pension plan, details of which are still under consideration.

The 16mm. field is wide open for organization, and Walsh advised locals to go after it. But to begin with, he suggests that 16mm. projectionists admitted into the IATSE be confined to 16mm. projection, and that their wage scale be considered separate so as to compete successfully with non-union projectionists in this field.

Television is the IA's biggest headache, according to the president's report. This is because it comes under the Taft-Hartley law. "Many technicians are recruited from radio broadcasting stations or from the ranks of engineering school graduates, who are often disposed to vote for no union."

"Nevertheless, we have been successful during these two years in winning collective bargaining elections for 100 per cent of the technical jobs at Philco's Television Station WPTZ, Philadelphia; at the Philadelphia Inquirer's WFIL-TV, at the Dumont station, WTTG, Washington, and at Paramount's KTLA, Los Angeles."

Resistance to organization of television projectionists, Walsh attributes to the "competition and confusion in the field."

But when it comes to television in theatres, President Walsh has no doubts. "We concede no jurisdiction there to anyone. We claim the four walls and all within them. That jurisdiction is traditionally ours. We will battle to preserve that jurisdiction no matter how long it takes,

Baltimore Exhibs Sued By Distributions

BALTIMORE, MD.—Six motion picture distributors filed separate percentage fraud suits last fortnight in the U. S. District Court. Actions were filed by Universal, 20th Century-Fox, RKO, Columbia, Warners, and United Artists.

Defendants in one or another of the suits are the Windsor Theatre Company, the Monroe Theatre Corporation, the Victory Theatre Corporation, the Fremont Amusement Corporation, Morton H. Rosen, and Morris R. Oletsky. Theatres named in the complaints are the Windsor, Monroe, Fremont, and Victory.

R. Dorsey Watkins, of the Baltimore law firm of Piper, Watkins, Avirett, and Egerton, is the attorney for each plaintiff, with Sargoy and Stein, New York, as of counsel.

and no matter how tough the conflict may be. We are not the ones to begin a fight, but we have never run away from a fight against us, and we will not run away from this one."

Following a brief intermission, members were called to order to see a motion picture depicting the history of the IATSE. The 28-minute short introduced the present president, Walsh, shown conversing with John C. Williams, first IATSE president, played by Herbert Rawlinson. Together they review the outstanding events in the growth of the union with flashes of photos of men who assisted in its growth. The film, made by contribution of the efforts of Hollywood specialists, is a permanent record of the IATSE. At the conclusion, President Walsh announced that 16mm. prints are available to all unions, and he urged that all IATSE members see the picture.

Tom O'Brien, NATKE general secretary and MP, in an address at the IATSE convention, asserted that his members would rather have state control than commercial supervision.

O'Brien called for a joint international council, with members taken from all industry levels in order to hasten a solution of present difficulties.

Walsh later explained the jurisdictional dispute in Hollywood, and said that a third serial report would be presented at the next convention. Other activities included the reading of reports of the meeting of the general executive board, the showing of a film on the AFL industrial show in Milwaukee, and the honoring of the memory of Babe Ruth by silent prayer. Resolutions, elections, the report of the president, and an address by Edward Arnolds was also featured at the confab.

Mich. Allied Readies Meet

DETROIT—Allied Theatres of Michigan announced last week that its annual convention would be held on Aug. 30-Sept. 1 at the Book Cadillac Hotel. William Ainsworth, National Allied president, and Abram F. Myers, Allied general counsel and board chairman, are leading speakers. The annual banquet will be held in the Arabian Room of the Hotel Tuller.

Reservations Climb For VC D.C. Dinner

WASHINGTON—R. J. O'Donnell, International Chief Barker, Variety Clubs International, last week expressed himself as being particularly pleased at the response to the call for the annual mid-year Conference which will be held here from Sept. 16-19.

The local committee, headed by Carter Barron and Nate Golden, report reservations already in from John H. Harris, International Big Boss; R. J. O'Donnell, William McCraw, executive director; Marc Wolf, Indianapolis; Charles E. Lewis, A. K. Rowsell, Pittsburgh, chairman, Humanitarian Award committee; Irving Mack, Chicago; Murray Weiss, Boston; Arthur Robinson, Detroit; Sam Switow, Louisville, Ky., and Indianapolis; William K. Jenkins, Atlanta; Jack Rose, Chicago; Herbert Boshoven, Grand Rapids, Mich.; Barney Pitkin, New Haven; George Hoover, Miami; Roy Wells, Dayton, O.; Dewey Michaels, Buffalo; Allen Moritz, Cincinnati; William O'Donnell, Dallas; Herbert Kohn, Memphis, and Luis Montes, Mexico City.

Two matters of importance will be acted upon at the conference, the John H. Harris recommendation for the erection of a statue to Father Flanagan in Boystown, Neb., and the recommendation that Variety take over in its entirety the operation of the Will Rogers Hospital, Saranac Lake, N. Y., changing its name to the Variety Club Sanitarium, and underwriting a percentage of its operating costs along with the support of the motion picture companies, the circuits, and individual tents around the country.

On the night of Sept. 16 a dinner party will be tendered Mr. and Mrs. O'Donnell, to which all the tent delegates, officers, and special guests will be invited, and on Sept. 18 the Humanitarian Award dinner will be held in the Statler Hotel to present the 1947 award to Secretary of State Marshall.

Conn. Houses Shift

NEW YORK—The Community Amusement Corporation, a newly formed corporation with offices at Hartford, Conn., has leased, and will operate the Daly, Hartford, Conn., and the Plainfield, Plainfield, Conn.

Dimitris Petrou is the president of the corporation, with John Calvocoressi as treasurer and Bernie Menschell as secretary. Both Calvocoressi and Menschell were associated with Skouras Theatres as managers in the Queens area of Long Island. Calvocoressi managed the Skouras Jackson, Jackson Heights, L. I., and Menschell the Broadway, Astoria, L. I.

Cleveland Backs Drive

CLEVELAND—A local Will Rogers Memorial Hospital drive was launched at an industry luncheon in the Cleveland Motion Picture Exhibitors Association clubrooms last week. The hospital's needs were outlined, and I. J. Schmertz, area chairman for the drive, spoke, as did Ernest Schwartz, CMPEA head. The drive will end on Dec. 22 at an all star performance, with all theatres, including first-runs, agreeing to run a special trailer in the meantime.



Gambler **RAFT**

Detective **BENDIX**

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RKO
Presents

GEORGE RAFT
WILLIAM BENDIX
MARILYN MAXWELL

in

RACE STREET

DORE SCHARF

In Charge of Production

Produced by NAT HOLT • Directed by EDWIN L. MONTAGUE

Screen Play by MARTIN ROTH



BROADWAY ENGAGEMENT AT BRANDT'S MAY 1

Bookie King tagged for
rubout! . . . Homicide Ace
on the murder spot! . . .
Dark-Haired Dish the decoy in
"buy or die" ultimatum by
"protection" racketeers! —
Rough, rugged action to
make your blood run
hot — and cold!

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THEATRE!



Conn. Houses Named In Anti-Trust Suit

NEW YORK—A \$1,620,000 anti-trust suit was filed in U. S. District Court last week by Prudential Theatres Company, Inc., with theatres in New Canaan, Conn., and Darien, Conn., against Paramount, UA, U-I, Columbia, Monogram, Eagle Lion, and New England Theatres, Inc.

It is alleged that the defendants conspired to the fixing of a uniform and unreasonable system of clearance in restraint of trade, conspiracy in setting up unreasonable preferred playing time, and unlawful "double clearance."

The damages sought include \$1,170,000 straight triple damages plus \$450,000 triple damages for "damage to properties of plaintiffs" and elimination of all allegedly unlawful clearances for Darien, New Canaan, Norwalk, and South Norwalk, Conn.

The complaint states that New England Theatres operates houses in which Paramount has a 50 per cent or more interest.

The clearance dispute of Warners, Loew's, RKO, 20th Century-Fox, and SRO with Prudential Theatres Company and Playhouse of New Canaan, Inc., owners and operators of houses in New Canaan and Darien, was settled.

Loew's, 20th-Fox, and SRO will now eliminate clearances in South Norwalk and New Canaan, while Stamford and New Canaan clearances will be terminated by RKO and Warners. The distributors were originally charged with fixing uniform and unreasonable clearances in restraint of trade, unlawful preferred playing time, and illegal "double clearance."

Music Halls Sold

LOS ANGELES—Sol Lesser and Sherrill Corwin last fortnight purchased 50 per cent of United Artists' interest in the four Music Hall theatres, and all the interest of Joe Blumenfeld went with the deal. Along with the local houses goes the United Artist, San Francisco.

Some time ago it was announced that negotiations had fallen through. Then Jay Sutton and Al Galston renewed their agreement for operating these theatres. This contract, made for three years, will be assigned to Lesser and Corwin, who are planning to buy another house here. The Hollywood Music Hall will be enlarged, and may possibly be turned into a first-run house comparable to the Pantages, which is but a few blocks down the Hollywood Boulevard. The theatre now seats but 600, while it is the intention of the new owners to more than double the seating capacity to 1300.

PI Profit Up

NEW YORK—In a report to stockholders of Pathe Industries, Inc., Eagle Lion parent company, it was divulged last week that the average weekly revenue of EL in the 24 weeks ended on June 12, 1948, had increased by 133 per cent.

Pathe's net profit for the first 24 weeks of this year was indicated at \$627,957, an increase of \$512,986 over 1947. Young attributed the gain in weekly gross income to a sales policy placing emphasis "on the selling of its product to the circuits which control large numbers of first-run theatres in key cities."

Companies, MPAA Ask SWG Case Dismissal

NEW YORK—Seven motion picture companies and the Motion Picture Association of America last week served notice on the U. S. District Court, Southern District of New York, of their intention to ask the Court on Sept. 14 for an order dismissing the Screen Writers Guild case.

The motion, filed on Aug. 13, holds that the complaint "does not set forth a short and plain statement of the claims alleged therein and the grounds upon which this court's jurisdiction depends, and that the averments of said complaint are not simple, concise, and direct."

As an alternative, in the event the court denies the order for dismissal of the Screen Writers Guild complaint, the defendants petition the court for an order striking certain allegations from the complaint, on the grounds that they are "redundant, immaterial, and impertinent."

Several months ago the Screen Writers Guild filed an action seeking to enjoin the motion picture companies from adhering to their announced policy not to hire known communists.

McConnell Protests Run

CHICAGO—An appeal against Federal Judge Igoe's decision, which permitted "The Emperor Waltz" to run for four weeks downtown, was filed last fortnight in the District Court of Appeals by Thomas C. McConnell, attorney in the Jackson Park case, which brought about the decree limiting Loop showings for first-runs to two weeks.

McConnell contends long runs do not conform with the Jackson Park decree. In arguing for more than two weeks for "The Emperor Waltz," attorneys for Paramount and B and K stressed the great cost of the picture and said that the public was entitled to see it to best advantage in a long downtown run.

In arguing against the longer run, McConnell said that if it were permitted it would open the way to many similar pleas for other films.

Wolfe Cohen Upped

NEW YORK—Warners over the weekend announced the appointment of Wolfe Cohen to the presidency of Warner Brothers International Corporation, succeeding the late Max Milder, who died two weeks ago. Until now, Cohen has been vice-president, Warner Brothers International. Cohen has been in the industry since 1918, starting in Toronto. On the opening of Warner offices in Canada nationally, he took charge of the St. John branch in 1925. Later, he was transferred to Winnipeg, Man., as branch manager with supervision over Calgary, Alta., branch. In 1936, Cohen became Canadian district manager for Warners in charge of branches in Toronto, Montreal, St. John, Winnipeg, Calgary, and Vancouver. He was appointed vice-president, Vitagraph, Ltd., in 1941. In 1944 he was made vice-president, Warner Brothers International.

U-I Schedules 24 Top Pictures

HOLLYWOOD — Universal - International's production, distribution, and home office executives last fortnight concluded a series of studio meetings and announced officially that the forthcoming annual production program would include 24 top-budget pictures, including six Technicolor productions.

Details of the 24 pictures were outlined by Leo Spitz and William Goetz, U-I's production chiefs. The Technicolor attractions will include "Bloomer Girl," "Adventures Of Sam Bass," "Bagdad," "Tomahawk," "Sierra," and "Streets Of Cairo." Among the other projects are "Harvey," "Night Watch," "Amboy Dukes," "Come Be My Love," "Paradise Lost—1948," "Air Crash," "Life Of Riley," "The Gay Goddess," "Illegal Entry," "The Fatal Step," "It Gives Me Great Pleasure," "Ma And Pa Kettle," "Arctic Manhunt," "The Western Story," "Shoplifter," "Salem Frigate," and "Homicide Squad."

In addition to the conferences, the executives viewed such recently completed productions as "Rogues Regiment," starring Dick Powell, Marta Toren, and Vincent Price; "Family Honeymoon," starring Claudette Colbert and Fred MacMurray; "Criss Cross," starring Burt Lancaster, Yvonne De Carlo, and Dan Duryea; "The O'Flynn," starring Douglas Fairbanks, Jr.; "The Unafraid," starring Joan Fontaine and Burt Lancaster; "Black Velvet," in Technicolor, starring Ann Blyth, and Howard Duff, and George Brent; "Mexican Hayride," starring Bud Abbott and Lou Costello; "Countess Of Monte Cristo," starring Sonja Henie, and "You Gotta Stay Happy," starring Joan Fontaine and James Stewart.

Discussions were also held concerning the American distribution of the J. Arthur Rank productions, including "Hamlet," "The Blue Lagoon," in Technicolor, "The Passionate Friends," "Christopher Columbus," in Technicolor, and a number of other productions.

Atlas Sells Para Common

NEW YORK—Atlas Corporation reported last week that it had sold 20,500 shares of Paramount common stock in the six-month period ending on June 30. The stock sale by Floyd Odum's investment trust represented a reduction of \$365,000 in Paramount interest so that Atlas now holds \$1,150,000 worth.

With the recent RKO sale, Atlas has reduced its film holdings by \$8,030,165. As of the date of the report, Atlas held film stocks worth \$2,185,602, representing about five per cent of its entire common stock portfolio of \$40,164,388.

NJ Allied Outing Cancelled

NEW YORK—Edward Lachman, president, Allied Theatre Owners of New Jersey, announced last week that in deference to the Will Rogers Memorial Luncheon held on Aug. 24, Allied Theatre Owners of New Jersey had cancelled its annual summer outing, which was to have been held at the West End Casino, West End, N. J., on the same date.

Argosy Pictures Corporation
9336 West Washington Boulevard
Culver City, California

July 15, 1948

John Ford
CHAIRMAN OF THE BOARD
Merian C. Cooper
PRESIDENT

Dr. Herbert Kalmus
Technicolor Motion Picture Corp.
6311 Romaine
Hollywood, California

Dear Dr. Kalmus:

Before I commenced "The Three Godfathers," Cooper and I were informed from all but one source that the additional cost in Technicolor would be from 20% to 50% more than in black and white. I am happy to write you that this information was completely wrong. We have had an accurate breakdown made of each individual item of the picture. The results show the actual additional cost for the employment of Technicolor in "The Three Godfathers" was only about 7½% greater than if the picture had been made in black and white.

I hope our use of color will prove interesting to you. I believe that audiences will not be conscious of it because the effects are so natural; and I also believe that audiences will unconsciously feel a very real dramatic impact from its use.

It is my opinion that Winnie Hoch and Charlie Boyle have turned in a truly great job of camera work. I would appreciate if you would thank them as well as all of your technical staff for the expert job they did on the picture.

Kindest regards,

Sincerely,

John Ford
John Ford

Color by
TECHNICOLOR

WORLD FAVORITE IN MOTION PICTURES

"Technicolor"
is a trade-mark

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

PEOPLE

NEW YORK—Following the resignation of Clement S. Crystal as vice-president, Paramount International Theatres, Lou Lazar was named last week to succeed him. Lazar resigned as general manager of operations, Schine Circuit, several years ago to become identified with Paramount, and was on Crystal's home office staff a short while before being assigned the Paramount houses in France and Belgium, with headquarters in Paris. Illness caused his return to the U. S., but he rejoined the company actively recently.

SAN FRANCISCO—Harry Price, Realart's franchise holder for San Francisco, Portland, and Seattle, announced last week that Jack Klepper is handling sales for the Washington and Oregon territories, and Jack Bettencourt for northern California. Klepper was formerly sales representative for Screen Classics in the northwest territory.

NEW YORK—Morey Goldstein, Allied Artists-Monogram general sales manager, last week announced that the company has engaged the services of Nicky Goldhammer as western sales manager. Goldhammer was formerly western sales manager for Eagle Lion prior to which he was a district manager for RKO.

DALLAS—Don Cole last week resigned both as special representative in Texas for Screen Guild and Oklahoma manager for Favorite Films of Oklahoma, thus ending his affiliation with the John L. Franconi enterprises. Cole also disposed of stock interests in a few affiliated firms in the Franconi organization.

Ia.-Neb. Unit Meets

DES MOINES—Two regional meetings were held last fortnight by the AITO of Iowa and Nebraska.

M. L. Dickson was host to southeastern Iowa exhibitors at the Mt. Pleasant Golf and Country Club. Directors H. E. Rehfield, Bloomfield, Ia., and Mrs. Carl Parsons, Keota, Ia., attended this meeting. The next day, 34 exhibitors met at Red Oak, Ia. A screening committee was formed with J. P. Lannon, West Point, Nebr., chairman.

Among AITO officers attending were A. C. Myrick, Lake Park, Ia., president; J. P. Lannon, West Point, Neb., vice-president; E. G. Huhnke, Omaha, Neb.; Howard Brookings, Oakland, Ia., and Robert Hutte, Osceola, Ia., all directors. Charles Niles, Anamosa, Ia., secretary, National Allied, attended both meetings. Regional meetings are scheduled for Norfolk, Neb., and Decorah, Ia., next month. There will be a one-day fall convention in Omaha during October.

Charles Skouras Honored

HOLLYWOOD—Charles P. Skouras was awarded the Great Heart Award of the Variety Club of Southern California last week in recognition of his humanitarian activities.

The presentation was made at a banquet attended by more than 900 leaders of government and every branch of industry. The club was congratulated by the keynote speaker at the ceremonies, Joseph M. Schenck, 20th-Fox.

"Good Sam", Clearances Rapped By Allied Unit

RED OAK, IA.—Members of the AITO of Iowa and Nebraska, meeting here last fortnight, passed a resolution "warning each member to use extreme caution before licensing of showing RKO's "Good Sam" for the following reasons: "The Salvation Army is put to ridicule and The Protestant Church is put in a bad light."

The body also passed a resolution claiming that there was a definite attempt to set up illegal clearances by a print shortage in Omaha and Des Moines.

Crouch Named To D.C. WB Post

WASHINGTON—Harry Kalmine, president-general manager, Warner Brothers Theatre Circuit, at a meeting last week announced the appointment of George A. Crouch as zone manager in the Washington territory.

Crouch, who succeeds the late John J. Payette, will have jurisdiction over 45 theatres in D. C., Maryland, Virginia, West Virginia and Pennsylvania. New York executives present included: Stewart McDonald, treasurer; Rudolph Weiss, chief, real estate department; Frank Marshall, chief, buying department, and Harry Goldberg, head, advertising department.

Crouch, who was chief booker and assistant to Payette, started in the business in 1908, with the late Harry M. Crandall, then operating an open-air theatre. When Crandall merged with the Stanley Company of America in 1923, and later with Warners, Crouch was retained as booker. Upon the expansion of the Washington Circuit into Maryland and Virginia, Crouch was made chief booker and assistant to Payette.

EL Execs In Confab

HOLLYWOOD—William J. Heineman, Eagle Lion vice-president in charge of distribution, arrived last week for a confab on 1948-49 product with President Arthur B. Krim, Max E. Youngstein, vice-president in charge of advertising, publicity, and exploitation, and studio publicity director Sam Israel.

EL, ASCAP Deal For Performing Rights

HOLLYWOOD—Negotiations were entered into last week by Eagle Lion and ASCAP for performing rights to music in films as well as setting fees on a fixed percentage basis.

Deals for some films were already made by EL music department head Irving Friedman, and call for payment of from 25 to 75 per cent of synchronization rights. Until the final disposition of the recent decree of New York District Court Judge Vincent Leibell, payment for performing rights will be held back.

Columbia made a deal for performing rights on "The Jolson Story," while other studios are waiting for Judge Leibell's decision.

TRADE SCREENINGS

RKO—"Mourning Becomes Electra" (Rosalind Russell, Michael Redgrave, Raymond Massey) and "Bodyguard" (Lawrence Tierney, Priscilla Lane) in all exchange centers on Aug. 31; "Station West" (Dick Powell, Jane Greer) and "Design For Death" (documentary), in all exchange centers on Sept. 1.

20th-Fox Profit Shows Slight Drop

NEW YORK—Twentieth Century-Fox Film Corporation and all subsidiaries including National Theatres Corporation and Roxy Theatre, Inc., last week reported a consolidated net profit after all charges for the 26 weeks ended on June 26, 1948, of \$6,894,659. After deducting dividends on prior preferred and convertible preferred stocks, the consolidated net profit amounted to \$2.37 per share on the 2,769,097 shares of common stock outstanding.

The consolidated net profit after all charges reported by the corporation for the comparable 26 weeks of 1947 was \$8,401,778, which after deducting preferred dividends, amounted to \$2.91 a share.

The board declared a quarterly cash dividend of \$1.12½ per share (or the equivalent in sterling at the rate of exchange on date of payment to holders of record residing in the United Kingdom) on the outstanding prior preferred stock of the corporation, payable on Sept. 15, 1948, to the stockholders of record at the close of business on Sept. 1, 1948.

A quarterly cash dividend of \$3.71½ per share (or the equivalent in sterling at the rate of exchange on date of payment to holders of record residing in the United Kingdom) on the outstanding convertible preferred stock of the corporation has been declared payable on Sept. 25, 1948, to stockholders of record at the close of business Sept. 3, 1948.

A quarterly cash dividend of \$.50 per share (or the equivalent in sterling at the rate of exchange on date of payment to holders of record residing in the United Kingdom) on the outstanding common stock of the corporation has been declared payable on Sept. 25, 1948, to stockholders of record on Sept. 3, 1948.

For the second quarter ended June 26, 1948, the consolidated net profit after all charges was \$3,967,817. After deducting dividends on prior preferred and convertible preferred stock, this amounted to \$1.37 per share of common stock. The profit for the first quarter of 1948 was \$2,926,842. The profit for the second quarter of 1947 on a comparable basis was \$2,504,175, equal to \$.84 per share of common stock.

20th-Fox Sets Sept. Meet

NEW YORK—General sales manager Andy W. Smith, Jr., announced last week that 20th Century-Fox will hold a domestic sales convention at the Drake Hotel, Chicago, on Sept. 8, 9, 10, and 11.

The convention will be attended by all U. S. branch managers, the company's five division managers, and their divisional assistants, as well as corporation executives and domestic distribution department heads.

Not Since "Lost Weekend" Has
There Been So Much Advance



ACADEMY AWARD STARS OF THE LAST 3 YEARS SAY:
About Any Motion Picture!



"I've listened to 'SORRY, WRONG NUMBER' on the radio—I've read it as a novel—now I've just seen it on the screen—and it's left me breathless. It's truly an electrifying experience, and in my opinion Barbara Stanwyck's performance deserves a nomination for the Academy Award."

—JOAN CRAWFORD



"In her career, Barbara Stanwyck has given performance after performance of Academy Award caliber. In 'SORRY, WRONG NUMBER,' however, as the pathetic, terror-ridden Leona, she surpasses even herself."

—LORETTA YOUNG



"'SORRY, WRONG NUMBER' is without a doubt one of the best suspense dramas I've seen. Burt Lancaster gives a great performance, and Barbara Stanwyck is positively magnificent. It won't surprise me in the least if Barbara wins herself the Oscar which she has so well deserved."

—RAY MILLAND



No. 1
Of A Series



BARBARA
Stanwyck

BURT
Lancaster

in

"SORRY, WRONG NUMBER"

with ANN RICHARDS · WENDELL COREY · HAROLD VERMILYEA · ANATOLE LITVAK · HAL WALLIS and ANATOLE LITVAK
Screenplay by Lucille Fletcher · Directed by
Based on her famous radio play · A HAL WALLIS PRODUCTIONS, INC., PICTURE · Produced by
A Paramount Release

"THE BABE RUTH STORY" IN WORLD PREMIERE; RKO DRIVE WINNERS HONORED



RKO Rocky Mountain district manager Al Kolitz, who was first in the 1948 Ned Depinet drive, congratulates Giff Davison, left, manager, winning Salt Lake City branch, and Joseph Emerson, manager, Denver branch, which won third prize, at a recent get-together.



Monogram International president Norton V. Richey, right, recently played host to Rafael Ramos Cobian and Juan Menendez in his New York office when the two were in town. Menendez, left, is vice-president, Compania Cinematografica Cubana, while Cobian, second from right, is president, Cobian Theatres, Inc., Cobian-Marti, Inc., San Juan, Puerto Rico; Compania Cinematografica Cubana, and Compania de Peliculas Onerazan, Havana. Also on hand was Hilda Llodio, second from left, assistant to the Latin American supervisor of Monogram International.



David Niven and his wife recently stopped off in New York City en route to England. Niven has just completed his role in the Samuel Goldwyn production, "Enchantment", which RKO will release.



On hand at RKO's fifth and final zone meeting which was held in San Francisco recently were, left to right: seated, A. A. Schubart, Harry Michelson, Robert Mochrie, vice-president, Walter Branson, J. H. MacIntyre, Harry Gittleson, standing, Giff Davison, Joseph Emerson, Dick Lange, Joseph Smith, E. A. Lamb, Al Kolitz, O. H. Watson, and Harry Cohen. It was at this confab that winners in the 1948 Ned Depinet Drive were announced.



A recent Chicago confab found William Hollander, Balaban and Katz ad-publicity director, discussing campaigns on Eagle Lion's "Mickey" and "Canon City" with Max E. Youngstein, EL promotion head.

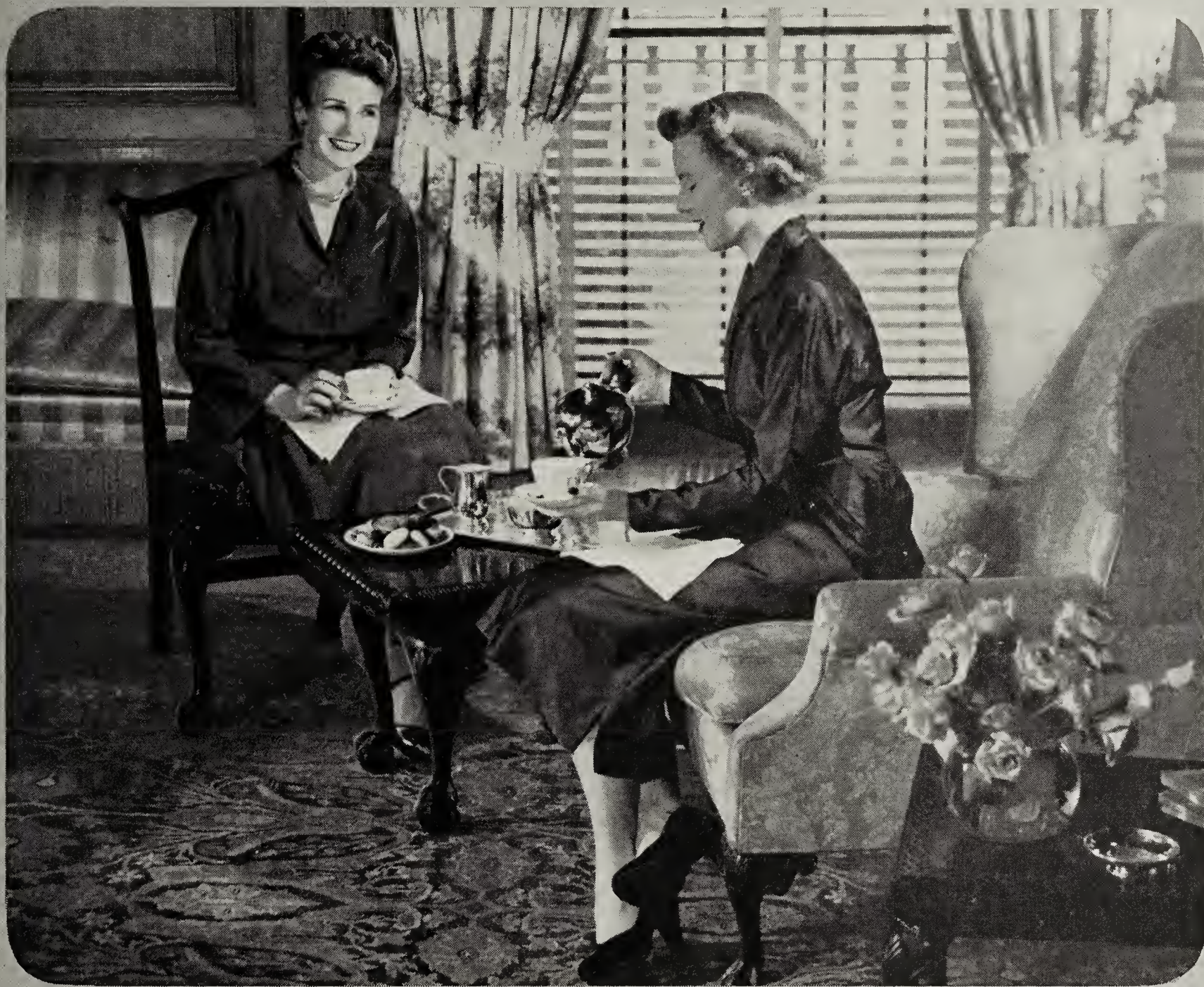


The West Point Military Academy recently had its own special "Academy Award dinner" at the institution, with Paramount coming in for a goodly share of the honors in recognition of the company's faithful portrayal of West Point life in "Beyond Glory". On hand to accept the plaudits was president Adolph Zukor, who is seen here with his wife, and Cadet John Saxon, who appeared in the film and received an award, and Saxon's date.



The recent world premiere of Allied Artists' "The Babe Ruth Story", Astor, New York, marked a new high in gala openings, with celebs from all walks of life putting in appearances. Pictured here from left to right are: screen star Peggy

Cummins and her escort, Henry Roeger; Mrs. E. A. Schlicht, A. Steel and his wife, film star Pamela Britton, and E. A. Schlicht. The shot at right shows the elaborate marquee, as well as the milling throngs watching the arrivals.



Artist with chintz and Chippendale...

WHEN this room says "home, sweet home" to movie-goers, it also speaks in praise of its creator—the man who dressed the set so understandingly.

For his was the feeling for fabrics and furniture that gave the set its "lived-in" look... that made it so truly convey time and place, and catch the spirit of the actors' roles.

Whether an interior is modern or medieval, penthouse or "poverty row," the set dresser's artistry makes its atmosphere authentic.

An important contribution, this—and one that is reflected to the full by faithful photographic reproduction... unfailingly provided by Eastman's famous family of motion picture films.

EASTMAN KODAK COMPANY

ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD



MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

New York City: Babe Ruth dies. Washington: Truman opens Youth Month celebration.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 66) New York City: Russian teacher ordered to testify. Long Island Sound: Simulated air-sea rescue. Madrid: Tyrone Power visits. Akron, O.: Soap Box Derby. Maryland: Water skiing.

NEWS OF THE DAY (Vol. XIX, No. 300) Long Island Sound: Simulated air-sea rescue. New York City: Russian teacher ordered to testify. Palestine: New clashes. St. Ignace, Mich.: Tribute to ferry service (Detroit only). Amsterdam, Holland: Woman Olympic star welcomed. Akron, O.: Soap Box Derby (except Detroit).

PARAMOUNT NEWS (No. 103) Hiroshima: Three years after atom bomb. Palestine: New clashes. Long Island Sound: Simulated air-sea rescue. Amsterdam, Holland: Woman Olympic star welcomed.

UNIVERSAL NEWSREEL (Vol. 21, No. 170) Washington State: Bumper wheat harvest. Akron, O.: Soap Box Derby. Palestine: Latest news. France: Canoe jousting. New York City: Olympic heroes come home.

WARNER PATHE NEWS (Vol. 20, No. 1) Washington: Spy probe. Akron, O.: Soap Box Derby. Northfield, N. J.: Babe Zaharias wins National Open. Amsterdam, Holland: Woman Olympic star welcomed. Long Island Sound: Simulated air-sea rescue.

TELENEWS DIGEST (Vol. II, No. 33) New York and Washington: The case of the Russian teachers and House Un-American Activities Committee hearings. USA: Meat strike hits butchers. Akron, O.: Soap box derby. Philippines: Rebels refuse surrender. Poland: Monument to be built in honor of heroes of Warsaw ghetto. Germany: Last PW's return from Great Britain. New Zealand: Floods. London: Track meet. Newark, N. J.: Pro football pre-season exhibition game.

IN ALL FIVE:

London: New thrills from the Olympics.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 65) The strange case of the Soviet teachers; Ex-U.S. Government officials deny red espionage charges. Goshen, N. Y.: Hambletonian trotting classic (except Chicago and Los Angeles). (Chicago only) Babe Didrikson and Lloyd Mangrum capture Tam O'Shanter titles. (Only Los Angeles) Damon Runyon Memorial Handicap at Del Mar.

NEWS OF THE DAY (Vol. XIX, No. 299) The strange case of the Soviet teachers; Ex-U.S. Government officials deny red espionage charges.

PARAMOUNT NEWS (No. 102) The strange case of the Soviet Teachers; Ex-U.S. Government officials deny red espionage charges.

UNIVERSAL NEWSREEL (Vol. 21, No. 169) Niagara Falls: A century of friendship between U.S. and Canada. West Branch, Ia.: Hoover visits birthplace. Lugano: Swiss mark 667th birthday. Long Beach: Kids on beach outing. Tampa: Mermaid displays technique.

Judge Coxe Named To Statutory Court

NEW YORK—Chances that the government's trust suit hearings will go on as scheduled on Oct. 13 were improved with the appointment last week of District Judge Alfred C. Coxe as the third member of the statutory court which will conduct the hearings.

Judge Coxe replaced Judge John Bright, who died after the court gave its initial decision.

Two other judges to serve with Coxe are Circuit Judge Augustus Hand and District Judge Henry W. Goddard.

WARNER PATHE NEWS (Vol. 19, No. 104) The strange case of the Soviet teachers; Ex-U.S. officials deny red espionage charges. Goshen, N. Y.: Trotting.

ALL AMERICAN NEWS (Vol. 6, No. 304) London: Olympic games. Wilberforce, O.: The Wilberforce University Choir. Petersburg, Va.: Annual doll contest. Kansas City: Home and church remodeled by blind preacher without help. Chicago: 19th annual Bud Billiken Day.

NATIONAL LEGION OF DECENCY

Aug. 19, 1948

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Cowboy Cavalier" (Mono.); "Fighting Ranger" (Mono.); "Luxury Liner" (MGM); "Marshal Of Amarillo" (Rep.); "Miraculous Journey" (FC); "Music Man" (Mono.); "The Shanghai Chest" (Mono.); "Station West" (RKO); UNOBJECTIONABLE FOR ADULTS: "Man From Colorado" (Col.); "Rope" (WB); "Smart Girls Don't Talk" (WB); "Stage Struck" (Mono.); OBJECTIONABLE IN PART: "The Saxon Charm" (U-I). NOTE: Change in Classification—"Passionelle" (French) (Distinguished Films). Classification changed from "C" to "B" due to revisions made. This, however, only is applicable to prints exhibited in the U.S. and its possessions, the Philippine Islands, and Canada.

NATIONAL BOARD OF REVIEW

Aug. 14, 1948

SELECTED FEATURES: "The Gentleman From Nowhere" (Col.); "Larceny" (U-I); "Station West" (RKO).

Eastman Earnings Up

NEW YORK—Eastman Kodak Company last week reported 1948 semi-annual sales of \$192,480,338, a 25 per cent increase over the \$153,581,750 for the same period last year. Net earnings during the half were \$28,017,724, or \$2.24 per common share. This compares with \$20,299,661, or \$1.62 a share for the corresponding time in 1947.

All figures apply to the parent company and wholly-owned subsidiaries in the western hemisphere. The company's semi-annual period includes the 24 weeks ending on June 12.

Kopfstein In "Copa." Deal

NEW YORK—Jacques Kopfstein, executive vice-president, Astor, last week consummated a 16mm. distribution for the Sam Coslow production, "Copacabana," a United Artists release. UA is still releasing the film in 35mm., and Astor's 16mm. release date commences in May, 1949. The deal is for the entire world.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

PARAMOUNT

"Isn't It Romantic"—Mild program.

MGM

"Luxury Liner"—Good program.

WB

"Rope"—Has the angles.

"Southland Newsreel" Bows

DES MOINES—It was announced last week that "Southland Newsreel" is the title of a series of 10-minute motion picture short subjects "or, by, and for the south" now being booked by theatres in southern states. Showings will start in early fall.

Each fall and early winter issue of Southland Newsreel will feature coverage of outstanding southern football games, including Bowl contests, as well as other sports and news events.

Southland Newsreel is produced by Tele-Visual Productions, with headquarters in the Atlanta-Biltmore Hotel, Atlanta, and studios in New York, Chicago, and Des Moines. Director-producer is Burton B. Jerrel, who also produces "Tele-Topics." Distributors are now looking the series in Washington, Charlotte, Atlanta, New Orleans, Memphis, Indianapolis, and St. Louis.

U-I Squadron Starts

NEW YORK—A "flying squadron" of Universal-International advertising, publicity, and exploitation executives will visit approximately 20 key cities beginning this week on advance promotion plans for "One Touch Of Venus," Maurice A. Bergman, U-I eastern advertising and publicity director announced.

The squadron will consist of Bergman, Al Horwits, eastern publicity manager, and Charles Simonelli, eastern exploitation manager.

Reade Opens Drive-In

WOODBIDGE, N. J.—Walter Reade's drive-in near here, the first of 27 planned by the circuit, opened last week, with a 950-car capacity, it may be enlarged later to take care of 100 more.

Julius Daniels, Reade city manager, is supervising and Samuel Shumer, former manager, Strand, has been transferred to the drive-in as manager. Edward Moroz, former assistant, Majestic, succeeds Shumer at the Strand.

Macdonald-Pearson

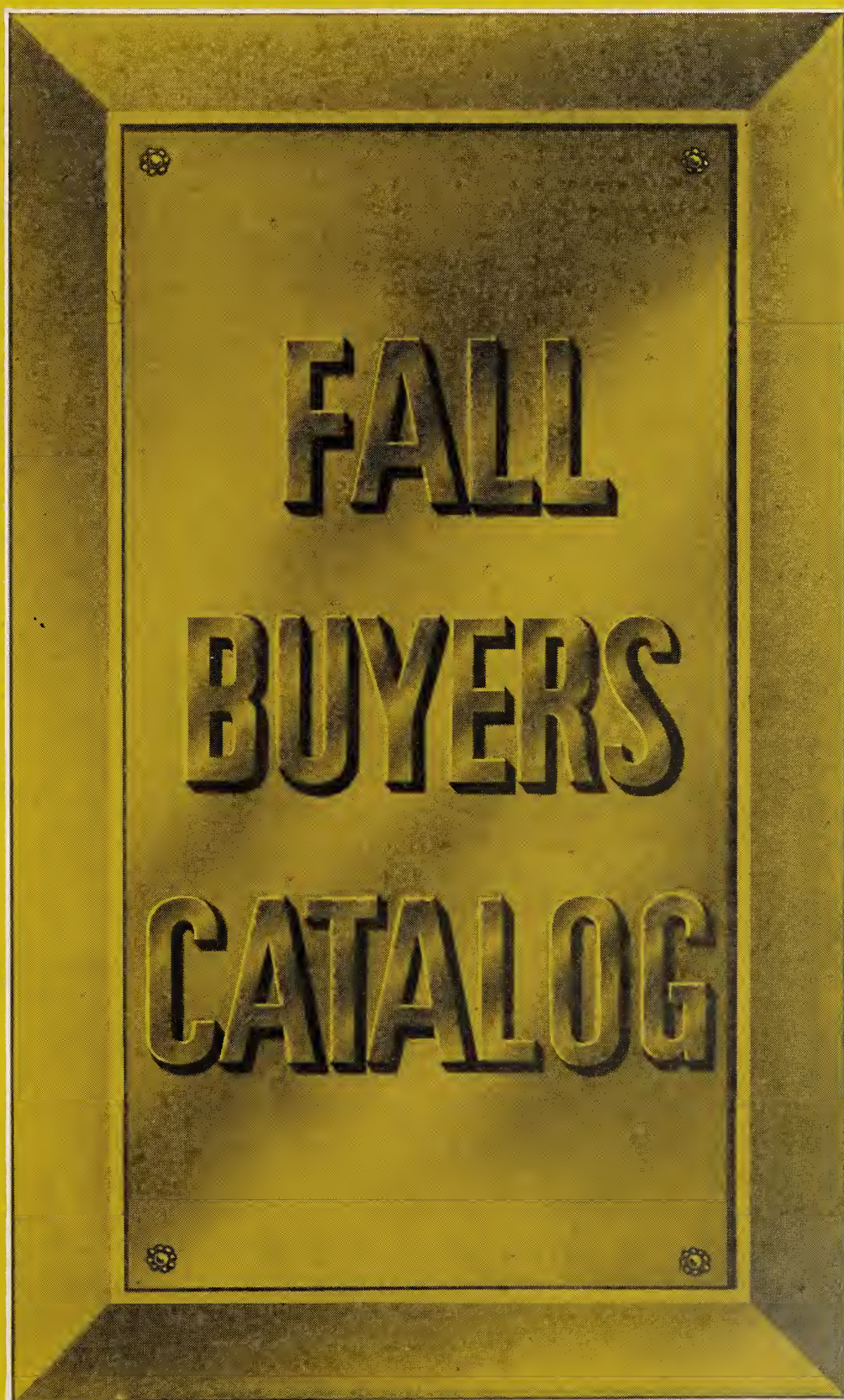
SALT LAKE CITY—Phyllis Ann Pearson and Wallace Dale Macdonald, son of Karl Macdonald, vice-president, Warner Brothers International, in charge of sales for Latin America, were married here on Aug. 19.

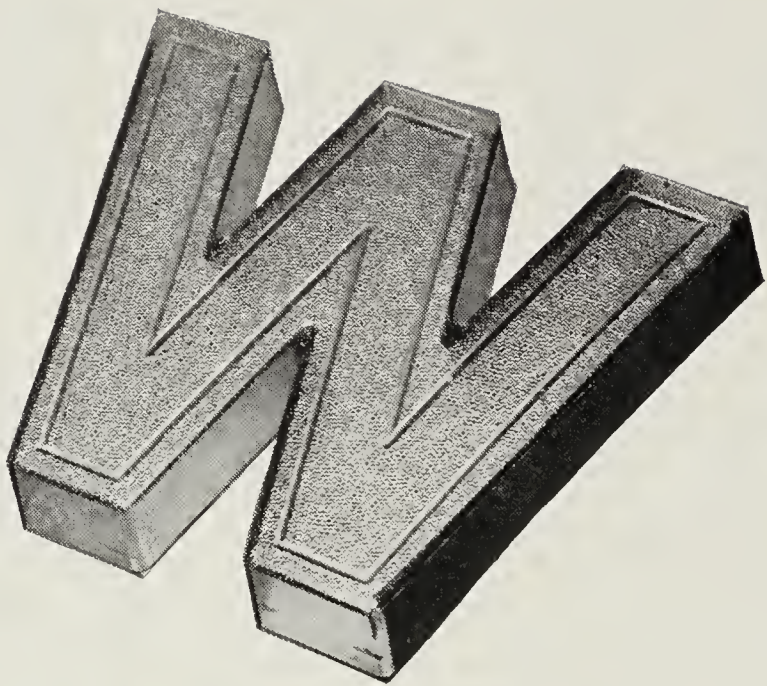
Forbes Covers Drive-Ins

NEW YORK—The Aug. 15 issue of Forbes magazine carries an editorial article on drive-in theatres, which should prove of interest to those in the industry interested in this type of operation.

PHYSICAL THEATRE

*Devoted Exclusively to the
THEATRE STRUCTURE
—its Design, Construction,
Furnishings, Maintenance
and Specialized Equipment
—with a Special Section
Devoted to Drive-In Theatres*





THIS

IS THE LETTER
THEY'RE ALL
TALKING ABOUT



The New WAGNER SHOCK-PROOF TRANSLUCENT COLORED LETTERS

are made of the new plastic material which is 60% stronger than any previously used by anyone. The gorgeous, deep, jewel-like colors go all the way through the letter, cannot chip or scale, never require painting or other maintenance.

These popular Wagner letters afford freedom from freezing to the sign, as in the case of letters designed for mounting arrangements which employ channels.

Wagner's exclusive slotted method of mounting provides more than six times the bearing surface of the lug-type letter. Complete safety is assured.

Wagner multi-size letters avoid the eye monotony of ineffective one-size

letter copy, doubling the effectiveness of the display board. 4", 8", 10" and 17" sizes are available in red, green, blue and opaque black. 4", 8" and 10" sizes available in amber.

WAGNER WINDOW-TYPE FRAMES

permit openings of any height and length in ONE panel, making it unnecessary to construct a makeshift series of small signs and join them together. They are by far the most economical to maintain. Lamps, neon and glass can be removed and replaced from any section of the sign without disturbing any other portion and without removing the frames.

Wagner Plastic Letters Can Be Used in Combination with:

WAGNER SLOTTED ALUMINUM LETTERS

Many styles and colors in 4", 6", 8", 10", 12", 16", 24", and 30" sizes —more sizes than offered by any other company.

WAGNER LOBBY DISPLAY UNITS

(White enameled steel. 24", 36" and 48" sections combine to make any length.)

IMMEDIATE DELIVERY

WAGNER MOUNTING STRIP

Stainless steel, drilled for mounting. No special wiring required.)

WAGNER TRANSPARENCIES AND FRAMES

(Full colored photographs for marquee frame or lobby. All stars. Any size.)

FREE!

**USE THE COUPON FOR BIG CATALOG
ON EFFECTIVE SHOW SELLING!**

Wagner Sign Service, Inc.

218 S. Hoyne Avenue
CHICAGO 12, ILL.

WAGNER SIGN SERVICE, INC.

218 S. Hoyne Ave., Chicago 12, Ill.

Please send big free catalog on Wagner theatre display equipment, the largest line in the world.

Name.....
 Theatre.....
 Street.....
 City and State.....

See Our Exhibit at the TESMA Show, Jefferson Hotel,
St. Louis, Mo., Sept. 28-29-30, Booth Nos. 47 and 48.

LAYING IT

On The Line

Now, Is The Hour . . .

As the average theatre owner or circuit executive contemplates the close approach of the big Labor Day weekend, bringing with it the return of his family from summer camp and summer cottage, he has more to think about than the bundle of dough that will be necessary to re-equip the kids for their fall return to school.

JUST as his own family is returning to their normal home routine, thousands of his regular patrons and potential patrons in every walk of life also are either returning or at least settling down to the shortening days of Fall and Winter in the more closely knit family circle. Starting to fade are the lush green days of fishing, swimming, boating and shady picnics. The baseball leagues are coming down the stretch in the final third of their season. Planned vacations at seashore and mountain lake will end in a few short weeks. Summer is nearing its end.

Now, this seasonal change won't react in an immediate upturn in the nation's theatre admissions. Experienced showmen know from the past that the upturn is a gradual though steady one that doesn't reach its important volume until the autumn rains and colder weather pull the cork on all but indoor entertainment. But the turn is at hand! And, if there is any remodeling, redecorating, refurbishing or re-equipping to be done in preparation for the coming season, *now* is the hour when it must be started.

WHILE this ANNUAL FALL BUYERS CATALOG issue was planned only recently and marks an objective rather than an accomplishment, its timing is keyed to the seasonal turn. In the years that follow, it is planned to develop the catalog theme to the point where it, coupled with a companion ANNUAL SPRING BUYERS CATALOG issue will furnish the constantly growing, and nearly 10,000 subscribers to this periodical, with a handbook of helps on design, construction, maintenance, management and equipment sources that will prove invaluable at these seasonal turns.

IN this first effort will be found an up-to-date recently checked list of all specializing theatre supply dealer stores. As the specialists who serve the theatre industry, it has always been the recommendation of this publication that they should be the first to be consulted about any changes or purchases. This recommendation is again repeated and re-emphasized.

BUT don't put it off! *NOW*, is the hour!

PHYSICAL THEATRE • A sectional department of THE EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 1225 Vine Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.



Why West-Clean Washrooms are Golden Assets!

When it comes to washrooms, theatre patrons are sensitive people! Clean washrooms count with them as well as "money's-worth" pictures. It adds up to good "box-office" for you when these washrooms are *fully clean—not just partly so!*

West-maintained washrooms are fully clean because they do what your janitorial staff alone cannot do! Where your own janitors, due to lack of time and proper equipment, merely scrape the surface of your washroom problem . . . a trained West service man literally gets to the "bottom" of it by thoroughly cleaning the bowls and traps and *eradicating* the hidden cause of annoying washroom odors.

Periodic, efficient and complete—including installation of a modern method of automatic deodorization—this service is extremely economical. Costs nothing extra with your purchase of necessary West Products.

Close to 500 trained West Representatives—from coast to coast—are ready to explain the merits of this superior service in full detail. For quick solution to your washroom problem, contact us at once.

FREE!



A handsomely illustrated brochure is now available upon request. Just fill in the coupon below to discover how your washroom maintenance costs can be greatly reduced — and how you can obtain the *Free* services of trained West service men.

Please clip to your business letterhead

WEST DISINFECTING
Company

DEPARTMENT A

42-16 WEST ST., LONG ISLAND CITY 1, N. Y.

I would like a free copy of
"AN IDEAL WASHROOM MAINTENANCE"

NAME _____

POSITION _____



No other item of theatre equipment is winning patron approval that compares with that accorded

IDEAL SLIDE-BACK CHAIRS

The deep spring cushioned comfort, the convenience of easy retractability, and the safety features of this pre-eminent chair are appreciated by everyone.

So far ahead mechanically . . . offering so many EXCLUSIVE advantages, the Ideal Slide-Back chair affords more than six inches of smooth, effortless, horizontal retraction with no humps, jarring or disturbance to those behind—provides 100% more passing space, with conventional spacing, 32" back to back. Eliminates necessity of standing to permit passing.

There are no sharp edges to bump shins, no pinching hazards. Full length die formed steel back panel entirely covers seat cushions.

The Ideal Slide-Back is the only chair of ANY TYPE that affords 100% safety in emergencies. Unoccupied seats automatically silently slide back, rise and lock into position; automatically disengaging when lowered for occupancy.

The Slide-Back is also extremely popular with maintenance people. No adjustments or lubrication are required and there is no understructure to hamper cleaning.

Easily installed without specialized mechanics, the Slide-Back is adjustable to all conditions and inclines.

Available in a variety of models, end standards and upholstery.

**CONVENTIONAL TYPE SEATING FOR BALCONIES WITH HIGH RISERS
SUPPLIED ON THE SAME ORDER WITH SLIDE-BACK CHAIRS.**



**See Our Exhibit
at the TESMA Show**

**JEFFERSON HOTEL
St. Louis, Mo.**

September 28-29-30

Booth Nos. 72 and 73

Sold by Independent Theatre Supply Dealers

IDEAL SEATING COMPANY of GRAND RAPIDS
SEATING IN THE MODERN MANNER

PHYSICAL THEATRE

VOLUME III

NUMBER 9

August 25, 1948

DURING this happy period, off and on, we've been mulling over stories by newspapermen in Berlin and the alarums of a number of business analysts.

Until lately, campaign voices and a bull market have jollied us into a fuzzy view of these cogent observers' doleful pronouncements on the "Berlin showdown . . . our Munich . . . the coming struggle for the Ruhr . . ." etc.

But now that the international picture is more cheering, temporarily anyway, the net effect has been to increase our anxieties. We understand better than we did the terrifying nature of the true cleavages between the Cominform plan and the Marshall plan.

With a recession already well underway throughout the movie industry—as in most all other so-called "luxury lines"—simply because family budgets are pinched by high prices to a point where the "non-necessities" must go, talk of war is a hell of a note.

And so are plans for allocations, priorities, rationing, and inventory, profit and worker controls—all tighter and less voluntary than last time. To more and more persons-in-the-know, or to those who think that they are, including Walter Winchell, war seems inevitable sooner or later.

Old Miracle Man

In fact, to counteract the ideas that Winchell has put into our heads, we've had to step up our daily dose of pheno-barbital and to summon into emergency consultation our old miracle man, "General Repair," (page 8) on the precautions that the afflicted theatreman should be taking right now—war or no war.

At the eleventh hour, we've gotten hep to the fact that the defense program is now more than 14 billions (and that a year hence it will probably be 20 billions), and that—in addition to the shortages this program will impose—yet more will result from the Marshall plan, lend-lease, and essential civilian needs. Things are tightening up slowly because military orders are getting started slowly.

We took our biggest set back, incidentally, when we learned that the old seer, Roger W. Babson, is so convinced that a third World War is inevitable and that it will be an atomic war, he has moved his institute from near Boston to Eureka, Kansas, and renamed it Utopia College. The buildings, small and scattered, are connected by underground passages. Babson advises everybody he meets to put at least five per cent of his money into dia-



Arrangements committee of the Theatre Equipment & Supply Mfgs. Assoc. convention at St. Louis, Sept. 27, 28, 29 and 30, seated, l. to r.—Thomas James, chief barker, and Ray G. Colvin, president, Theatre Supply Dealers Assoc., both of St. Louis; Roy Boomer, secy.-treasurer, Theatre Equipment & Supply Mfgs. Assoc., Chicago; Fred Wehrenberg, president, MPTOA, and Robert Tolan, president, Tol-Pak Co., both of St. Louis; standing—Morris Landau, convention manager; Charles Blood, sales, Star Mfg. Co.; C. A. Shock, sales, Balder Electric Co.; William Moran, sales, Star Mfg. Co.; Gregory Lucy, sales, Jefferson Hotel; Henry Weiss, Typhoon Air Conditioning Co.; Robert Seat, advertising, all of St. Louis.

The Pinch

Destiny May Give You A Hotfoot If You Aren't A Canny Fall Buyer

monds as sure-proofs against inflation and as "negotiables in every part of the world at all times."

Out of Touch? No!

We found, as we knew we would, that shrewd old General Repair wasn't out of touch with what was going on in the world, and that—quick as ever to adapt himself to any contingency—he already had resolutely gone about laying in for his circuit what he hoped were adequate stockpiles of necessities that will be more dear if not completely unobtainable a few months hence—war or no war.

The old party told us that, in his opinion, the best hedge was a set of emergency grates for the oil burner in case you will have to switch over to coal. As even the Eskimos must know, there will be a spectacular clamor for steel in a couple of months, even with the average cost up \$10 to \$11 to most users.

Your steel needs will come in somewhere after freight cars, farm machinery, petroleum equipment, some building materials, Marshall plan, military orders, big corporation stockpiling, lend-lease, atom, and new ships. So order those castings, grates and all other sections of cast iron boilers immediately, for autumn delivery.

It is hard common sense, too, the General reminded us, to stash away as soon as possible anything made of aluminum,

copper, lead, zinc, tin, and other metals—including paints, projection carbons, spare parts for projection heads, and copper for rewinding motors, especially this last. The price of one of these items, lead, by the way, has gone up 20 per cent in recent weeks!

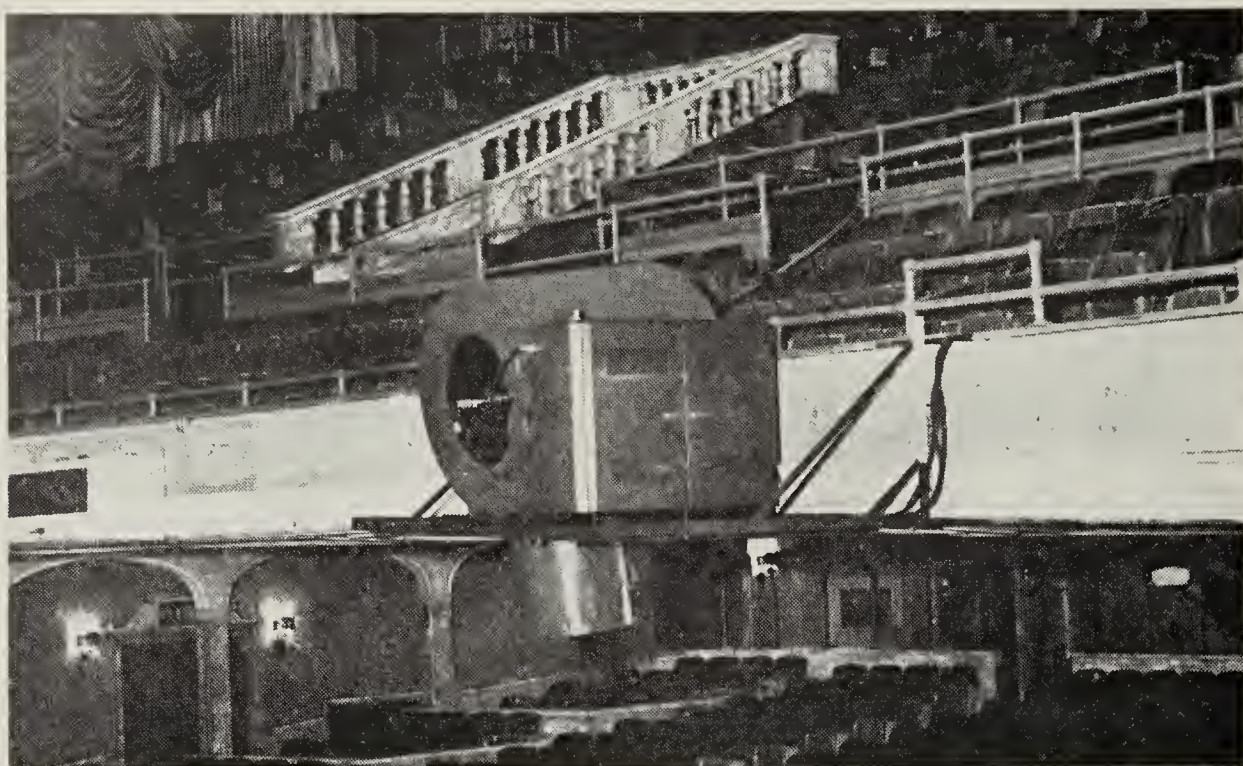
Since late summer is the best time anyway to get in your best licks fixing up the outside, go in more extensively this year than ever before for touching up signs, painting all around, and seeing to it that all roofing is securely hammered down.

General Repair also related his discovery that rows and rows of toilet tissues and paper towels in the basements of his theatres give him a sense of security that these stocks at supply dealers do not inspire.

Full of Crises

To have to buy a lot of stuff that you don't need now or be denied it later is a bitter choice. But the lives of all businessmen during this unsettled stretch of history are full of crises and of opportunities that knock but once, if they bother to knock at all.

Somehow, somewhere, you'll have to raise your maintenance ante this fall, and lose no time about it either. Just to help you to ease up on the extra revenue that will be required, we're running in this number a buyers' guide to theatrical manufacturers and supply dealers.



AFFIXED TO BALCONY, TRYOUT RCA TV PROJECTOR IS USED SUCCESSFULLY AT THE FOX.

Television By A Knockout

Jersey Joe Takes The Count In Epochal Telecast Demonstration

ON the night of June 25, 1948, the Fox Theatre in Philadelphia rang with noisier cheers than had ever been heard in that old motion picture citadel.

Right there on Market Street, Joe Louis and Jersey Joe Walcott were slugging it out for the heavyweight championship of the world.

They were joined in titular pugilism for the private benefit of a lot of big figures from 20th Century-Fox, RCA, and the Republican National Convention, as far as anyone could see. The moment Jersey Joe went down from the blows at New York's Yankee Stadium, he went down on the screen at the Fox.

The cheers were not entirely on this account. A more dramatic victory was recorded by a younger, lustier champ than Joe Louis. Television proved once and for all that its scope was not bounded by clubs, bars or the private parlor.

The upstart champ, which a recent authoritative survey predicted would have a phenomenal 910,000 TV receivers in operation by year's end and 3,000,000 by 1950, laid low the superstition that the interpolation of spot tele-events might not pan out so well in distant movie houses. The happy event at the Fox marked the first inter-city television program.

Packed With Dynamite

The knockout packed more dynamite than that: the reproduction of the first theatre-size, 20-by-15 feet, television images (more than six times as large as any previously reproduced) on a motion picture screen, and of the first "high brilliant" theatre-size TV pictures.

The telecast, incidentally, was seen via direct projection methods. Intermediate

film is still in its formative stage. The projector, an experimental RCA model, achieved the "high brilliant" effect by means of a 42-inch spherical mirror and a 36-inch aspherical correcting lens. This made it the largest Schmidt type projector in the world, save for the 72-inch Schmidt telescope atop Mt. Wilson.

The throw of the Schmidt equipment is 40 feet. This is sufficient to permit mounting of the projector in the balcony of some theatres, as at the Fox. (Ceiling mounts have been mentioned as a possibility). The special projection tube, optical system, power supplies, and controls all are contained in a fairly compact unit.

Though big figures in the movie and tele industries, such as Spyros P. Skouras, president of 20th Century-Fox Film Corporation, and Frank M. Folsom, executive vice-president of the Radio Corporation of America, eyed the spectacle at the Fox speculatively, the demonstration was fraught with excitement and anticipation. The telecast was preceded by the showing of the feature film, "Give My Regards To Broadway."

Rousing Success

Deciding that on the whole what they had seen was a rousing success, Mr. Skouras and Mr. Folsom sounded these triumphant notes:

Mr. Skouras: "Through the magic of television every seat in Philadelphia's Fox Theatre was transformed into a ringside seat at New York's Yankee Stadium. We feel extremely proud in having presented this trail-blazing demonstration of the public service which may issue from the marriage of these arts."

Mr. Folsom: "The development of this

projector represents the very latest measured step in a carefully planned long-range program of research, development and experimentation. This exploratory program was undertaken to determine where and how television may best serve the various branches of the motion picture industry and the patrons of motion picture theatres."

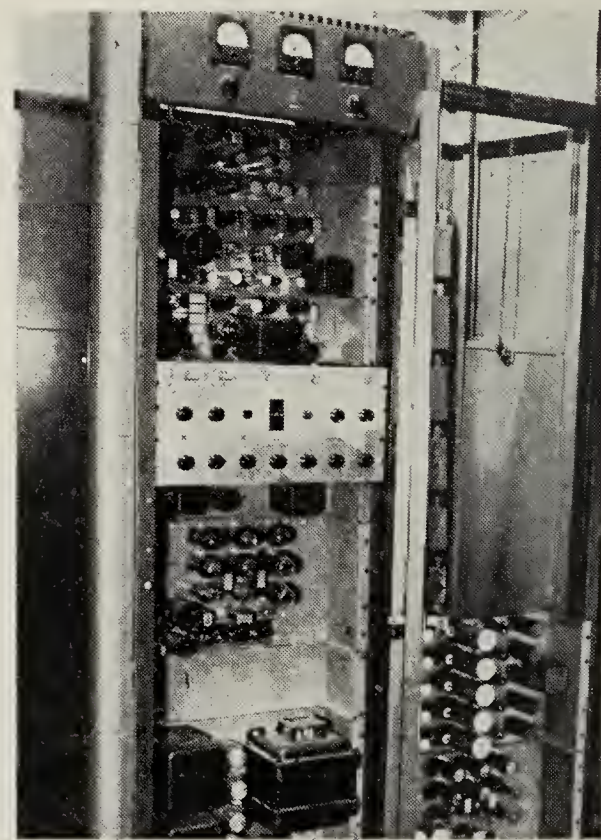
The next move, according to officials of 20th Century-Fox, RCA, and Warner Brothers, who last summer joined in a contract to go on and upward with telecasts in movie houses, will be the delivery of an intermediate film theatre-television system. Work on this is reported to be already nearing completion.

Using special film which can be rapidly developed and projected, the system provides for making motion picture film directly from the images on the television tube in the projection booth. Such a setup, as Mr. Folsom said, will afford an opportunity to fit the film into the theatre schedule as convenient.

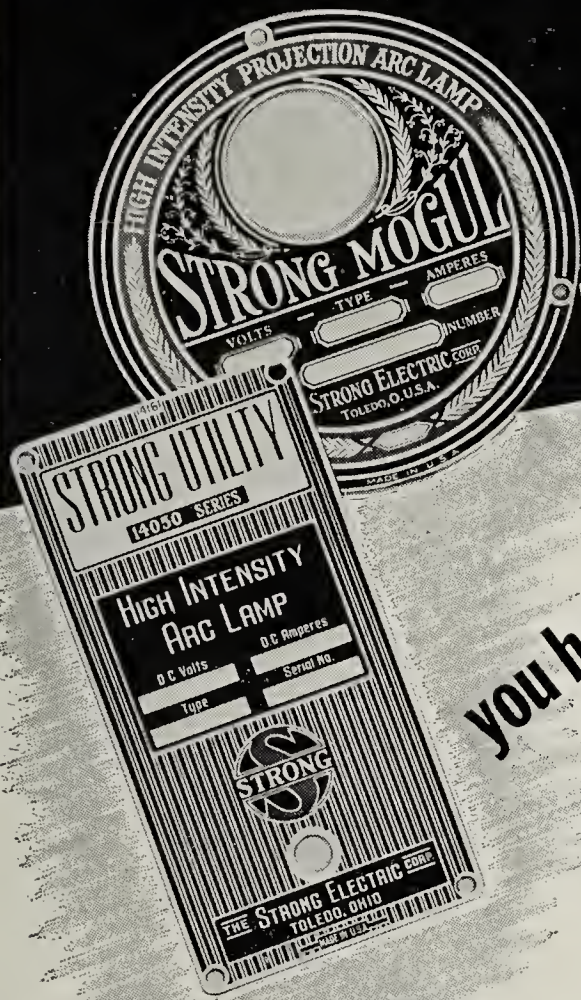
Roof Pickup

The program at the Fox was arranged with the cooperation of the National Broadcasting Company and Philco through their relay system. The pickup by NBC's New York tele station WNBC was transmitted over this microwave relay between New York and Wyndmoor, a Philadelphia suburb, and from there to the theatre by a microwave link set up for the occasion by RCA engineers. This special link beamed the fight from Wyndmoor to a receiving unit on the roof of the Fox.

With the signing of the tri-company contract last summer, new vistas have been opening steadily in the field of the interpolation of tele clips into movie programs. The initial development was a large screen projector reproducing television images eight-by-six feet. After numerous private demonstrations for representatives of 20th Century-Fox, the 48 square foot pictures were shown last fall in Atlantic City at the National Association of Broadcasters Convention.



Full-screen, 20 by 15 feet, television pictures of the Louis-Walcott fight—successfully projected at the Fox—were operated from this remote control and main amplifier rack, setup in the regulation projection booth of the Philadelphia theatre.



**WHEN YOUR PROJECTION LAMPS
HAVE THESE NAME PLATES ON THEM**

you have a guarantee that they are the finest made!

Be sure the lamps you buy have a proven performance record . . . will stand up without constant, expensive, replacement of parts. Investigate the reputation, history and integrity of the maker.

Be sure that he will be there to furnish parts and render service when you need them. Demand a list of users and then ASK the men who own them.

Remember that Strong has been steadily engaged in making projection arc lamps for over a quarter of a century.

FOR DRIVE-INS and LARGE THEATRES THE STRONG MOGUL

70-Ampere • 40-Volt

PROJECTION ARC LAMP

Projects 15,000 lumens—the maximum that film will accept without damage—providing a brilliant picture on 48-foot and larger screens with all details clearly visible 500 feet or more from the screen.

It is wasteful, as well as futile to burn more than 70 amperes in any reflector lamp, or twice the current in condenser lamps.

THE NEW STRONG SINGLE PHASE 80-AMPERE TUBE RECTIFIER

for use in Drive-In Theatres where only single phase power is available.

As the only lamps produced complete within one factory, Strong projection arc lamps can be so engineered as to obtain the finest screen results.

Strong Lamps are most simple in operation and require less attention. Having fewer parts, there is also less possibility of failure.

Prices are the lowest of any lamps in their class.

Write for free literature or ask your Independent Theatre Supply Dealer for a demonstration.

*When the lamps are **STRONG** the picture is bright!*

THE STRONG ELECTRIC CORP.

87 City Park Ave.

Toledo 2, Ohio

The World's Largest Manufacturer of Projection Arc Lamps

**USE THIS COUPON FOR A FREE DEMONSTRATION
OR LITERATURE**

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☐ I would like to have a demonstration of the Mogul Projection Arc Lamp in my theatre, without cost or obligation.

☐ Please send free literature on the Mogul Projection Arc Lamp.

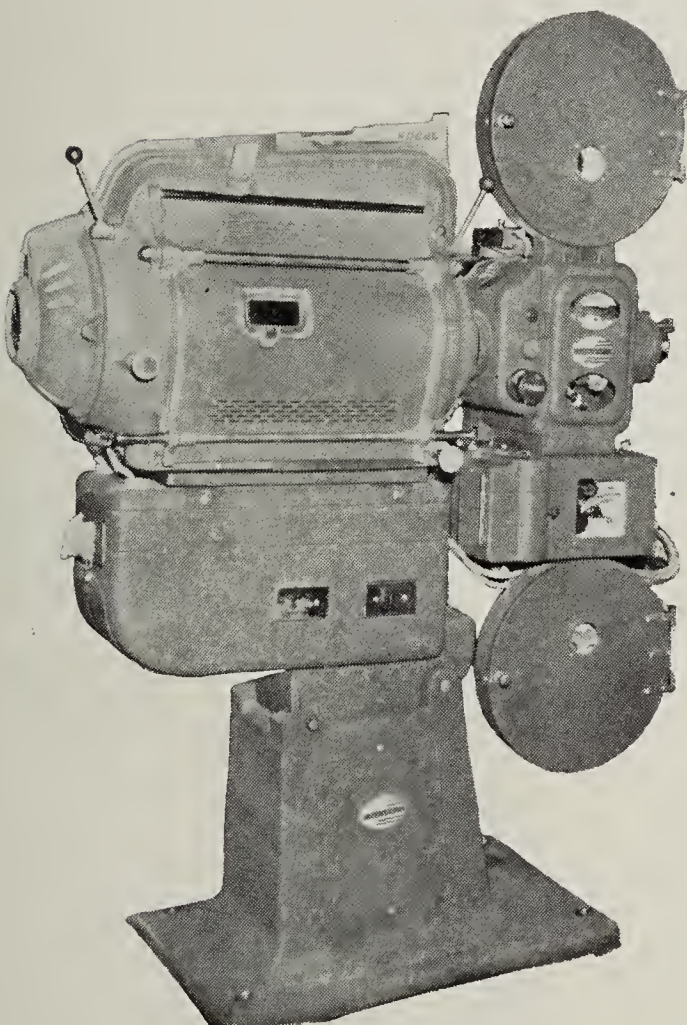
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STREET.....

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See Our Exhibit at the TESMA Show, Jefferson
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THE OUNCE of Prevention

By "GENERAL MAINTENANCE"

The General Solves A Big Air-Cooling Problem

... Thought He Was Licked Until He Got To Tinkering With That Halide Burner

I'm full of after-the-fact wisdom this time, and it's still on air-conditioning. But you suggest a better theme for August.

The other day, I got a call for help from an operating engineer at one of our houses who always has prided himself on making his own repairs. I was surprised.

"General," he said gloomily, "night and day for two weeks I've been going over this damn plant trying to find where I'm losing Freon . . .

"Yes, I used a Halide torch, but I don't get a green flame."

(A Halide torch is an acetylene burner that gives off a blue flame until it comes in contact with Freon vapor. Then the flame turns bright green. The vapor is drawn into the torch through a rubber tube, which is placed at points of oil leakage around pipe lines and compressor. Water and air leaks are not too hard to find—but refrigerant leaks are, as you shall see. Freon, incidentally, isn't hay to lose).

"Okey, Joe, I'll be right over," I said cheerfully.

I always try to give these guys the feeling that nothing stops me, that I can always fix 'em in a jiffy, even though they themselves might have to sweat over the problem night and day for two weeks, as Joe said.

I arrived on the scene, alertly took my coat off, and went to work—and ran head on into a stone wall. I checked the entire system for leaks and discovered several. But at none could I get that tell-tale green flame.

Joe regarded me sorrowfully and shook his head. I felt that I must be slipping and underneath was ready to scream. I dropped into a chair, teetered back, and lit a cigar. I wanted to give the impression that I merely had to figure this one out at a distance.

I got to fiddling with the torch, which was still in my hand. Suddenly, I perceived that the burner was minus its copper element, the thing that makes the flame turn green in contact with Freon. I had come through—once again!

That's why I say I've got hind-sight wisdom this time.

* * * *

August, too, is a fitting moment to go into the matter of roofs and outside touch-up jobs. These should be done before the first frosts set in.

Very often theatremen are too engaged with the front to worry about the roof. A good front will give the illusion that everything's shipshape inside.

But ramshackle roofs allow water to seep through and to ruin good decorating jobs before you know what's happened. Even more important, wet plaster is likely to fall onto the heads of the audience.

This has caused quite a few minor panics.

Speaking of panics, deteriorated fire-escape and exit-door apparatus will add to the emergency in the event that there is confusion.

With the confidence of a man who has been in the same occupation for a long time, I will say that my experience proves that a really-well operated theatre has to keep a weekly inspection report, a form rigidly followed throughout the house by the inspection people. Once a month, the manager must get himself out and around the structure to reassure himself that the place is getting the proper kind of inspection.

* * * *

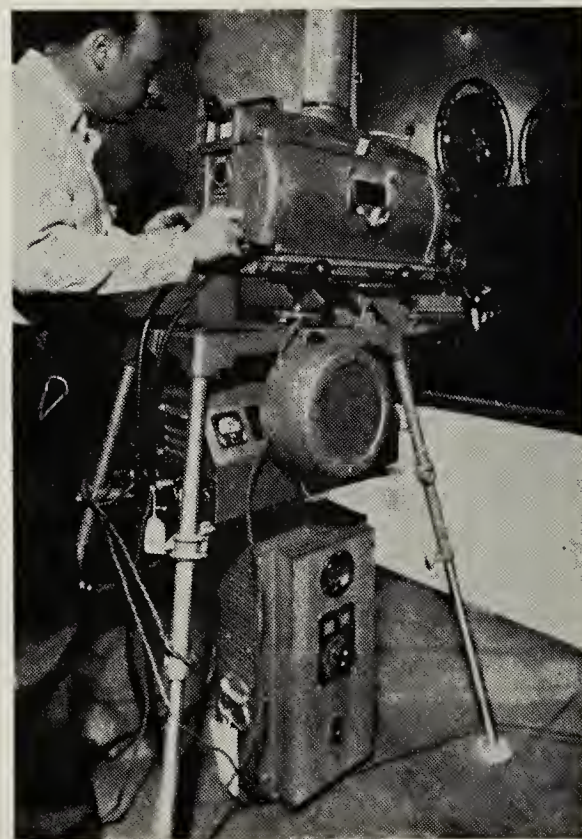
Lots of money has been spent to stop roof leaks without stopping the leaks. Expensive roofing materials have been laid down to discover that, after all, the water was coming in only through copings and scupper holes or from without the joints of rain conductors.

Leaks can best be discovered on days of heavy and continuous rains up in the attic of a house. Bear in mind, though, that the hole in the roof may not be directly above the point where the leak shows.

The mention of holes in the roof reminds me to remind you to be sure to remind your house people not to use sharp-edge instruments to remove debris, snow or ice from roofs.

Last winter, many roofs, laid down only the summer before, were chopped and hacked to the point where holes were opened up. These holes can be repaired, yes, but they are a source for moisture to seep through and to get under the roofing. This causes blisters to show up later on. In such cases, many roofing contractors consider their guarantee broken.

At the risk of being redundant, I will add, because of its importance, the fact that all rain conductors should be provided with screens to stop the larger pieces of debris from entering the pipes.



"FILMS OF THE WORLD FESTIVAL" was conducted with 16-mm. equipment, with an Ampro projector backed up with Junior High arc lamp by the Strong Electric Corporation. Festival was at Chicago's Surf.

NEW GIMMICK?

One thing leads to another and now that television paints a picture on its screen, motion pictures are rumored to have taken a leaf out of the same book.

A gentleman named Fred Waller, of Huntington Station, N. Y., is said to have translated the earth-shaking television idea into a projector that sweeps films onto a huge curved screen.

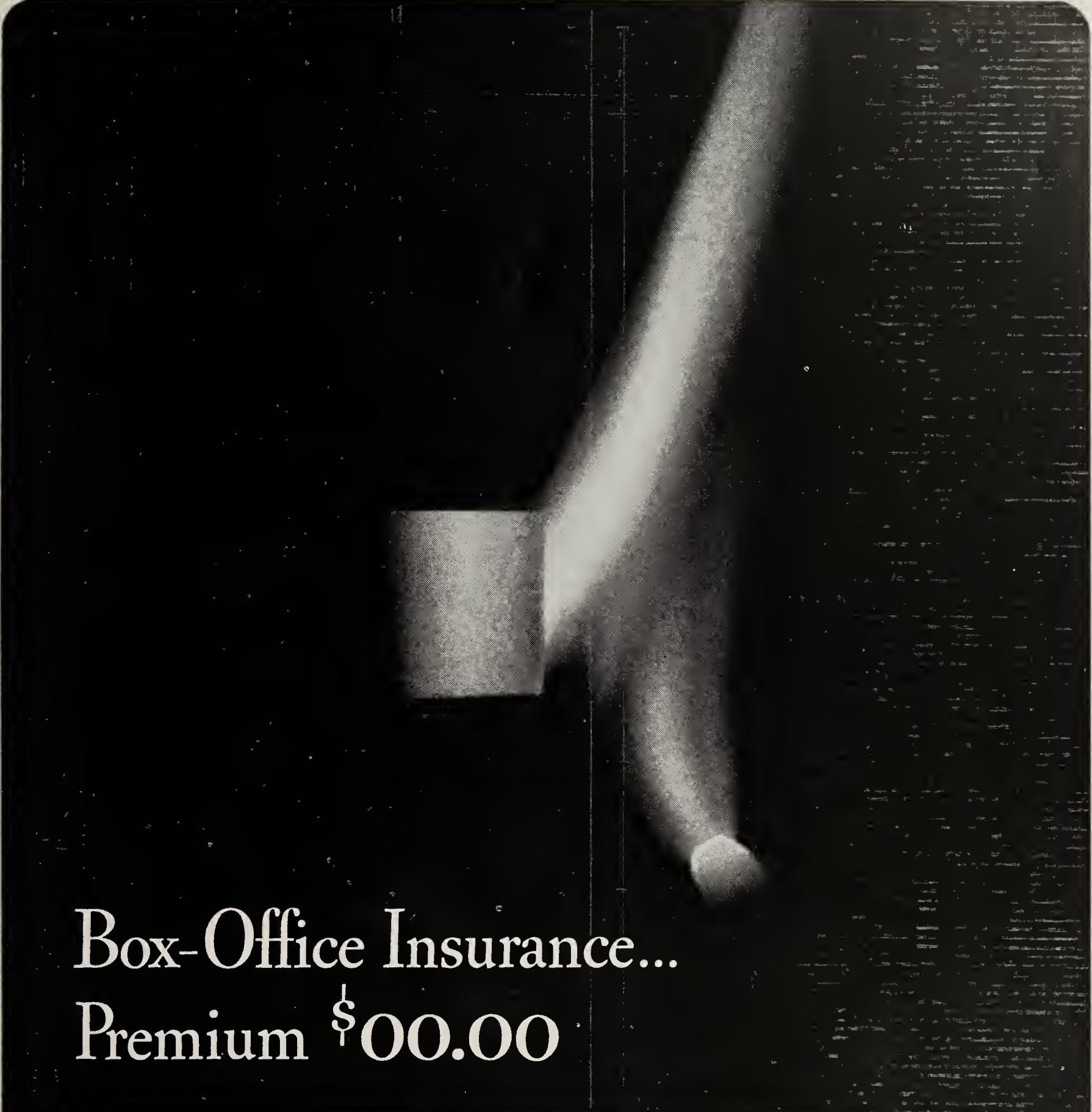
If that's so, the narrow movie screen of today might be broadened to occupy half the wall space of a theatre, and be as much as a full half-circle in extent.

The projector might scan its light beam over the screen by means of an oscillating or rotating mirror. If rotating, the mirror might be several-sided. Since scanning provides all the shutter effect needed, the film should flow continuously.

"Another revolution in motion pictures like the one wrought by the coming of sound is due if the newly-patented invention wins its way into the industry," our informant enthuses.

In the belief, too, that this might prove to be more than another gimmick and that, anyway, it was high time show business was shaken out of its sedate design for living, we tried to extract from Waller a brief account of his inspiration.

In return, we got a communication bearing the name of The Vitarama Corporation which set down the pronouncement: "Please be advised that the first steps of this development will soon be processed to the point of demonstration. At that time we will be very happy to give you more definite information."



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THE BRILLIANT white light from the crater of a "National" high-intensity, positive projector carbon is just about the best box-office insurance you can get.

Why?

Because it is the brightest and most perfectly color-balanced man-made light in the world and insures that your moving pictures will be clearly seen and enjoyed by every person in the house. No matter how exciting the film plot, your patrons won't be satisfied unless they

catch the full detail and color of the picture on the screen.

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NOTES



... on Modern Theatre Construction and Remodeling

21st in a Series of Studies on Design, Construction and Equipment of Theatres

Auditorium Remodeling Will Require Drastic Changes

Music-Hall Boxes Will Bow Out While Modern Wall Acoustics Bow In

The theatreman will have to yield more points to the designer in the auditorium than anywhere else. For reasons that are plain to see, auditorium rehabilitation will involve the heaviest expenditures.

Rickety chairs will bow to superlatively comfortable modern chairs; ancient floors to new floors; 29-inch row spaces to 34-inch spaces (with the loss of a possible 100 seats); music-hall boxes to no boxes at all; busily ornamented walls to suave, acoustically-treated ones, and so forth and so on. The designer might even find it nice to round out with a new ceiling.

Professional remodelers invariably bracket auditorium overhaul with new seating and sight lines in the firm conviction that these twin factors of theatre comfort "will without any doubt produce

the greatest return on the investment of any single improvement that might be made in a theatre remodeling job."

Here then is an exhaustive analysis of all the things that can be done to make the heart of the house a better place in which to relax. It's up to the individual theatreman to decide how much he can incorporate for the figure that he has in mind.

Spalled and Cracked

If new seating is to be put in, the floors will probably have to be renewed. It will make no difference whether they are wood or concrete. Old concrete floors will be found to have been drilled for new seat bolts on former occasions and, consequently, to be spalled and cracked. Very often they were improperly constructed in the first place.

In old theatres, too, it will be found that seat rows are spaced altogether too closely for comfort. Where new upholstered seat backs are put in, additional

space between rows is mandatory. This will result in the sacrificing of some seats. On the orchestra level, under no circumstances should seat rows be set up that are less than 32 inches back to back, and in the mezzanine or balcony less than 33 inches.

Many conscientious operators, finding that it pays, today insist on seats being installed at not less than 34 or 36 inches between rows, even though it means the loss of as many as 100 seats in the overall count. This, naturally, is a matter which should receive very serious consideration. Management must decide just how far it wants to go in providing the ultimate in comfort for patrons.

Especially where the theatre was originally designed with a full stage, it will be found advisable, and not too costly, to extend the seating area forward. Thus by cutting back the stage and leaving only the required area for speakers, screen and small stage setting, a minimum requirement of 22 feet from the first row of seats to the back stage wall may be gained.

Ideal Sight Lines

However, should this change be made, it will probably be necessary to replace most of the orchestra floor in order to create ideal sight lines because of the new screen location. This situation, necessitating intelligent study, will in most instances result in the development of a reverse curve for the orchestra floor. The proper construction of such a floor is outlined in a previous chapter, headed, "New Construction."

In old-time houses, steps at front exits are prevalent. During floor remodeling, with proper study, these dangerous exits may often be improved upon.

A new floor installation will oftentimes open up an opportunity to get rid of old heating pipes buried beneath the floor. More than likely, they will be found to be in a state of deterioration, because they were laid down without protection. Should it be found necessary to replace the pipes in approximately the same position, a trench large enough for ready access should be dug to hold them. The trench might well be used, too, for the recirculation of air required by the air conditioning system.

Also, a new floor installation provides a chance to lay conduit and wire for aisle lights to the location of the seat ends. Aisle lights should be put in with any new seating layout.

Standeers

In designing a seating layout, space for standees should be provided if possible, behind the last row of seats. The space should be separated by an attractive, substantial standee rail. This might result in the sacrificing of some seats, but most theatre men have found that such an arrangement produced more ticket sales than if the space were occupied by permanent seating. Especially is this so at theatres where the heaviest attendance occurs on weekends, with more customers during that period than can be immediately accommodated with seats.

Since the auditorium front or proscenium is the most conspicuous, this area is the next most important consideration of a remodeling undertaking. Many old-fashioned houses are setup with proscen-

(Continued on page 16)



Wall and ceiling ornamentation of this old concrete theatre in Fresno, California, was painted and retained during a \$72,000 remodeling job at the 1142-seat Esquire this year. The walls and ceiling were painted magenta and yellow green to harmonize with the magenta and yellow gold of the stage drapes. Modern chairs with aisle lights and a new carpet were put in, a fine example of paints made in the accompanying article.

T. E. S. M. A.

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SEPTEMBER 28, 29, 30, 1948

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theatre television, materials, furnishings, equipment and
supplies for the modern theatre and drive-ins
and meet with and discuss your mechanical
problems and requirements with the
men whose business it is to
serve you.



*For hotel accommodations address Miss Jeanette Riordan
Reservation Dept. Jefferson Hotel, St. Louis, Mo.*

MR. MANAGER ...

the Man with all of the Headaches



Clint Ezell, manager, Florida State's Arcade, Jacksonville, who is a member of a well-known southern theatrical family. His father, John, was formerly in the business at Atlanta; his uncle, Claude Ezell, operates in Texas. Clint, who quit Atlanta in 1935, came to Jacksonville a year ago from Vero Beach.



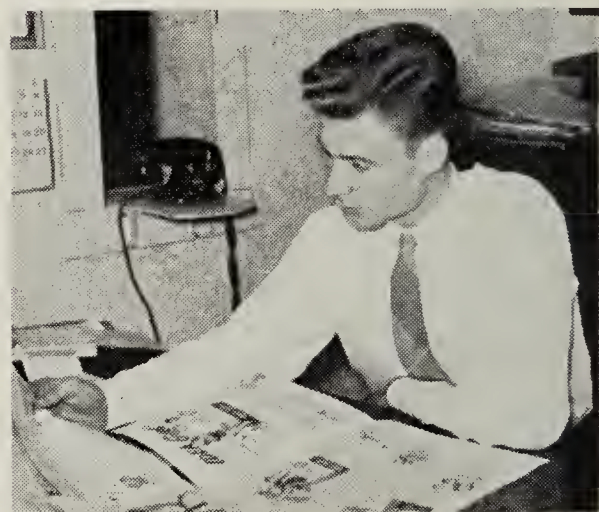
H. L. Denman, Jr., has got what it takes to forge ahead in theatre business. In ten years, he rose from an usher at the Fox, Atlanta, to his present eminence as manager of that house, which is the largest in the south, seating some 4600. Denman, a hard worker himself, worships the memory of F. D. Roosevelt.



Don Shaw, manager, Sky-Way Drive-In, Chattanooga, is an old hand at roadside movie operation. He operated in Ohio and on the west coast.



The ladies are represented by Miss Helen Plemons, manager, Capitol, Chattanooga, one of Abe Solomon's houses, operating for Independent Theatres, with Chattanooga as headquarters.



George A. Allen, manager, Ritz, Macon, formerly associated with the Pal Amusement Company and the Martin Circuit, who has been operating in Macon for the last year and a half.



Grady Cofer, manager, Rialto, Macon, knows theatre business from the bottom up. At 14, he started selling popcorn and has since worked virtually all the Macon motion picture houses.

MEN AT WORK

is a continuing regular Department of each issue of PHYSICAL THEATRE designed to give a "curtain call" to the many worthy and industrious industryites who seldom receive public acclaim.

MANAGERS, ASSISTANT MANAGERS, PROJECTIONISTS, CASHIERS, and OTHER IMPORTANT THEATRE EMPLOYEES with years of Industry Service to their credit are invited to submit "on-the-job" pictures and data for consideration and possible future use in this Department.

INVENTOR AT ODDS WITH REVENUERS

"Cryptix" Numbering System Might "Confuse" Them

Willis Vance, operator of four theatres in and around Cincinnati, Ohio, is a resolute man. For years he's been engaged in a battle with the Bureau of Internal Revenue for permission to make his ticket numbering system, called Cryptix, available to the trade.

But the Washington civil servants with authority to grant or withhold the required permits are taking a bureaucrat's delight in making him wait around even longer, he contends. Fourteen weeks ago, he launched a new attack. All he won was the indirect word that the bureau's "only objection to Cryptix is that it might open the door to less meritorious numbering systems."

The central figure in Cryptix, incidentally, is a pocket-size converter, which converts code letters on tickets into numbers. Merely by placing a pencil point in a slide hole opposite the letter shown on a ticket and running the slide up to stop position, the converter gives you the number on the ticket. Presto! Magico! Eureko! There are six slides to accommodate six figures.

Cryptix is the best method to keep grosses a private business matter and out of sight of competitors, Vance is certain.

Unfair Charge

The revenueurs' "letter of the law interpretation of regulations" he construes to stem from a suspiciousness on the part of the civil servants in regard to the possible application of the system as a means to "confuse" them as tax collectors. Vance considers this charge unfair.

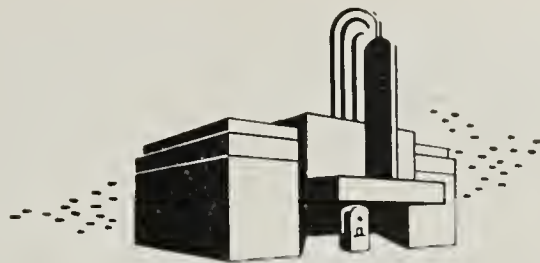
"It has always been my objective to protect the bureau's interest in tax control," he wrote them recently, "for I know that I can never get the department's approval of a system that would not lend itself to ease of accurate control and administration."

"I am certain that Cryptix numbering fulfills the requirements. The Government's most satisfactory guarantee of this is simply that while theatres are tax conscious, theatremen are first, last, and always interested in their stake in the amusement dollar."

"It goes without saying that the theatres, as tax collectors, will not chance losing eighty cents of a dollar in order to protect twenty cents in taxes collected. Theatremen are always looking toward protecting their own money first. There would be no interest in Cryptix by theatres if it would not protect their cash, which in turn creates an automatic tax control."

Thus matters stand. Vance has called on 835 theatres throughout the country for support in his plea for a test case on Cryptix. He says that he has received "a favorable reaction from a great percentage" of these. He, himself, has put the system to work in his theatres and in some 26 others in the Ohio region.

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Happenings In Your Area
Read **THE EXHIBITOR**.



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DOES YOUR AUDITORIUM NEED A "FACE LIFTING?"

You spend so much time in your theatre you may overlook the fact that it is "dated". Take a look at it! Are the chairs modern and comfortable? Is the carpet new-looking and soft underfoot? Are the draperies restful and in harmony with the decorative scheme?

If the answer is "No!", modernization is indicated—*now*—before the fall season starts.

Call your National Branch! Let the National man assist you in selecting

**AMERICAN
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**An inviting auditorium—
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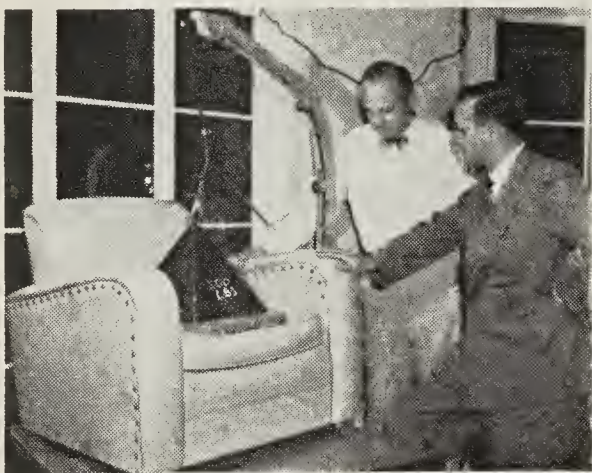


Astounding Plastic

If you flopped into the chair pictured here 100 times a day for 25 years, you'd never faze it.

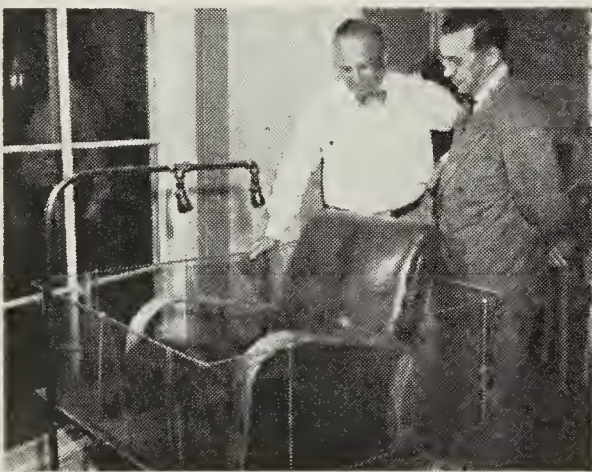
At least that's what the Viking-Artline Corporation's stunt at the American Furniture Mart, Chicago, would seem to prove.

A 200-pound weight was slammed onto the seat more than a million times, "with negligible effect on the plastic upholstery and on the seat construction."



The Wear Test

The plastic was the extraordinarily resilient vinylite, which also demonstrated its remarkable weather-resistant quality in another exercise. This time the upholstery was subjected to a continuous play of water.



The Water Test

Building With A Spray Gun

A new building material called Pyrok which can be sprayed onto wire mesh up to eight inches thick has been developed in London. It is made from Portland cement, lime and vermiculite—a type of mica.

The material can be blown onto vertical or horizontal surfaces. There is no need to wait for one coat to dry before adding the next. Owing to the resilient action of vermiculite, it does not crack like normal plaster. Moreover, Pyrok is absorbent, so that no sweating occurs in the most muggy weather.—*Science Digest*.

Electronic Barker

Business poor? Folks pass you by? No sales at the candy stand?

Get yourself a voice. Cheap, durable, persuasive, efficient—guaranteed free from tantrums, temperament and union consciousness.

The St. Louis Microphone Company has a robot that's so persuasive it sold over a ton and a half of hot dogs for its grocer-owner in one weekend. The U. S. Navy Recruiting Service has put its talents to its own uses.

Think what the electrically impelled voice of a St. Louis Robot might do toward "standing room only" for today's and next week's pictures, and for chocolates and lolly pops.



"Yah-yah-boom-boom, dah-dah-boom-boom, deee-deee-deee-deee-whaaam! Step right inside ladies and gentlemen and see 'Tarzan and the Mermaids.' There's fresh popcorn in the foyer . . ." Or, at show break: "Come back and visit Tuesday night when we are showing 'Key Largo' with Bogart!"

"The tricks the robot can do are limited only by the ingenuity of the operator," the makers say, "for it can record and play back at auditorium volume—either automatically or by electric eye—advertising jingles and announcements, complete radio and dance programs, interspersing them with the owner's message."

The St. Louis Robot will run you \$385.

Marquisette Curtain

A heavy marquisette curtain of Fiberglas for theatre and home use has been put on the market. It is framed here by a drape of rose chenille swag and multi-colored cotton jabot.

The curtain is the first number in a new line of "fire-safe, rot-proof" curtain and drapery fabrics being developed by the Owens-Corning Fiberglas Corporation.

Others will be ready soon.

The new line bears the name, "Coronized," which is explained to mean that fabrics woven of Fiberglas yarns have been provided with "permanent soft-feel and good-draping characteristics. The process involves subjecting the fabrics to

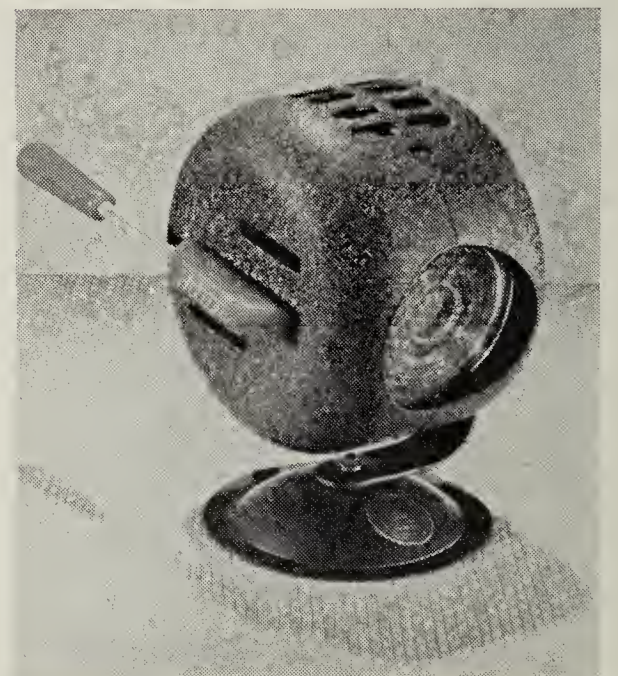


a series of treatments under intense heat, by which a permanent, relaxing crimp is given to the yarns."

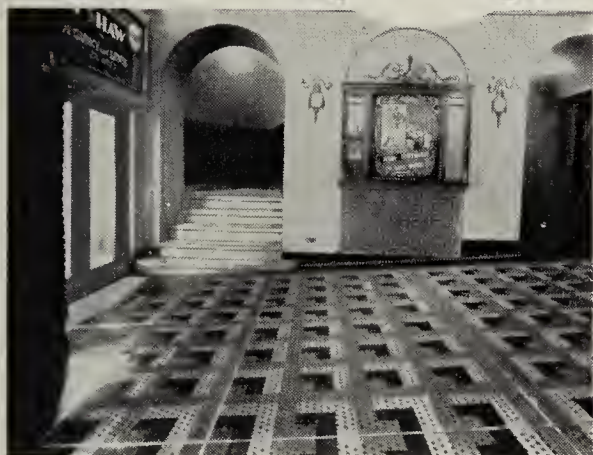
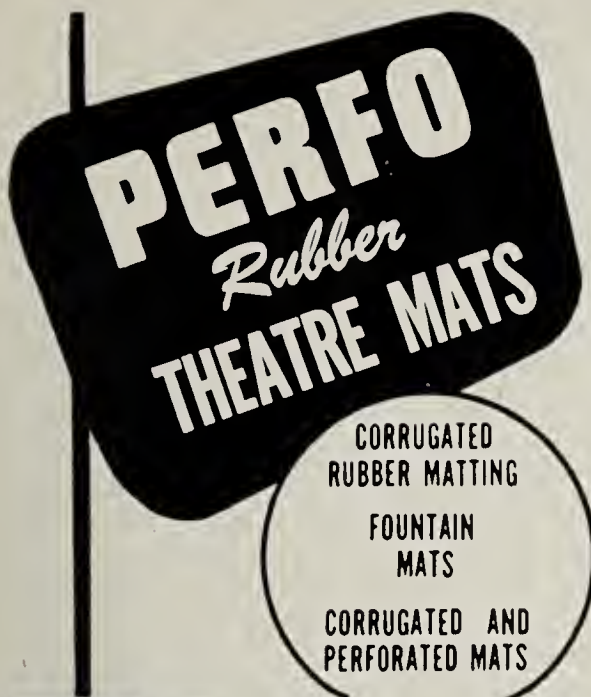
The fabrics may be hand or machine washed, or dry cleaned. No ironing, stretching or framing is necessary. The marquisette curtain may be had in a range of pastel shades, including white, off-white, eggshell and peach.

Pretty Spot

GoldE is pushing a new spotlight, called the "Hi-Liter." Its power is from 100 to 150 watts. The compact, two-pound light, with its brown baked-enamel finish, may be used in visible parts of a display, and may be mounted anywhere, the makers emphasize. It has full 360 degree tilt and beam adjustable from spot to flood.



Other features are: removable panning handle and base, for convenience; three-inch lens and double-walled lamp housing, for cooling, and eight-foot extension cord. The price is \$10, less lamp.



BEAUTY and safety are combined by Perfo in colorful rubber mats with real distinction. Severe wear means nothing to these mats—they are made to deliver years and years of service.

Individually designed Perfo corrugated and perforated rubber mats can include your theatre name or monogram.

We handle complete installation, including the metal dividers between mat strips and the beveled metal edging. Our drafting department will gladly furnish detailed drawings from your measurements or architectural drawings.

Mail the coupon today, or consult your nearest theatre supply dealer.

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Please send me your estimate for Perfo Rubber Mats. Enclosed are measurements and design of lobby.

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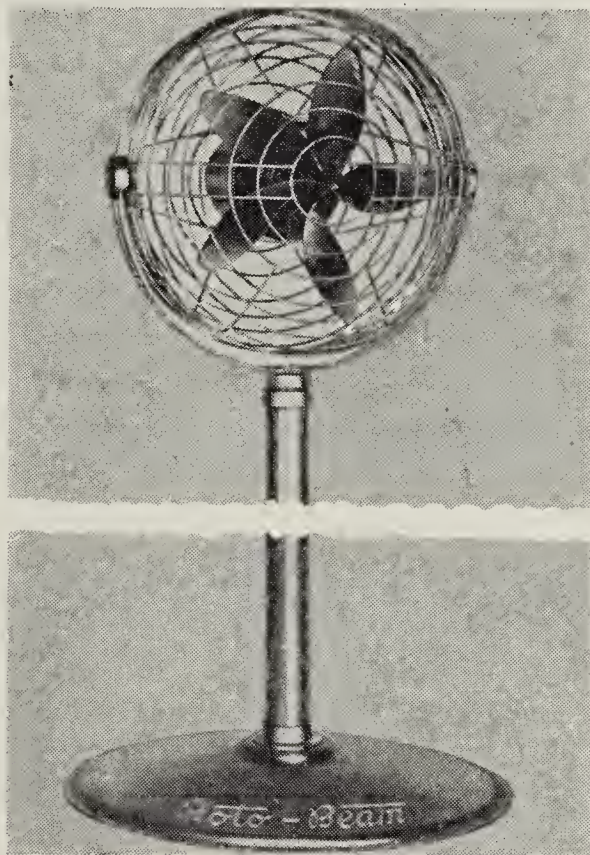
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Specialists in Rubber to Walk on

Inaudible Fan

Regarding his client's product, the copy writer for an air-circulator admits that he is hard put to describe "such ephemeral a quality as silence."

He hopes that we will bail him out with words, because he thinks that "the most startling feature of this client's product is its almost complete inaudibility. "We think that advantage is desirable," he goes on. "Consequently, we believe that your readers will be interested in the Roto Beam."



Well, the client, Max Weber, is said to have achieved this ephemeral quality through the use of a propeller which creates twin air beams, one a fast moving, tight current, the other a large, free-wheeling flow. The differential in pressure between the currents causes the whole body of air in a room to move inductively.

Thus is provided draftless ventilation. The 15-pound, pedestal-type Roto Beam "uses no more electricity than most light bulbs," and the 52-watt motor "requires practically no maintenance."

Bobtail Fountain

The Liquid Carbonic Corporation, Chicago, recently announced the addition of a new six-foot, six-inch Bobtail Fountain to its line. The new unit incorporates three basin sinks, 10 by 14 by 12 inches deep, with two combination, swing faucets. It will be available in either single or double station, with provision for the addition of a third draft arm.

The new Bobtail Fountain may be secured in self-contained or remote models.

The company also offers a new 24-page catalog on its 1948 line of soda fountains and luncheonette equipment. This booklet is complete with pictures, descriptions of features, and specifications of all standard units. It is a helpful guide in planning a new fountain installation. Copies may be secured by writing to the firm, 3110 South Kedzie Avenue, Chicago 23, Illinois.

Here's *Your Big* **DOUBLE** **FEATURE** *in Safety*



Theatre men everywhere rely on Dayton Safety Ladders for maximum safety and convenience. Ideal for your marquees — perfect for those odd jobs.

Daytons are constructed of tested airplane spruce and reinforced with rigid steel supports to give great strength and lightness of weight. Sizes 3 feet to 16 feet in height with Standard Rubber Safety Shoes at no extra cost.

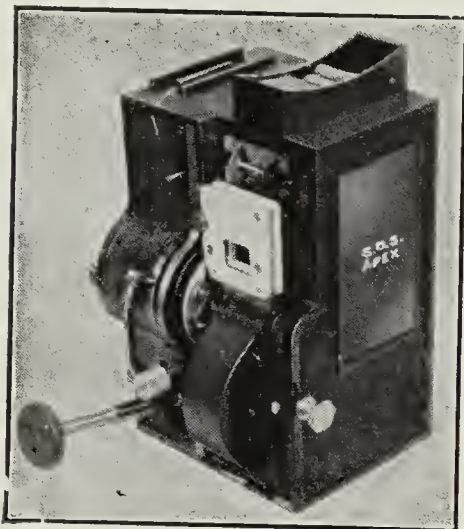
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- *Standard Simplex Mechanisms,
rebuilt like new from.....\$195.00
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Movements, brand new..... 61.20
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like new 395.00
- *Superior "A" Mechanisms, brand
new, list \$695, our price..... 475.00
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- *Strong 1KW Arclamps & rectifiers,
rebuilt like new, per pair.....\$575.00
- *Strong Mogul A Arclamps & 6 tube
50 amp 220 volt 3 phase rectifiers,
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Auditorium Remodeling

(Continued from page 10)

ium boxes, which, of course, are valueless in a movie house, except as dirt catchers. Their removal will give the designer a chance to change the entire appearance of the proscenium. This might be accomplished with plaster and decorative painting, and again by covering the area with drapes which tie in with the stage setting.

In this connection, without undue strain on the budget, it is always possible to enlarge or otherwise alter the proscenium opening, either by actual reconstruction or by the tasteful use of decorations and draperies.

Next we come to the side walls, which, in all probability, will have to be treated acoustically. Should these walls require no structural changes, their plaster ornamentation being in a good state of repair, the smartest thing to do will be to develop an appealing scheme of painted decoration. The old colors might be discarded and some of the ornamentation painted out.

Acoustical Treatment

Typical auditorium walls are divided into panels by the masonry or steel supports for the roof, with some plaster or wood mouldings forming borders. These mouldings may be removed, and the entire surface between the pilasters and above the wainscot given an over-all treatment of paint. If acoustical treatment is indicated, a fabric might be stretched over that.

At this time, there is much objection to the use of fabric on auditorium side walls for the reason that laws require it to be flameproofed at least once a year. If this operation is not carried out carefully, the results are spotty. Especially is this true wherever the fabric is not thoroughly cleaned before spraying.

Another legitimate objection to fabric panels is the fact that they are difficult to keep clean, an expense to keep up. To the present time, however, no really satisfactory substitute for fabric has been found, since to make the acoustical treatment effective such material must be porous and at the same time decorative. There are, of course, now on the market acoustical boards and tiles of metal, pierced to allow the penetration of sound waves. But their effect is hardly theatrical, nor is their installation particularly adaptable to the situation.

Acoustical plaster, and also other products which can be blown on the walls are available, and will take care of the acoustical problem satisfactorily, but do not take care, very satisfactorily, of the decorative or maintenance problems. The fact remains that any acoustical treatment is conducive to dirt absorption and will become less and less effective as the pores fill with dirt.

Doesn't Hold

If acoustical plaster or similar product is used, careful consideration must be given to the type of paint employed and to its application. Only a paint recommended by the maker of the acoustical treatment should be used, which will most generally be a cold water non-bridging paint. Though some manufacturers claim that

their particular product can be painted with ordinary lead and oil paint without affecting the sound absorbing qualities, this does not hold and extreme care should be taken if such products are used.

To break up the monotony of a plain side wall treatment, consider, if you will, the installation of a feature panel, which might be lighted dimly by concealed lights. Also, the wall might be covered with special paint to stand out when a black light or infra-red bulb is thrown on it. These last are available at all theatre supply houses with the necessary fixtures for mounting either above the ceiling or in other concealed locations.

Painted Ceilings

Now we come to the ceiling. As previously brought out in this series, the condition of the ceiling, of its supporting structure, and plaster ornamentation should be investigated by qualified persons, and if found to be in a safe and sound condition, a decorative painting, which will tie in with and accentuate the decorative scheme throughout the auditorium, should be applied.

In many cases, the original ceiling will be found to have a well-designed motif and well-executed plaster ornament, which will need only cleaning followed by freshening with one coat of paint. Oftentimes, the ornamentation may have been originally treated with gold leaf or dutch metal, which might merely need cleaning to bring out its original luster.

Should the ceiling paint be in good condition, showing no signs of peeling because of roof leaks, one coat of paint might well do the trick and serve the purpose as well as two or three coats. Some people have the mistaken notion that it is necessary to apply two or three coats to produce a first-class painting job, but with an auditorium ceiling, which is far removed from the possibility of actual contact or close observation, the desired effect can often be obtained by cleaning and then applying one coat with a second coat where required.

The old plaster, unlike new work, will not need a sealer coat. Nor will plaster require paint as a preservative. Hence the application of more paint than is actually necessary is a waste of money and time.

In order to get by with one coat of paint, however, it will be necessary to thoroughly clean the surfaces to be painted. Some painters prefer to apply the first coat while dusting, painting in what dust will stick and letting the balance fall where it may. Where none of the original work is to be retained, this may prove to be just as satisfactory and certainly less expensive than cleaning thoroughly and using less paint.

Air Cooling Boom

The air-conditioning industry is expected to reach a record business volume of more than \$235,000,000 this year.

Equipment sales and installation contracts hit an all-time high in May and June, and back orders indicate that the year's total will exceed the record-breaking volume of last year by at least 30 per cent, a survey reported on July 25 in The New York Times shows.

Confidence was expressed of a continued upward trend.

Glass Roofs

Remarkable Versatility of Glass Includes Roof and Wall Insulation

SINCE the end of the war there has been a practically boundless application of glass to all manner of technical, industrial and commercial usages.

These include a glass to stop the super-heat of huge arc lamps, to make lacy curtains, to provide a reflective surface for a new theatre screen, and to insulate the roofs of buildings.

The remarkable record of glass is due chiefly to a gigantic manufacturing confraternity that has put millions into research and development. A while back, to its varied collection of glasses, the Pittsburgh Corning Corporation added "Foamglas."

Like all spun glass, Foamglas is moisture proof, fireproof, verminproof, light weight and durable, and therefore—with the inclusion of millions of inert air cells—ideal as an insulating material. And that's just what the new "PC" entry is, an insulation for roofs, walls, ceilings, industrial equipment, tanks, and piping.

It comes in slabs of sealed-in air and has the distinct attraction of remaining unaffected by any stray water that might seep through to it. Nor will it soak up moisture from the air. In fact, Foamglas floats on water as buoyantly as cork.

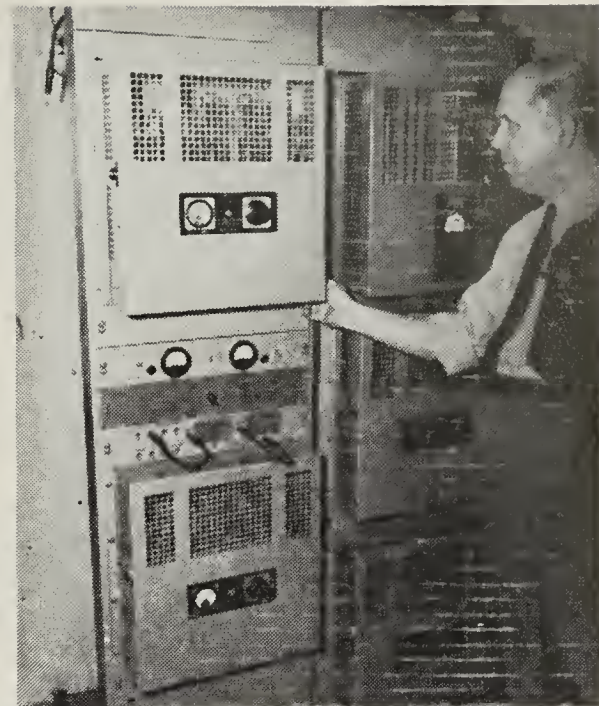
No Nesting Place

Further, glass does not absorb or emit objectionable odors. Nor does it furnish food and nesting material for rodents and other pests. It is rigid enough to support its own weight in any kind of wall construction without danger of crushing or packing. It will even serve as a self-supporting partition, if not as a load-bearing wall.

The slabs, 12-by-18 inches across and either two, three, four or five inches thick, are laid in accordance with regular roofing procedure, which might include the application of felts impregnated with either coal tar pitch or asphalt.

When necessary, the slabs may be cut and shaped on the job. They are ideal for insulating flat-deck roofs, with slopes not exceeding from two inches to one foot. A finished, built-up roofing is applied over the glass.

At theatres in the process of going up, the same glass slabs can be put in as core wall insulation.



JOHN FLAHERTY, chief operator of Louisville's Strand Theatre, inspects the amplifiers for the new Motiongraph-Mirrophone sound system recently installed. Altec's amplifiers for the speakers are at the right.

NINE DAYS' WONDER



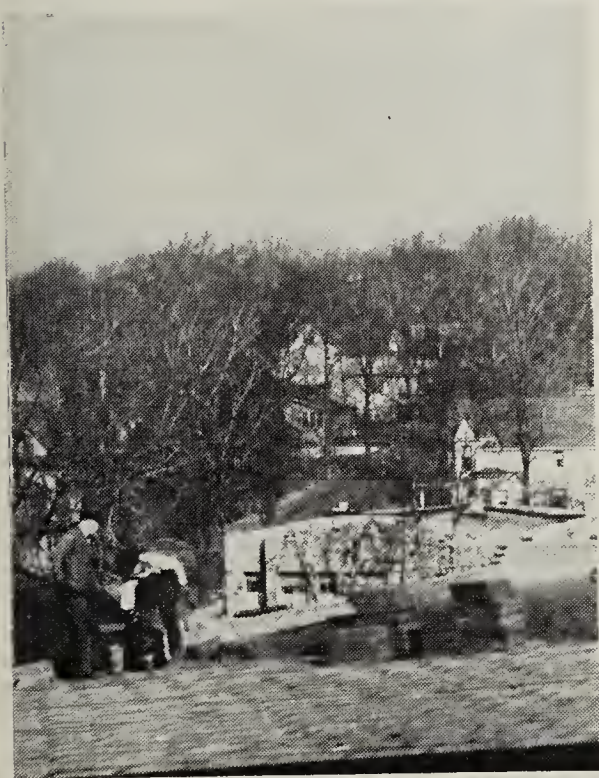
FOR THE BENEFIT of any perspiring theatre manager who might think a reminder of last winter inappropriate at the moment, this chilly scene is presented for its therapeutic as well as more practical implications.

A few months ago, the sidewalk at the Covedale was something of a nine days' wonder in suburban Cincinnati, which shared with the rest of the country the nastiest winter in years. No matter how recurrent the blizzards, the pavement at the Covedale remained miraculously free of snow and ice, a model of good housekeeping in an otherwise disorganized neighborhood.

This was the astounding result of precautions taken the summer before, when

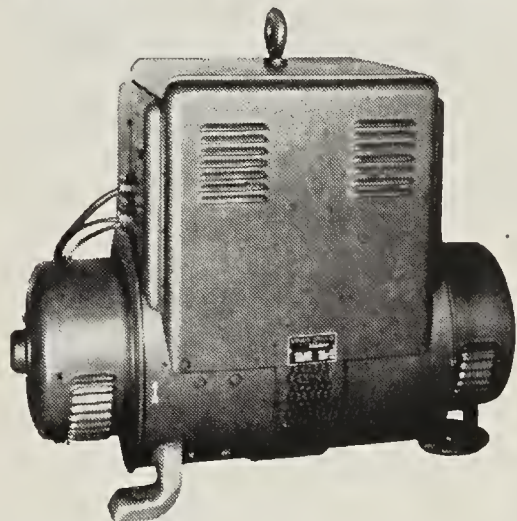
snow removal was most properly considered. By autumn, the Covedale manager was secure in the knowledge that, however icy the winter, he would not be shoveling snow or be running the risk of having members of his clientele and passersby breaking their necks in front of his place.

The secret of the manager's success lies buried in the pavement itself. Nearly a thousand feet of pipe, welded together in the form of a grid, are embedded in the concrete. The network of wrought iron pipes is connected to a water heater in the building. A pump forces hot water through the system. An anti-freeze solution prevents the water in the pipes from freezing when the system is turned off.



Here slabs of two-inch Foamglas are being laid as roof insulation on the steel deck of the new Cammerford Theatre, in Clarks Summit, Pa., and a four-ply built up roofing applied over that. The job covered a 15,000 square-foot area. Hot bitumens and roofing felts also were used.

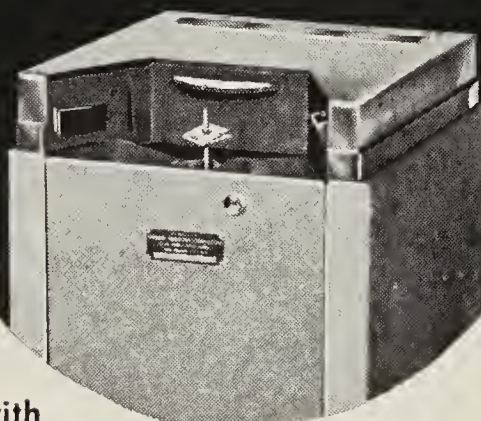
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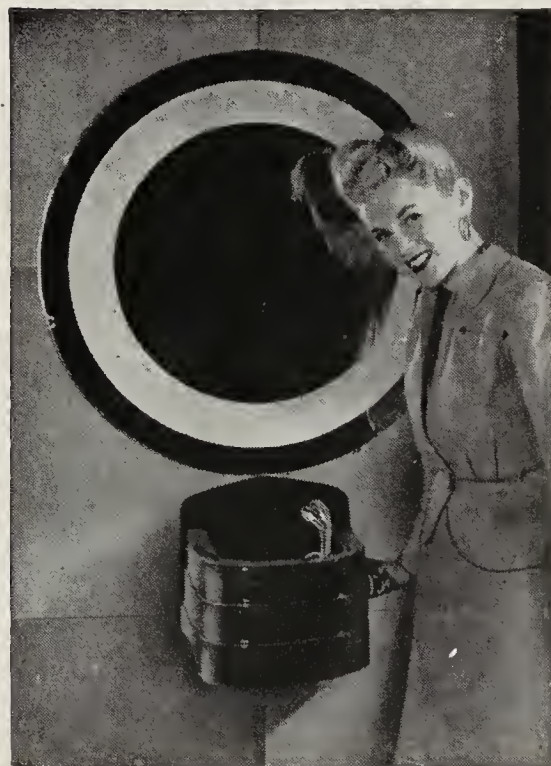
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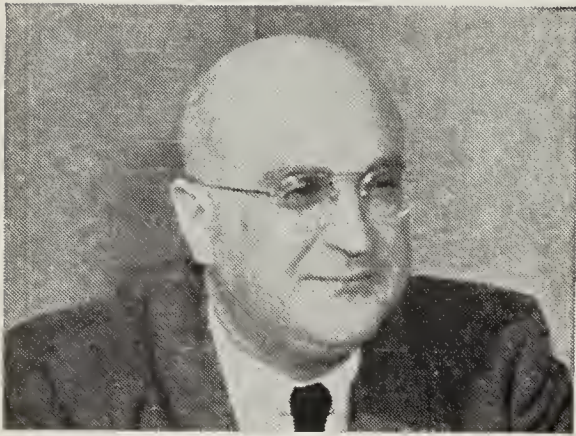
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CAPITOL THEATRE SUPPLY CO., 28 Piedmont St., Boston 16. Telephones: LIBERTY 6797—(Emergency Night) ARLINGTON 7731—Parkway 0808-W. PERSONNEL—President and General Manager: K. R. (Ken) Douglass. Treasurer: Frank Gray. Salesmen: W. (Bill) Hawkins, Don Picker-

ing, Don Falco, W. (Bill) Spear, Ken Douglass, Jr. *Counter Man*: Jack Weisman. AREA SERVED — Massachusetts, Connecticut, Rhode Island, Maine, Vermont, New Hampshire.

JOE CIFRE, INC., 44 Winchester St., Boston 16. Telephones: Liberty 2-0445-46. PERSONNEL—Joseph S. Cifre, *President and Treasurer* — (Night Telephone) PResident 3-1799. Ernest J. Comi, *General Manager*. (Night Telephone) BLuehills 8-6855. Emil A. Franz, *Storekeeper*. (Night Telephone) PRospect 8-5355. Hubert E. Jenkins, *Sales Department*. (Night Telephone) LAsell 5-6396. Albert I. Goldman, *Service Department*. (Night Telephone) GArrison 7-5861. Joseph L. Mulkeen, *Shipping Department*. AREA SERVED—All New England States.

INDEPENDENT THEATRE SUPPLY CO., INC., 28 Winchester St., Boston 16. Telephones: Liberty 0051—(Emergency Night) Ken. 8995 — Arl. 1693-W. PERSONNEL — *Manager*: E. K. Hosmer. *Salesman*: R. Quint. *Counter Man*: J. B. Devlin. AREA SERVED — Maine, New Hampshire, Vermont, Massachusetts, Rhode Island.

NATIONAL THEATRE SUPPLY, 37 Winchester St., Boston 16.

STANDARD THEATRE SUPPLY CO., 78 Broadway, Boston.

THEATRE SERVICE & SUPPLY CO., 18 Piedmont St., Boston 16.

MICHIGAN

AMUSEMENT SUPPLY CO., 208 W. Montcalm St., Detroit.

"ERNIE" FORBES THEATRE SUPPLY, 210-14 W. Montcalm St., Detroit. Telephones: CADillac 1122-23 — (Emergency Night) Webster 4-9080. PERSONNEL — *Owner*: Ernest H. Forbes. *Salesmen*: Howie T. Forbes, Joe Burnett. AREA SERVED—Michigan.

McARTHUR THEATRE EQUIPMENT CO., 454 W. Columbia St., Detroit 1. Telephone: CADillac 5524. PERSONNEL—*Owner*: Geo. McArthur. *Counter Man*: James McArthur. AREA SERVED—Michigan.

NATIONAL THEATRE SUPPLY, 2312 Cass Ave., Detroit 1. Telephone: CADillac 2447. PERSONNEL — *Manager*: C. Williamson. *Salesman*: Lewis Burmeister. *Counter Man*: Jerry Boehm. AREA SERVED—Michigan.

UNITED THEATRE CAMERA & SUPPLY CO., INC., 2501 Cass at Henry, Detroit 1. Telephones: WOODward 2-6053, 2-6054. PERSONNEL—D. D. De Forge, L. E. Martin, A. F. Martin, G. E. Barge. AREA SERVED—Michigan

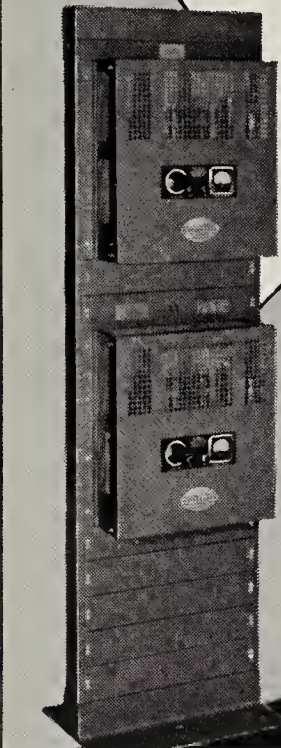
MODERN THEATRE SUPPLY CO., 320 Douglas St., Grand Rapids.

RINGOLD THEATRE EQUIPMENT CO., 106 Michigan St., N.W., Grand Rapids 2. Telephones: GL 4-8852 (Night) 3-2413. PERSONNEL—*Owner and Manager*: H. J. Ringold. AREA SERVED—Michigan.

MINNESOTA

ELLIOTT FILM & THEATRE EQUIPMENT CO., 1110 Nicollet Ave., Minneapolis. Telephones: Geneva 4219 — (Emergency Night) Walnut 1900. PERSONNEL—*Owner*: Fred A. Hoffman. AREA SERVED—Minnesota, North and South Dakota, Northern Wisconsin.

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MINNEAPOLIS THEATRE SUPPLY, 78 S. 12th St., Minneapolis 4. Telephones: Bridgeport 3306 — (Emergency Night) Aldrich 7586. DUPONT 3936. PERSONNEL — Co-Owners: C. C. Creamer, R. C. Lahti, R. E. Lundquist. AREA SERVED — Minnesota, North and South Dakota, North-West Wisconsin.

NATIONAL THEATRE SUPPLY, 56 Glenwood Ave., Minneapolis 3. Telephones: Main 8273 — (Emergency Night) Walnut 4127, Locust 9477. PERSONNEL—Manager: A. T. Crawmer. Sales and Service: H. P. Hansen. AREA SERVED—Minnesota, North Dakota, Western Wisconsin, Eastern South Dakota.

WESTERN THEATRE EQUIPMENT EXCHANGE, 45 Glenwood Ave., Minneapolis 3. Telephone: Geneva 2066. PERSONNEL—Owner and Manager: George Kopman. Salesman: H. Kopman. Counter Man: Thomas Zimmerman. AREA SERVED — Minnesota, South Dakota, North Dakota, Northern part of Wisconsin, and part of Iowa.

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MISSOURI THEATRE SUPPLY CO., 115 W. 18th St., Kansas City 8. Telephone: GR. 2864. PERSONNEL—Owners: Mrs. Maxine and J. Eldon Peek. Manager: L. J. Kimbriel. AREA SERVED — Kansas, Missouri, Iowa, Nebraska.

NATIONAL THEATRE SUPPLY, 223 W. 18th St., Kansas City 8. Telephones: Harrison 3256 — (Emergency Night) Jackson 8082. PERSONNEL—Manager: Arthur de Stefano. Office Manager: C. Ray Green. Order Desk: Carl Whitney. Counter Man: Tom McNeil. Representative: Ned S. Busher. AREA SERVED—Kansas, Western Missouri.

SHREVE THEATRE SUPPLY CO., 217 W. 18th St., Kansas City. Telephone: HArrison 7849.

STEBBINS THEATRE EQUIPMENT CO., 1804 Wyandotte St., Kansas City 8. Telephones: GRand 0134—(Emergency Night) DRexel 2791. PERSONNEL—Manager: C. H. Badger. C. P. Pearce, M. Mabry, J. J. Gillis. AREA SERVED—Kansas, Missouri, Oklahoma, Nebraska.

"ERKER'S", 610 Olive St., St. Louis. Telephones: CHestnut 9410 — (Emergency Night) Rosedale 2257. PERSONNEL — Owners: Erker Bros. Optical Co. Manager: H. G. Lihou. AREA SERVED—Mail Order.

MID-STATES THEATRE SUPPLY, INC., 3142 Olive St., St. Louis 3. Telephones: FRanklin 0999—(Emergency Night) Parkview 7349, Parkview 0026. PERSONNEL—Owners: M. S. Gottlieb and Harold Block. AREA SERVED—Eastern Missouri, Southern Illinois, part of Kentucky, part of Arkansas.

NATIONAL THEATRE SUPPLY, 3212 Olive St., St. Louis 3. Telephones: NEWstead 6350, 6351—(Emergency Night)—EVERgreen 4533. PERSONNEL—Manager: W. C. Earle, Salesmen: W. A. Guinan, W. C. Earle, Jr., H. H. Hoff. Counter Man: J. W. Rust. Service Man: J. J. Schrempf. AREA SERVED—Illinois, south of Springfield; Missouri, east of Jefferson City; Southwestern Kentucky.

ST. LOUIS THEATRE SUPPLY CO. (Formerly Cine Theatre and Exhibitor Supply Companies), 3310 Olive St., St. Louis 3.

Telephones: Jefferson 7974-75—(Emergency Night) EDwardsville 900. PERSONNEL — Manager: Archie H. Hosier. Office: Joe Newsham. Salesmen: Don Wyrick, Bob Amos. AREA SERVED—Central and Southern Illinois, Missouri, East of Jefferson City, and Southwestern Kentucky.

NEBRASKA

THE BALLANTYNE CO., 1707-11 Davenport St., Omaha 2. Telephones: Jackson 4444, Jackson 4445—(Emergency Night) Walnut 9557. PERSONNEL—Manager: R. S. Ballantyne. Office Manager: J. R. (Bob) Hoff. Chief Engineer: I. M. Brown. AREA SERVED—All states through independent supply dealers.

METROPOLITAN SCENIC STUDIOS, INC., 1611 Davenport St., Omaha. Telephone: Atlantic 6568.

QUALITY THEATRE SUPPLY CO., INC., 1515 Davenport St., Omaha 2. Telephones: At. 7253 — (Emergency Night) Glendale 3902. PERSONNEL — Owners: Carl and Lynn White. Manager: Carl White. Secretary: Hazel White. Salesman: Wilbur Granville. Counter Man: Carl White, Jr. AREA SERVED—Nebraska, Western Iowa, Southern South Dakota.

THE WESTERN THEATRE SUPPLY CO., 214 N. 15th St., Omaha 2. Telephones: Atlantic 9046—(Emergency Night) Kenwood 1232. PERSONNEL—Owner: F. A. Van Hulan. Manager: E. N. Epley. Engineer: H. Coyne. Counter Clerk: Wm. H. Morgan. Secretary: Rose Robinson. AREA SERVED — Nebraska, Iowa, South Dakota, North Dakota, Missouri, Kansas.

NEW JERSEY

CLARK THEATRE SUPPLY, P. O. Box 835, Asbury Park. PERSONNEL—Owner: G. B. C. Clark. Motion Picture Engineer. AREA SERVED—Mail order.

NEW MEXICO

EASTERN NEW MEXICO THEATRE SUPPLY CO., Box 1099, Clovis. Telephones: Clovis 1430—(Emergency Night) Clovis 790. PERSONNEL—Manager: E. R. Hardwick. AREA SERVED—Eastern New Mexico, West Panhandle of Texas.

NEW YORK

ALBANY THEATRE SUPPLY CO., 1046 Broadway, Albany 4. Telephones: 5-5055—(Emergency Night) 2-5359. PERSONNEL—Owners: John Bylancik, Jack McGrath. Salesmen: T. McGrath, E. Bylancik, J. Decker. Manager: Jack McGrath. Counter: J. Lewis. AREA SERVED—New York State, Vermont, Massachusetts.

EMPIRE THEATRE SUPPLY CO., 1003 Broadway, Albany 4. Telephones: 5-9507 (Emergency Night) Troy 8928-J. PERSONNEL—Owner and Manager: E. L. Crowningshield. AREA SERVED—East through Berkshire County, Mass., north to border, south to Poughkeepsie, west to Utica.

NATIONAL THEATRE SUPPLY, 962 Broadway, Albany 4. Telephone: 5-1479. PERSONNEL—Manager: W. J. Hutchins. Assistant Manager: Walter Thatcher. Salesman: W. Thatcher. AREA SERVED—Central New York.



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BECKER THEATRE SUPPLY CO., 492 Pearl St., Buffalo 2. Telephones: Cl. 7276—(Emergency Night) Pa. 5333. PERSONNEL—Manager: Albert Becker. AREA SERVED—Western New York State.

BICKFORD BROTHERS CO., 1209 Broadway, Buffalo 12. Telephones: Fillmore 1209—(Emergency Night) East Aurora 1213. PERSONNEL—Manager: M. E. Pickrell. Assistant Manager: M. J. Downey. AREA SERVED—Western, Central and Upper New York State, except Albany—New York City area.

NATIONAL THEATRE SUPPLY, 500 Pearl St., Buffalo 2. Telephone: Washington 1736. PERSONNEL—Manager: V. G. Sandford. Salesman: G. R. George. AREA SERVED—Western New York State.

UNITED PROJECTOR & FILM CORP., 228 Franklin St., Buffalo 2. Telephones: Washington 8022-8023. AREA SERVED—Western New York State.

AMUSEMENT SUPPLY CO., INC., 341 W. 44th St., New York 18. Telephones: Circle 6-0850—(Emergency Night) IN. 2-6991. PERSONNEL—Manager: Joseph J. Pear. Salesmen: Harry E. Pear, Jack Halpern, Sidney Sherman. AREA SERVED—Southern New York, New Jersey, Connecticut.

CAPITOL MOTION PICTURE SUPPLY CORP., 630 Ninth Ave., New York 18. Telephone: PLaza 7-4510. PERSONNEL—President: Ben Perse. Vice-President: Harry Perse. Service Man: Vincent Paolillo. Salesmen: Lou Brown, Jack Schaeffer. Counter Man: Sam Ochs. AREA SERVED—Southern New York State, Pennsylvania, New Jersey, Ohio.

CROWN MOTION PICTURE SUPPLIES CORP., 346 W. 44th St., New York 18. PERSONNEL—Owner: Julius H. Katz, President. Salesman: Wallace J. Katz. AREA SERVED—New York, Northern New Jersey, Connecticut.

EMPIRE INSTRUMENT MFG. CO., 607 W. 51st St., 3rd Floor, New York 19. Telephone: PL 7-0443. PERSONNEL—William Moenter, Donald Rogers. AREA SERVED—Export.

JOE HORNSTEIN, INC., 630 Ninth Ave., New York 19. Telephones: Circle 6-6285—(Emergency Night) ESplanade 6-5698, Con-way 9034, GEDney 4-0850, BOulevard 8-2964, ILLinois 9-3065. PERSONNEL—Owner: Joe Hornstein. Manager: George Hornstein. Salesmen: M. D. Faige, Julian Norwick, Milton Hornstein, Robert Lissner. Counter Man: Claude Scott. Service Man: H. Schwartz. AREA SERVED—Eastern States.

INTERNATIONAL VARIETY & THEATRICAL AGENCY, INC., 220 W. 42nd St., New York 18. Telephone: WISconsin 7-8626. PERSONNEL—President: M. A. Schlesinger. Products Sold: Purchasing Agents for African Consolidated Theatres, Ltd.

NATIONAL THEATRE SUPPLY, 356 W. 44th St., New York 18. Telephone: Circle 5-6900. PERSONNEL—Manager: Allen G. Smith. Sales Manager: Bernard Klie. Salesmen: M. Bahn, S. Leschner, R. Robaldo, H. Plunkett, Wm. Nafash. AREA SERVED—Greater New York City, Southern New York, Northern New Jersey.

S.O.S. CINEMA SUPPLY CORP., 602 W. 52nd St., New York 9. Telephones: LO. 4-5100—(Emergency Night) SE. 3-6875. PERSONNEL—Manager: J. A. Tanney. Salesmen: Oscar Lightstone, Vincent Stri- anse, Dominic Capano. Counter Man: Joseph Miranda. AREA SERVED—Mail Order, entire U. S. A.

STAR CINEMA SUPPLY CO., 459 W. 46th St., New York. PERSONNEL—Owner: S. Tanney. Shop Manager: L. Wohlsein. Traf- fic: D. Marsh. Secretary: A. Okens. AREA SERVED—Mail Order, U. S., Export.

K. STREUBER & LACHICOTTE, 1819 Broadway, New York 23. Telephone: COL- umbus 5-8591. PERSONNEL—K. Streuber, W. B. La Chicotte. AREA SERVED—Ex- port to the World.

CENTRAL N. Y. THEATRE SUPPLY CO., 215 Crawford Ave., Syracuse 3. Store: 210 N. Salina St., Syracuse 2. Telephones: 25761—(Emergency Night) 72-6372. PERSON- NEL—Herbert M. Canter, Reuben C. Can- ter. AREA SERVED—Central & Northern New York from Albany to Buffalo.

NORTH CAROLINA

BRYANT THEATRE SUPPLY CO., 227 S. Church St., Charlotte 1. Telephones: 2-4242, 4-5620—(Emergency Night) 3-9635, 5-4054. PERSONNEL—Manager: Frank M. Strange. AREA SERVED—North and South Caro- lina.

DIXIE THEATRE SUPPLY CO., 324 S. Church St., Charlotte 1. Telephones: 2-4343—(Emergency Night) 2-3039. PERSONNEL—Owner: J. B. Erskine. AREA SERVED—North and South Carolina.

SOUTHEASTERN THEATRE EQUIP. CO., 209 S. Poplar St., Charlotte 2. Telephones: 4-3093-94—(Emergency Night) 4-1804, 3-1801. PERSONNEL—President and Gen- eral Manager: J. B. Dumestre, Jr. Assistant General Manager: Fred Bearden, Jr. Man- ager: W. P. (Bill) White. AREA SERVED—North and South Carolina.

THEATRE EQUIPMENT CO., 220 South Poplar St., Charlotte. Telephones: 22722, 49427.

THEATRICAL ENGINEERING CO., 2941 Chelsea Drive, Charlotte.

NATIONAL THEATRE SUPPLY, 304 S. Church St., Charlotte 1. Telephones: 7753, 7754—(Emergency Night) 5-3062, 2-1971, 7050. PERSONNEL—Manager: W. G. Bol- ing. Salesmen: R. D. Turnbull, A. R. Cos- krey. Counter Clerks: W. M. Collins, J. W. Harriss. Cashier: Mrs. Edna Mills. Billing Clerk: Peggy Gordon. AREA SERVED—North and South Carolina.

STANDARD THEATRE SUPPLY CO., 222 S. Church St., Charlotte. Telephones: 3-4525, 4-4780. PERSONNEL—Owner: Phil Wicker. Manager: Garland Haire. Sales- man: Charles Duncan. Counter Man: Don- ald Swett. AREA SERVED—North and South Carolina, Southern Virginia.

(Continued on page 27)



MRS. L. R. ROBERTSON—Owner, Lucas Theatre, Dallas, and Pix Theatre, Fort Worth, Texas—says:

"We never have unexpected repair and replacement head- aches with RCA Service. Regular checkups keep equip- ment performing at its best."

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Assures picture brilliance for every seat. Mold and fungus-proof.

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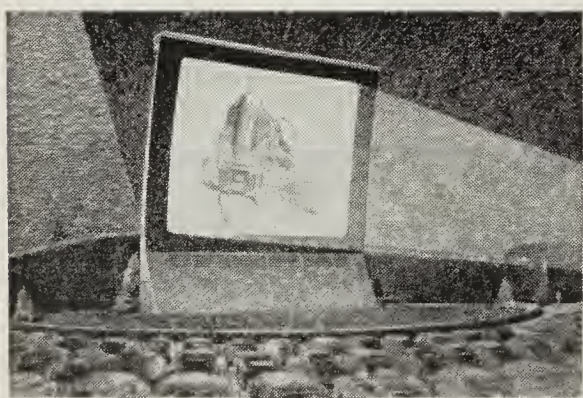
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If you are planning or operating a Drive-In Theatre... OUR 15 YEARS' EXPERIENCE IS AVAILABLE



This new concave screen tower, designed for faithful and more brilliant picture reproduction, has been developed for prefabrication and national distribution. It is a current example of continuing engineering study by Park-In Theatres, Inc.

As the pioneers of the drive-in theatre industry, Park-In Theatres, Inc. has developed a "know-how" in this business that can make a real contribution to your success. Our experience proves that we have actually saved many of our licensees considerably more than the total of our licensing fee over a period of years.

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For theatres already in operation, we can be of material assistance in acquainting you with the improved lighting and screen equipment and more efficient sound systems which have been developed from our engineering research activity.

If you are not familiar with our licensing arrangements under the pioneer drive-in theatre patent*, we suggest that you communicate with us promptly. We will be happy to explain our complete service.

PARK-IN THEATRES, Inc.
840 Cooper Street Camden, New Jersey

*U. S. Patent 1,909,537

DRIVE-IN THEATRES SECTION

MOVIES were little more than a flash in the pan before D. W. Griffith decided to stake "The Birth Of A Nation." Its smash success showed how rightly he had sensed a public need.

The drive-in theatre was just another novelty in the world, too, and petters' paradise—before the public found that it was just what it needed in this motorized age.

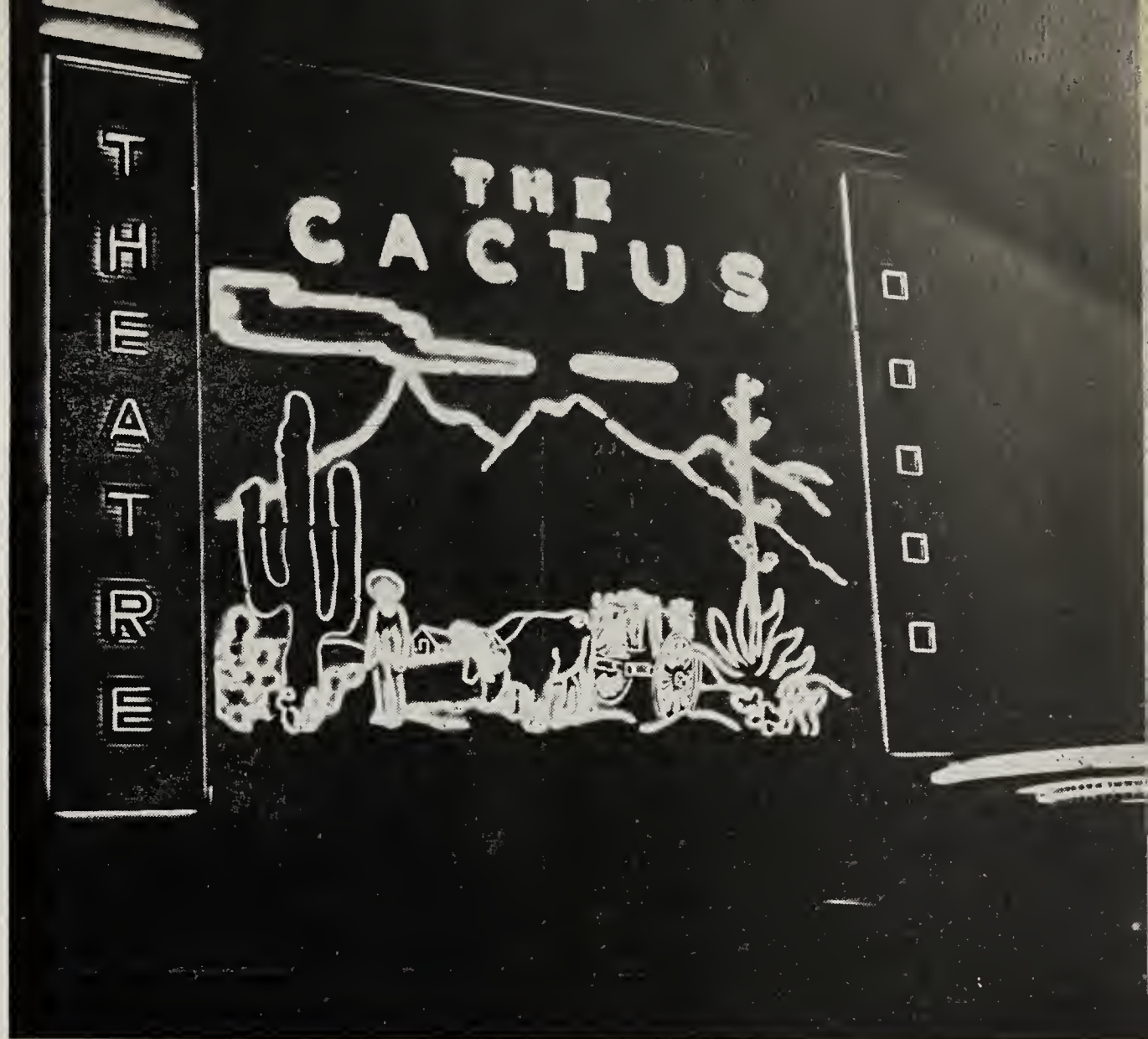
That was only yesterday. Today, the picture below shows how substantially this novelty is paying off. The impressive line-up can be duplicated hundreds of times over along highways from here to Kokomo.

The British speak of the new industry as a drive-in theatre "craze." Maybe so, but it is of the gold-plated variety. The owners spare no expense to capture the public fancy—and dollar. Above is just a sample of the miles of neon art which is glowing nightly from coast to coast, this piece in Texas.

Families Mostly

Representative statistics label the occupants of the 300-odd cars visible in the lower shot as mostly family groups. The youngest members, after taking in a series of animated cartoons, have dropped off to sleep in the back seat, maybe, while their parents concentrate on one of the two feature films, picked with an eye to the family trade.

The after-dark vista is so distinct because the theatre area is lighted by man-



SAMPLE OF MILES OF NEON THAT GLOWS NIGHTLY AT ROADSIDE MOVIES FROM COAST TO COAST.

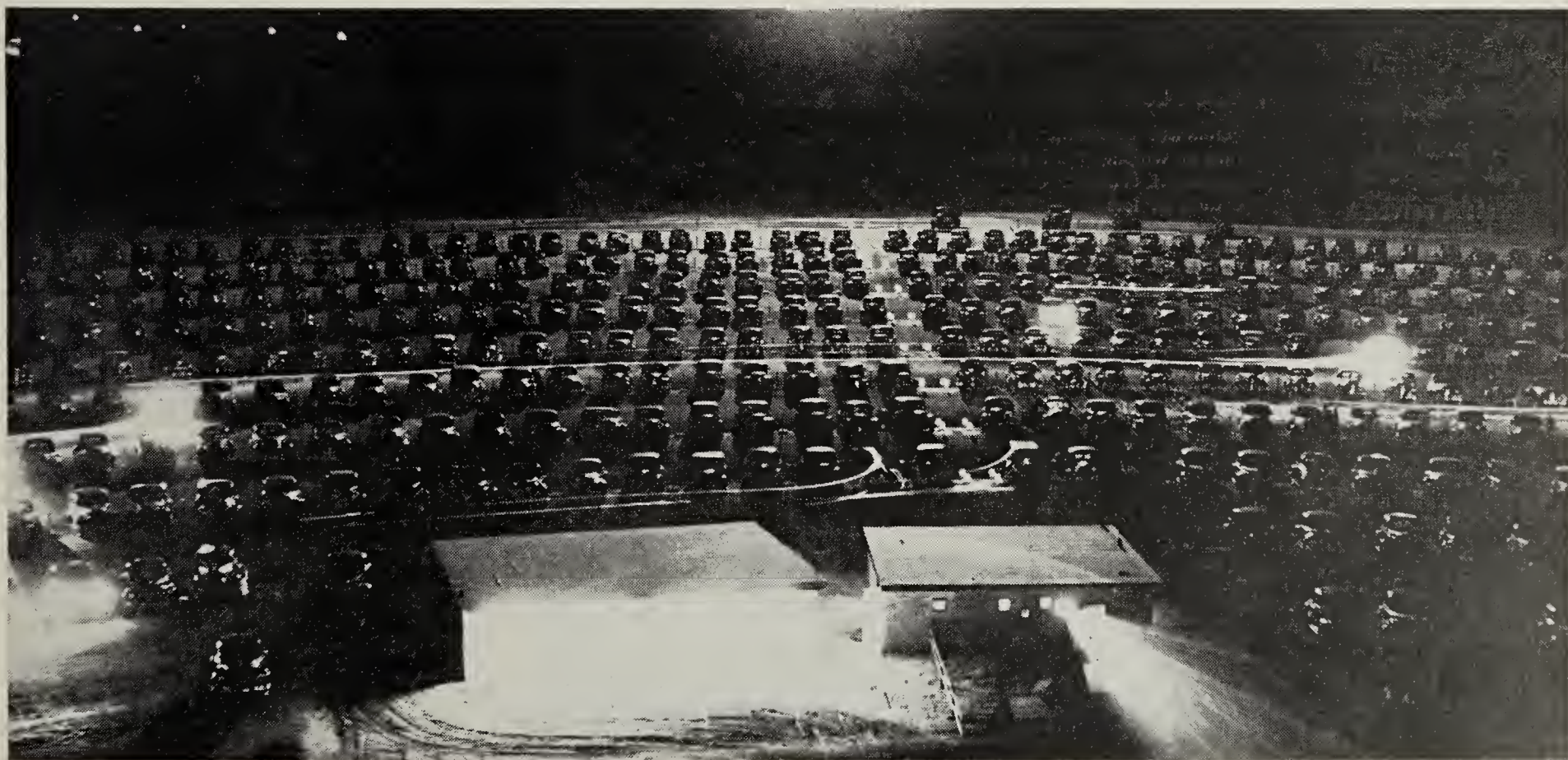
Drive-In Panorama

Everybody And Their Kids Go
To These Spots When They Can

made moonlight—background lights high on a pole. The projection room at the right throws its beam to the screen and

next door the concession stand gives off a mass of light away from the audience. The panorama was shot from the screen tower.

HERE ON THE NEW JERSEY FLATS MAN-MADE MOONLIGHT HIGH ON A POLE HELPS TO ILLUMINATE A NEW AMERICAN SPECTACLE.



YOUNG MAN IN A HURRY!

The sales manager of a New Jersey iron works put together a routine piece on a structural steel drive-in screen tower that he had helped to engineer for the May 5 issue of **PHYSICAL THEATRE**.

It marked Sales Manager Edward Lewin's, President Harry Diamond's and the Elizabeth Iron Works' first formal venture into the motion picture supply stream. It was their idea just to wet their toes.

Wham! Overnight they were shoved head-on into the middle of that stream. Ever since, they've been up to their ears in orders. Wires, phone calls and visits started to flow in from theatremen and architects interested in drive-ins in Memphis, Philadelphia, New York, Hartford, Cleveland, Youngstown, Boston, Chicago, Cincinnati, Dallas, Atlanta, Pittsburgh, Detroit and Minneapolis.

Trips had to be made and planes met. And, of course, everyone wanted his tower shipped "two weeks before last." One really anxious moment came when "Woodie" Bressler wired that he was taking off in his own plane from Dayton, Kentucky, and would land in Elizabeth where there is no landing strip!

Until Bressler called for a lift from Newark Airport, Lewin prayed.

Besides a tightening steel shortage, this smash success has posed a number of problems for Lewin, some of them personal. He's busier than a bird dog keeping things flushed within a 200-mile radius of Elizabeth with customers the company has had for 41 years, and burning up the runways keeping those get-together dates with drive-in men.

"Gosh! When will I catch up?" he asks, frantically.

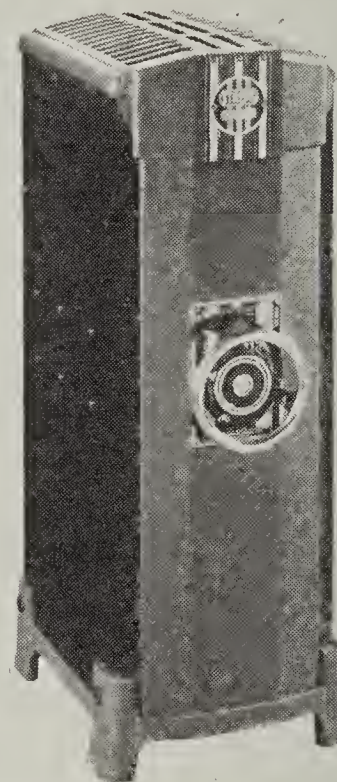


STRONG MAKES POWERFUL DRIVE-IN RECTIFIER

Four-Tube Set Designed For Single Phase Current

Keeping abreast the needs of drive-in theatres, Strong Electric Corporation has developed a new 60-to-80 ampere, four-tube rectifier for use with high intensity arcs where only single phase power is available.

For the reason that the huge screens of drive-ins tax lighting equipment to the utmost, this product, type 28910, has been designed to produce power beyond the normal requirements of the largest theatres, the company says. The maximum operating load is sufficiently below the capacity of the 20 ampere tubes to result in long tube life.



Transformer types provide adjustment to compensate for line voltage variations, from 200 to 250 volts, and for full commercial amperage requirements from the largest to smallest Suprex carbons, the makers add. The complete assembly comprises two transformers, tube sockets, and manually operated current control handle.

This last actuates an eight-point rotary switch, which is used to vary the current even when the arc is burning.

Drive-Ins Help RCA

The rapid emergence during the last several months of the drive-in theatre as a major motion picture medium has been good for business at the RCA Service Company, officials say. More than 100 roadside movies from coast to coast are now under contract to it for sound service and parts replacement.

Motiograph Equips Motorena

A drive-in theatre with a slightly different twist to its name, Motorena, has opened in North Federal Street, Denver, Col., Fred C. Matthews, of Motiograph, Inc., Chicago, announces. His company supplied a complete line of equipment. Strong Mogul high-intensity arc lamps also were put in.

PRE-FAB SCREEN TOWER*

for Drive-In Theatres

Here's the "new look" in screen towers for any drive-in. The ELIZABETH IRON WORKS Pre-Fab Screen Tower with exclusive "SEE-LINE" Vision that eliminates "keystone" is efficient, economical and distinctive.

Costs Less

Permanent construction. No raftering or warping parts to be replaced. Economical erection in 6 days or less.

All-Steel

Engineered and designed to withstand a 100 MPH gale.

Minimum Maintenance

Walkway at top and back of screen. Manarail system simplifies scaffolding and servicing.

Esthetic Lines

Sturdy, tall, tapering lines that harmonize with any landscape.

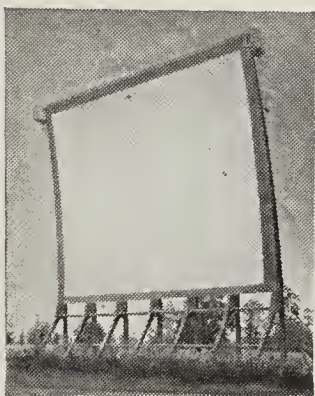
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EIW

(Continued from page 23)

WIL-KIN THEATRE SUPPLY, INC., 229 South Church St., Charlotte 2. Telephones: 8620—(Emergency Night) 45915. PERSONNEL—*Brauch Manager*: W. F. Harris, Sr. *Sales Manager*: C. W. Fortson. *General Manager*: Nash Weil. *Salesmen*: Panny Cobb (Eastern N. C.), W. J. Harris, Jr. (South Carolina). AREA SERVED—North Carolina, South Carolina.

STANDARD THEATRE SUPPLY CO., 215 E. Washington St., Greensboro. Telephones: 6165, 6166—(Emergency Night) 7281, 8022. PERSONNEL—*Owner*: Phil Wicker. *Manager*: Lawson Rankin. *Salesmen*: J. W. Markham, Lloyd Parson. *Counter Men*: George Underwood, James Harper. AREA SERVED—North and South Carolina, Southern Virginia.

THEATRE EQUIPMENT CO., 111 Edwards Place, Greensboro. PERSONNEL—*President*: R. O. Holland.

THEATRE SUPPLIERS, INC., 304-306 S. Davie St., Greensboro.

NORTH DAKOTA

McCARTHY THEATRE SUPPLY CO., 64½ N. 5th St., Box 32, Fargo. Telephones: 7801—(Emergency Night) 23037, 25111, 33041. PERSONNEL—*Owner*: Gene McCarthy. *Auditor*: E. T. McCarthy. *Counter Man*: Don De Jong. *Service*: Bob Wigner. AREA SERVED—Western Wisconsin, Minnesota, North and South Dakota, Montana, Northern Wyoming.

OHIO

AKRON THEATRE SUPPLY CO., 1025 N. Main St., Akron. Telephones: WA. 1818—(Emergency Night) WA. 2480. PERSONNEL—*Owner*: Harry P. Jones. *Counter Men*: Robert E. Jones, John Comeriato. AREA SERVED—Northeastern Ohio.

STANDARD THEATRE SUPPLY CO., 3461 Franklin St., Bellaire.

MID-WEST THEATRE SUPPLY CO., INC., 1638 Central Parkway, Cincinnati 10. Telephones: CH. 7724, 7725 (24 Hour Service). PERSONNEL—H. B. Snook, *President*, J. P. Ware, *Vice President*, T. M. Fisher, *Secretary-Treasurer*, Woodie Bressler, J. Chas. Clickner and Tom Stallings, *Salesmen*, Ed. Novak, *Counter Man*. AREA SERVED—S. Ohio, Kentucky, S. West Virginia and Indiana.

NATIONAL THEATRE SUPPLY, 1637 Central Parkway, Cincinnati 14. Telephones: Main 6580-81. PERSONNEL—*Manager*: J. H. Kelley. John Knoop, Jr., James A. Conn, W. A. Davis, Clifford M. Larkin, Helen Gehl, Ruth Wagner. AREA SERVED—Southern Ohio, Southern West Virginia, Eastern Kentucky.

CLEVELAND PROJECTOR CO., 1723 E. 86th St., Cleveland 6. Telephone: RAndolph 6076.

GENERAL THEATRE EQUIPMENT CO., 1745 E. 23rd St., Cleveland.

NATIONAL THEATRE SUPPLY, 2128 Payne Ave., Cleveland 14. Telephones: PRospect 4613—(Emergency Night) Long-Acre 7608. PERSONNEL—*Manager*: F. J. Masek. *Salesmen*: Earl King, Robert Casper. *Counter Man*: Glenn Jerome. AREA SERVED—Northern Ohio.

OHIO THEATRE EQUIPMENT CO., 2108 Payne Ave., Cleveland 14.

OLIVER THEATRE SUPPLY CO., INC., E. 23rd and Payne Ave., Cleveland 14. Telephones: TOWer 1-6934-35 — (Emergency Night) ACademy 5362. PERSONNEL—*Manager*: M. H. Fritchle. AREA SERVED—Northern Ohio.

AMERICAN THEATRE SUPPLY, 165 N. High St., Columbus.

THE DAYTON FILM, INC., 2227 Hepburn Ave., Dayton 6. Telephones: Randolph 2191-92-93. PERSONNEL—*President*: R. F. Poorman. *Vice-President*: Arthur W. Kemp.

DAYTON THEATRE SUPPLY CO., 111 Volkenand St., Dayton 10. Telephone: Kenmore 5821. PERSONNEL—*Owner and Manager*: Charlie D. Wall. AREA SERVED—Southwest Ohio, Eastern Kentucky.

SHELDON THEATRE SUPPLY, 1420 Canfield Ave., Dayton.

AMERICAN THEATRE SUPPLY CO., 519 E. Broadway, Toledo 4.

THEATRE EQUIPMENT CO., 109 Michigan St., Toledo 2. Telephones: ADams 8107-8.

OKLAHOMA

W. R. HOWELL, 12 S. Walker St., Oklahoma City 4. Telephones: 3-1961—(Emergency Night) 3-5274.

MISSOURI THEATRE SUPPLY, 708 W. Grand Ave., Oklahoma City.

NATIONAL THEATRE SUPPLY, 700 W. Grand Ave., Oklahoma City 2. Telephones: 2-0203—(Emergency Night) 58-2476. PERSONNEL—*Manager*: J. I. Watkins. *Salesmen*: Howard Wortham, Tom Dyer. *Store and Office Manager*: Hugh B. Ginn. AREA SERVED—Oklahoma and Panhandle of Texas.



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OKLAHOMA THEATRE SUPPLY CO., 623 W. Grand Ave., Oklahoma City 2. Telephones: 7-8691—(Emergency Night) 5-9726. PERSONNEL—*Owners*: J. Eldon Peek and Maxine Peek. *Counter Man*: M. F. Bailey. AREA SERVED—Oklahoma, Panhandle District of Texas, Western Arkansas.

OREGON

PORTLAND MOVING PICTURE MACHINE CO., 916 N. W. 19th Ave., Portland 9. Telephone: BEacon 8710. PERSONNEL—*Owner*: Pete Sabo.

B. F. SHEARER CO., 1947 N. W. Kearney St., Portland 9. Telephones: ATwater 7543—(Emergency Night) Aloha 6401, Garfield 7603. PERSONNEL—E. C. Holland, H. L. Thomas. AREA SERVED—Oregon, Southern Idaho.

THEATRE UTILITIES SERVICE CO., 1987 N. W. Kearney St., Portland 9. Telephones:



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BEacon 4488—(Emergency Night) BEacon 1320. PERSONNEL—*Partnership*: H. S. McLeod, C. F. Stewart. AREA SERVED—Oregon and Washington.

WESTERN THEATRE EQUIPMENT CO., INC., 1923 N. W. Kearney St., Portland 9. Telephone: BEacon 2195. PERSONNEL—*Manager*: E. H. Goodlow. AREA SERVED—Oregon and Idaho.

PENNSYLVANIA

CLARK THEATRE SUPPLY, Main St., Big Run. Telephone: Listed. PERSONNEL—*Owner*: G. B. C. Clark, Motion Picture Engineer. *Manager and Secretary*: F. L. Clark. *Sales and Service Engineer*: G. B. C. Clark. AREA SERVED—Western Pennsylvania, Eastern Ohio, West Virginia, and Mail Order.

VINCENT M. TATE, 1618-20 Wyoming Ave., Forty Fort, Wilkes-Barre. Telephone: Wilkes-Barre 7-2096. PERSONNEL—*Owner*: Vincent M. Tate. AREA SERVED—Phila. Territory.

MALCOLM LAWRENCE, 520 Harrison Ave., Greensburg.

ALVIN SEILER, 205 W. Main St., Ligonier. Telephone: Ligonier 4151. PERSONNEL—*Owner*: Alvin Seiler. AREA SERVED—Western Pennsylvania, Eastern Ohio, West Virginia.

BLUMBERG BROS., INC., 1305-07 Vine St., Philadelphia 7. Telephones: Lombard 3-7240-41, Walnut 2-9314, Walnut 2-9349—(Emergency Night) TRinity 7-2985, TRinity 7-2986, GREENwood 3-9207, EVERgreen 2-2899. PERSONNEL—*President*: Harry Blumberg. *Secretary and Treasurer*: Ben Blumberg, Joe Haggerty, Bob Day. AREA SERVED—Pennsylvania, Delaware, New Jersey.

NATIONAL THEATRE SUPPLY, 1225 Vine St., Philadelphia 7. Telephones: SPRuce 4-6156-7-8—(Emergency Night) GR 3-7678. PERSONNEL—*Manager*: Ralph Pries. *Salesmen*: Mickey Lewis, Bob Warner, Bud Miller. *Counter Men*: George Lewis, Herbert Eveloff, Joe Segal. AREA SERVED—Eastern Pennsylvania, Delaware, Southern New Jersey.

PENN THEATRE EQUIPMENT COMPANY, 307 N. 13th St., Philadelphia 7.

ALEXANDER THEATRE SUPPLY CO., 1705 Blvd. of the Allies, Pittsburgh 19. Telephones: Express 0777-0778—(Emergency Night) CA. 3611. PERSONNEL—*President*: S. A. Fineberg. *Secretary-Treasurer*: Jas. H. Alexander. *Sales*: Jim Alexander, Jr. *Secretary*: Helen Collins. AREA SERVED—Western Pennsylvania and West Virginia.

ATLAS THEATRE SUPPLY CO., 425 VanBraam St., Pittsburgh 19.

NATIONAL THEATRE SUPPLY, 1721 Blvd. of the Allies, Pittsburgh 19. Telephone: Grant 4630. PERSONNEL—*Manager*: N. F. Williams. *Office Manager*: H. W. Russell. AREA SERVED—Western Pennsylvania, West Virginia.

SUPERIOR MOTION PICTURE SUPPLY CO., 84 VanBraam St., Pittsburgh 19. Telephones: Grant 0724-25. PERSONNEL—*Manager*: Arthur F. Morrone. *Salesmen*: T. J. Shuttleworth, C. R. Allen. AREA SERVED—Western Pennsylvania and West Virginia.

RHODE ISLAND

RHODE ISLAND THEATRE SUPPLY, 357 Westminster St., Providence.

SOUTH CAROLINA

TRIO AMUSEMENT CO., North Main St., Box 394, Greenville. Telephones: 2-7111, 2-7401—(Emergency Night) 3-2193. PERSONNEL—*Owner and Manager*: Ed C. Curdts. *General Manager*: Fred S. Curdts. AREA SERVED—South Carolina, North Carolina.

SOUTH DAKOTA

AMERICAN THEATRE SUPPLY, 316 S. Main Ave., Sioux Falls. Telephones: 1346, 4128. PERSONNEL—*Owner and Manager*: A. E. Trotzig. *Service Engineer*: E. Robbins. AREA SERVED—South Dakota, Southwestern Minnesota, Iowa, North Dakota.

TENNESSEE

MONARCH THEATRE SUPPLY, INC., 492 S. Second St., Memphis 2. Telephone: 37-4584—(Night and Sunday 9-2416). PERSONNEL—*President*: N. B. Blount. *Manager*: L. A. Mitchell, Sr. AREA SERVED—Tennessee, Arkansas, Mississippi.

NATIONAL THEATRE SUPPLY, 400 S. 2nd St., Memphis 2. Telephones: 5-6616—(Emergency Night) 2-8843, 4-2754, 36-3066, 2-7404. PERSONNEL—*Manager*: R. L. Bostick. *Assistant Manager*: C. C. Bach. *Salesman*: C. E. Sumner. *Service Engineer and Salesman*: O. O. Bland. *Counter Salesmen*: H. H. Lewis, C. E. Matthews. AREA SERVED—Western Tennessee, Arkansas, Northern Mississippi, Southeastern Missouri.

TRI-STATE THEATRE SUPPLY, 318 S. Second St., Memphis 3. Telephones: 5-8240—(Emergency Night) 4-1687, 5-4208, 48-7326. PERSONNEL—*Manager*: George L. Williams. *Assistant Manager*: R. F. Blank. *Secretary*: Mrs. Roberta Mauldin. *Salesmen*: L. G. Truitt, John J. Federicci. AREA SERVED—Arkansas, Memphis Film Area, Mississippi, Tennessee.

TEXAS

ASSOCIATED INDUSTRIES CO., INC., 306 S. Pearl St., Dallas 1. Telephones: Prospect 7-2769—(Emergency Night) Taylor 1374. PERSONNEL—Charles Williams, Billie B. Ponder, Williams Cochrane. AREA SERVED—Texas.

GRIGGS EQUIPMENT CO., Box 630, Belton. Telephones: 630—(Emergency Night) 71. PERSONNEL—*Manager*: C. V. Griggs. AREA SERVED—U. S. A. and all Export Outlets.

HARDIN THEATRE SUPPLY CO., 714 Hampton Rd., Dallas 11. Telephones: M-2235—(Emergency Night) M-2235. PERSONNEL—*Owner*: John H. Hardin. *Office Manager*: Paul W. Humphries. AREA SERVED—Texas, New Mexico, Oklahoma, Louisiana, Arkansas.

HERBER BROS., 408 S. Harwood St., Dallas 1. Telephone: Riverside 3553. PERSONNEL—*Partners*: E. P. and B. G. Herber. *Shop Foreman*: D. O. Hulse. AREA SERVED—Texas, Louisiana, Oklahoma, New Mexico, and part of Mexico.

MODERN THEATRE EQUIPMENT CO., 214 S. St. Paul St., Dallas. Telephones: Riverside 5009—(Emergency Night) Madison

2547. PERSONNEL—Owner: H. S. Sorenson. AREA SERVED—Texas.

NATIONAL THEATRE SUPPLY, 300 S. Harwood St., Dallas 1. PERSONNEL—Manager: R. L. Bostick. Assistant Manager: F. R. Hansen. Sales Manager: S. M. Berry. Salesmen: M. J. Konemann, H. A. Moore. J. A. Dorman. Counter Salesmen: F. H. Morgan, E. H. Cernosek, John C. Beck. AREA SERVED—Texas.

SOUTHWESTERN THEATRE EQUIPMENT CO., 2010 Jackson St., Dallas 1. Telephone: Central 8579. PERSONNEL—Owners: A. Mortensen, George Heck, J. W. Hill. Manager: J. O. Hill. AREA SERVED—Texas

SOUTHWESTERN THEATRE EQUIPMENT CO., 1416 Main St., Houston 2. Telephones: Capitol 9906—(Emergency Night) H-2278. PERSONNEL—Owners: A. Mortensen. Manager: Alex McKinzie. AREA SERVED—Texas, Southwestern Louisiana, Southern Arkansas, New Mexico, and Southern Oklahoma.

INDEPENDENT FILM EXCHANGE, 216 University Ave., San Antonio. Telephone: P-7501 (Day or Night). PERSONNEL—Owner and Manager: R. W. Barron. Saleswoman: Mrs. Mae Head. Mechanic: Chas. Breuning. AREA SERVED—Southwest Texas.

UTAH

INTER-MOUNTAIN THEATRE SUPPLY CO., 142 E. First South St., Salt Lake City 1. Telephone: 4-7821. PERSONNEL—Philip S. Guss.

SERVICE THEATRE SUPPLY CO., 256 E. First South St., Salt Lake City 1. Telephones: 5-1223—(Emergency Night) Hol-lady 678, Salt Lake 5-6990, Salt Lake 3-5357. PERSONNEL—President: O. J. Hazen. Vice-President: A. C. Knox. Installation: J. A. Buggar. Shipping: Ken Jones. Sales and Service: Art Edualdson, C. O. Stewart. Secretary: Barbara Rowland. Accounting: S. Searcy. AREA SERVED—Salt Lake Film Exchange Territory.

WESTERN SOUND & EQUIPMENT CO., 144 E. First South St., Salt Lake City 1. PERSONNEL—Emil de Neuf.

WESTERN THEATRE EQUIPMENT CO., INC., 259 E. First South St., Salt Lake City. Telephone: 4-0556. PERSONNEL—Manager: L. A. Pierre.

VIRGINIA

NORFOLK THEATRE SUPPLY CO., 2706 Colley Ave., Norfolk 8. Telephones: 5-3818 (Emergency Night) 5-1744, 3-5337. PERSONNEL—Owner: Morris Ornoff. Office Manager: Juanita G. O'Dell.

PERDUE CINEMA SERVICE, 406 First St., S. W., Roanoke. Telephones: 28817—(Emergency Night) 5880. PERSONNEL—Manager: Roscoe E. Perdue. Salesmen: Nat Tanner, Eugene R. Weaver. AREA SERVED—Virginia.

WASHINGTON

AMERICAN THEATRE SUPPLY CO., INC., 1504 14th Ave. at E. Pike, Seattle 22. Telephones: East 7199, Capitol 2023. PER-

SONNEL—President: R. E. W. Fairleigh. Treasurer: A. L. Hansen. Sales Manager: Richard Fairleigh. AREA SERVED—Pacific Northwest and California.

NATIONAL THEATRE SUPPLY, 2319 Second Ave., Seattle 1. Telephones: Main 3421-3422—(Emergency Night) ALder 5312, RAinier 7324. PERSONNEL—Manager: Oscar L. Cliniquy. Assistant Manager: Jack Blum. AREA SERVED—Washington, Oregon, Western Montana, Northern Idaho.

B. F. SHEARER COMPANY, 2318 2nd Ave., Seattle 1. Telephones: ELiot 8247—(Emergency Night) GRant 4466, MELrose 8766. AVAlon 9006, ALder 8362. PERSONNEL—Til Shearer, E. R. Bechtel, C. H. Beresford, Dan Larsen. AREA SERVED—Montana, Washington, Panhandle of Idaho, Territory of Alaska.

WESTERN THEATRE EQUIPMENT CO. INC., 2224 2nd Ave., Seattle 1. Telephone: ELiot 3806. PERSONNEL—Manager: E. F. Becker. AREA SERVED—Western Washington, Alaska.

WESTERN THEATRE EQUIPMENT CO., INC., West 528 First Ave., Spokane 2, Box 113. Telephone: RIVERSide 9706. PERSONNEL—Branch Manager: J. A. Reinart. AREA SERVED—Eastern Washington, Idaho, Montana.

WEST VIRGINIA

CHARLESTON THEATRE SUPPLY CO., 506 Lee St., Charleston 21. Telephones: 34-413—(Emergency Night) 21-045. PERSONNEL—Owner and Manager: N. E. Merhie. Salesmen: Larry E. Little, Albert E. Merhie. Chief Mechanic: Larry E. Little. AREA SERVED—Southern and Central West Virginia, Eastern Ohio, Eastern Kentucky, Western Virginia.

LOVETT & CO., 333 W. Pike St., Box 1127. Clarksburg. Telephones: 6360—(Emergency Night) 5866. PERSONNEL—Manager: D. E. Lovett. Sales Representative: Gray Barker. Sales Department: B. V. Howell. Mascot: "Maisie." AREA SERVED—West Virginia, Pennsylvania, Virginia, Maryland.

WISCONSIN

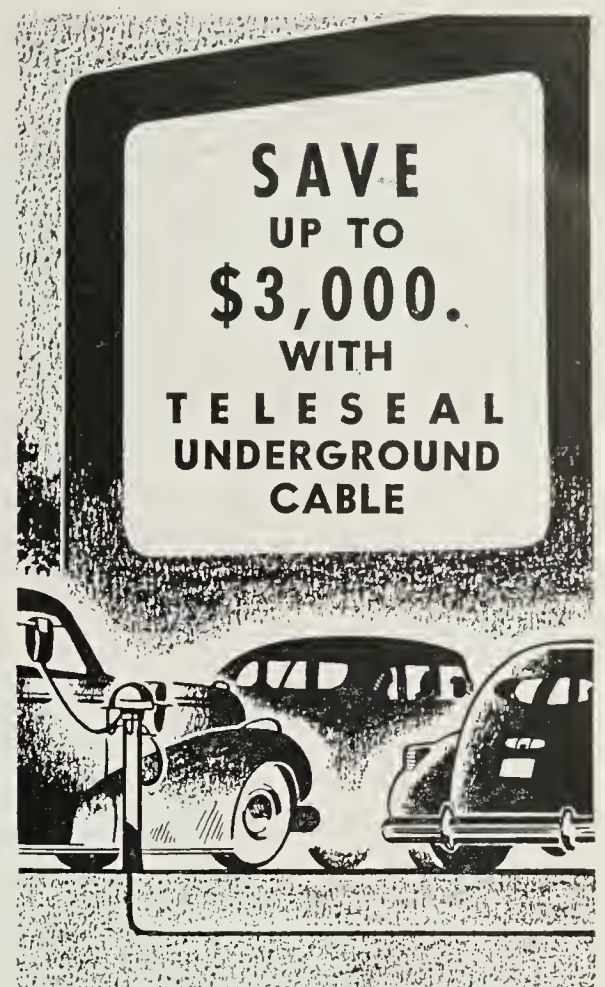
VIC MANHARDT CO., INC., 1705-9 W. Clybourn St., Milwaukee 3.

NATIONAL THEATRE SUPPLY, 1027 N. 8th St., Milwaukee 3. Telephones: Marquette 8-7333—(Emergency Night) Hopkins 2-1223. PERSONNEL—Manager: A. J. Larsen. Service Man: F. J. Wagner. Salesmen: M. Anacker, R. J. Schmitz. AREA SERVED—Eastern Wisconsin, Northern Michigan.

THE RAY SMITH COMPANY, 710 W. State St., Milwaukee 3.

THEATRE EQUIPMENT & SUPPLY CO., 641 N. 7th St., Milwaukee 3. Telephones: DALy 8-0123—(Emergency Night) EDge-wood 2-4686. AREA SERVED—Wisconsin, Upper Peninsula of Michigan.

STAR THEATRE SUPPLY CO., 36 N. Cascade St., Osceola. PERSONNEL—Manager: Emil Nelson.



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NEWS OF THE

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BRANCHES

Atlanta

Office manager Don Hassler, Astor, checked in, back from Florida with the Mrs....Mrs. Rose Lancaster, Astor, returned from Miami.

Mrs. Thelma Haglund has been appointed head booker, U-I....Off for a stay in New Jersey on vacation was Mrs. Claudia Linker, Screen Guild.

John W. Mangham, president, Screen Guild; J.S. Carscallen, Ken Smith, and O.B. Corley, sales representatives, returned from Memphis.

Henry Hammond, Memphis sales representative, Monogram, was in the hospital for a checkup....Jack Barrett, Florida sales representative, was still hospitalized but reported doing nicely.

Max E. Youngstein, vice-president, Eagle Lion, was a visitor, and gave the boys a real pep talk on the Bill Heineman drive. Youngstein is captain. Also down were Herman Beiersdorf, southeast division manager, and southern district manager Grover Parsons. Attending the meeting were Addie Addison, branch manager; N.J. Calquhoun, Jack Galloway, George M. Jones, Bob Tarwater, and Ernest Camp. A luncheon was held with independent and circuit owners after the meeting.

Ralph McCoy, Film Classics branch manager, returned from a trip to New York City....Ike Cohen, formerly with film exchanges here and now in theatre business in New York City, was in visiting.

Off on his vacation from Astor was Robert Howell, head shipper, who went over to Montgomery, Ala....Forman Rogers, heading "Quiz Night" and a theatre owner in Alabama, was in.... N.H. Waters, Sr., and son, Dick, Waters Theatre Circuit, Birmingham, Ala., was on Film Row visiting, as was Mack Jackson, Alexander City, Ala.

Addie Addison, Eagle Lion's special publicity chief, is back after visiting in Louisiana....Mrs. Ruth Ranson has been added to the Astor staff.

Film Rowites were sorry to hear that Jack Barrett, Florida salesman, Monogram, suffered a heart attack recently in Fort Myers, Fla., but were glad to learn that he was now recovering nicely.

Seen on Film Row recently were Harry Hardeman, Community, Trion, Ga.; Al Rook, formerly with Columbia, and W. O. Anderson, Duluth, Ga....Raoul Lotos, recently appointed special sales representative, Southern Automatic Candy Company, left for a trip to Tennessee, accompanied by Charlie Durmeyer, president.

Claude Ezell, Dallas, Texas, was in on a visit....Walter Morris, the Tennessee showman, was booking and visiting....N.E. Savini, Astor New York special representative, left exchange to visit other territories....Mrs. Wyoline Stradley, Monogram, went to Florida on vacation.

Seen on Film Row were John Thompson, Pal Amusement Company, Vidalia, Ga.; Harry Whitestone, formerly of Fair-Mount, Ga., now traveling in Georgia under tent, and Mose Liebowitz, Grand Amusement Company, Chattanooga, Tenn.

Screen Guild vacationists included Roy Hall, booking department, and Betty Howell....C.S. Pitman, Pitman, Gadsden, Ala., was visiting....Dick Keating, formerly in the booking department, Paramount, has been transferred to the Albany branch.

Mrs. Cleo Shingler, Buena Vista, Buena Vista, Ga., was in visiting....Charlie Moore and Jimmy Wilson, Moore and Wilson Enterprises, returned after a trip....Nat Williams, Interstate Enterprises, Thomasville, Ga., was visiting.

Seen on Film Row were Jay Soloman, Independent Theatres, Chattanooga, Tenn., and Dusty Rhodes, head, booking department, Georgia Theatres....Congratulations go to Joe Fieldman, former salesman, Screen Guild, on his new business venture. We are sure that any enterprise which he enters will be a big success.

TRADE SCREENINGS

ATLANTA

RKO (195 Luckie) Aug. 31, 10:30, "Mourning Becomes Electra"; 2:30, "Bodyguard". Sept. 1, 10:30, "Station West"; 2:30, "Design For Death."

CHARLOTTE

RKO (308 South Church) Aug. 31, 2:00, "Mourning Becomes Electra"; 3:30, "Bodyguard." Sept. 1, 2:00, "Station West"; 3:30 "Design For Death."

MEMPHIS

RKO (151 Vance) Aug. 31, 10:30, "Mourning Becomes Electra"; 2:30, "Bodyguard" Sept. 1, 10:30, "Station West"; 2:30, "Design For Death".

NEW ORLEANS

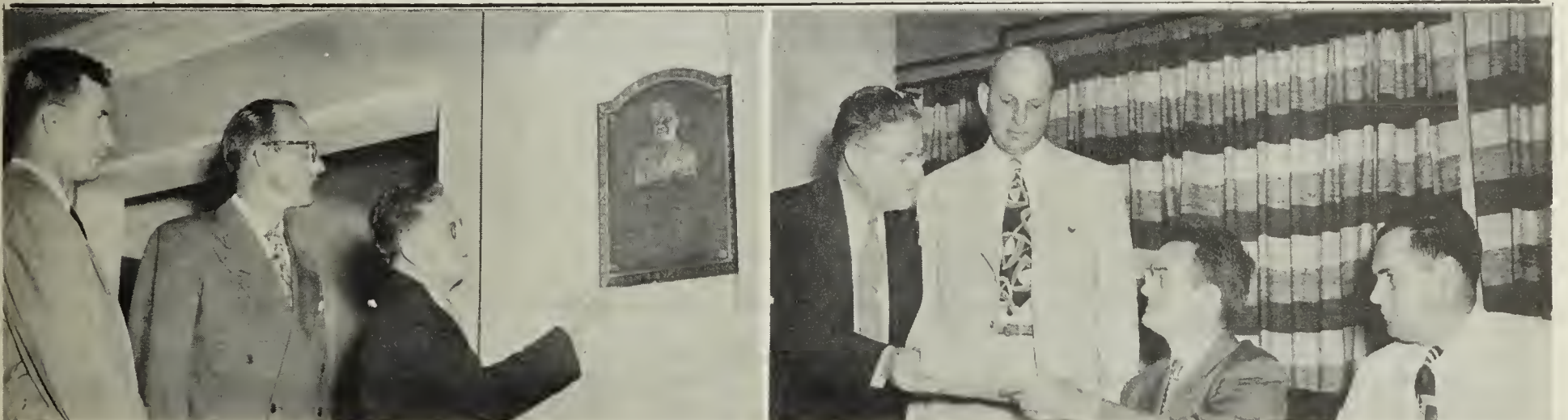
RKO (200 S. Liberty) Aug. 31, 10:30, "Mourning Becomes Electra"; 2:30, "Bodyguard." Sept. 1, 10:30, "Station West"; 2:30, "Design For Death."

A special sales meeting was called by Arthur C. Bromberg, president, Monogram Southern Exchanges, after his return from Chicago. Those attending were Hal Jordan, branch manager, Charlotte; Henry Glover, Memphis; Bailey Prichard, Memphis, and Atlanta sales representatives Ben Jordan and Jimmy Campbell. Talks were made by Bromberg and Jimmy Hobbs, Atlanta branch. Luncheon was served at the Biltmore.

Florence Chamblee, head, Monogram accounting department, returned after a trip to Florida....Pete Rosian, southern district manager, U-I, returned to Cincinnati, and F.J. McCarthy, U-I sales manager, returned to New York City after installing Jim Frew as new branch manager.

Dôn Mitchell, formerly of WCON, joined the sales force at WGST....Jimmy Bello, Astor special sales representative, is back after enjoying the Florida sunshine....William Richardson, Astor, is also back from Florida.

Emily Franco, secretary to O.S. Barnett, office manager, Monogram, resigned...On a visit to O.S. Barnett, Monogram office manager, were his daughter and grandchildren from St. Louis, Mo.



Martin and Thompson Theatres recently opened its Thompson, Hawkinsville, Ga., and W.F. Daniels, chairman, City Commission, proclaimed Aug. 9 "Thompson Day" in honor of J.H. Thompson. At left, Roy Martin, Jr., E.D. Martin, and Thompson point out the memorial plaque dedicated to the late well-known showman, Roy E. Martin, Sr. At right, City Commissioners D.T. Clark, W.F. Daniels, and P.R. Ridley present the official proclamation to Thompson as part of the ceremonies.

A Page from LEW HERB'S SCRAPBOOK



Met Roy Avey, general manager, Community Theatres, Atlanta, in his office in the 10th Street.



I saw a neat display in the Atlanta MGM office. Here Charlie Turner and Jim Stanton pose beside a board featuring some of their forthcoming attractions. The plug really brought results.



Visited Hugh Prince, assistant general manager, Co-At-Co Theatres, located in Atlanta.



Snapped some of the gang at the Atlanta MGM office: left to right, C.E. Kessnich, W.E. Hopper, J.L. Stanton, A.B. Padgett; rear, left to right, J. Johnson, J. Allen, B. Capps, and Ed Bendler.

In the city visiting and booking were: Harry Whitestone, the Georgia showman; Ralph Johnson, Georgia tent showman; Sidney Laird, Al-Dun Amusement Company, West Point, Ga.; Edd Duncan, Duncan and Richards Circuit; O.C. Lam, Lam Amusement Company, Rome, Ga.; P.L. Taylor, Dixie, Columbus, Ga.; and Paul Engler, Engler Theatres, Birmingham, Ala.

The premiere of Walt Disney's "Melody Time", Paramount, was helped by a tieup with the Yancy Company, RCA Victor record distributors. Over a dozen window displays in color were set up, and all radio stations cooperated in plugging tunes. An effective mailing piece was sent to the entire mailing list.

Seen on Film Row were: John T. Ezell, former manager of several major exchanges; Luckie Stein, Stein and Floyd Circuit, Florida; Nat Williams, Interstate Amusement Company, Thomasville, Ga.; Colonel T.E. Orr, Orr Amusement Company, Albertsville, Ala., and Hap Barnes, the Alabama and Tennessee drive-in man.

Howard Waugh, who was once manager of the Old Howard, now the Paramount, for a brief period about 25 years ago, was in beating the drums in behalf of "The Time Of Your Life."

John Stembler, legal eagle for Georgia Theatres, was around recalling days when he was an assistant D.A. in Miami....It was happy birthday for Ike Katz, president, Katz Film Exchange....Film Rowites were sorry to

hear that Abe H. Borisky, for many years a theatre owner in Chattanooga, Tenn., was seriously hurt in Marion, O. He sustained a broken arm, several fractured ribs and bruises. He is now a partner with Sunshine System.

Back on the job after spending his vacation at Jacksonville Beach, Fla., was Spencer Pierce, 20th Century-Fox exploitation chief....C.E. Croom, manager, Wake, Raleigh, N.C., will look after the Tower here while Harvey Smith vacations in New York City...Mrs. Mary Roberts has been appointed house supervisor, Tower, the only local theatre employing anyone in this capacity.

Charlotte

Plans were launched for the organization of an association of drive-in theatre operators in the Carolinas, and a meeting on the proposal was called for Aug. 29. Robert O. Jeffress, Charlotte, owner, Ft. Rock Drive-In, between Rock Hill, N.C., and Ft. Mill, N.C., is backing the movement, and has sent out letters to theatre owners in the two states. "Such an organization is needed to protect the interests of drive-in theatre operators," he said. "Several bills are being prepared for the next meeting of legislatures of both states, which, if passed, will severely hamper these theatres." Asserting that "the time has come" for drive-in operators to band together to protect their interests, he said "there are now 129 drive-ins in the states, most of which were opened within the past year or so. It is a new move-

ment in the Carolinas and I think we should have an organization."

The Brookdale drive-in for colored patronage near here will be ready for opening within the next few weeks. Spot has capacity for 350-cars....RKO sales representative Bill Sims was called to Ripley, Tenn., for the funeral of his father-in-law, R.G. Anthony.

Memphis

Memphis exhibitors and business men continue to build new theatres. Architect's drawings have been completed for a new showhouse for Walter Parham, owner, Royal. It will be built across the street from the Royal, a 56 by 154 foot building, costing \$75,000.

Four Film Rowites combined a vacation and business trip which took them to Cleveland for the national convention of film exchange employees, Aug. 16-20. Bill Scruggs, RKO, and Frank Davis, U-I, represented Local B55, and Dennis Duke, booker, Columbia, and Jimmy Fly, booker, MGM, represented the office workers of the union at the convention.

Miss Emma Cox, the popular exhibitor of Osceola, Ark., was getting a big welcome on the row after a serious illness, following which she fell, and broke her arm. She said it will take more than a broken arm to keep her home.

Mr. and Mrs. Dave Flexer were visiting their son in Camp Thunderburg, Minn....Joy Beasley replaces Joy Ann Worthy, Ritz, and "Sweet Pea" Beasley

has taken over management of concessions, according to manager Joe Simon.

Promotions at U-I moved John Gannon from contract clerk to booker, and a newcomer, James Lesley, took over the contract desk. Margaret Irby, general contract clerk, was vacationing.

Miss Louise Mask, Boliver, Tenn.; W.R. Lee, Heber Springs, Ark., and Leon Roundtree, Water Valley, Miss., were booking at Paramount.

Mrs. Lenora Rahm, office manager, Republic, with her husband and daughter, was spending her vacation in New Orleans...Irvine Bryant, biller, 20th Century-Fox, was vacationing at Daytona Beach, Fla.

Booking on the Row were: N.B. Fair, Summerville, Tenn.; W.H. Gray, Rutherford, Tenn.; Mrs. H.H. Fitch, Erin, Tenn.; Paul Glenn, Fisher, Ark.; Mr. and Mrs. A.D. Fielder, Steele, Steele, Mo.; C.A. Gilliland, Semo, Steele, Mo., and Gordon Hutchins, and Floyd Peek, Little Rock, Ark.

L.A. Mitchell, office manager, Monarch Theatre Supply, was vacationing in Texas....N.B. Blount, manager, attended the opening of the new drive-in at Nashville, Tenn., for which Monarch furnished equipment.

Miss Ophelia Gaulding, booker, MGM, returned from a vacation in London, where she visited friends. She reports a smooth air trip over and back, as well as an interesting two weeks.

Exhibitors on the Row included, Bill Kroeger, Portageville, Mo.; Tom Ford, Rector, Ark.; R.R. Clemmons, Adamsville, Tenn.; W.O. Taylor, Dresden, Tenn.; John Mohrstadt, Hayti, Parma and Hayti, Mo.; L.N. Hines, Bay and Nettleton, Ark., and C.A. McGowan, Moorehead, Miss.

Frank Owen, booker, Warners, was vacationing at Lake Geneva, Wis.

STATES

Alabama

BIRMINGHAM

In for a visit was Jack Ahearn, manager, United Theatres, Detroit.

W.J. Coury, manager, Ritz, won one of MGM's honor awards for his exploitation of "State Of The Union"....Bickey Covey, former manager, Strand and Temple, and now with Wilby-Kincey in Kingsport, Tenn., was in for a visit.....Also in for a visit from Knoxville, Tenn., was Aubrey Couch.

Theatre Service has purchased a lot here, and will build a large warehouse upon it.

DECATUR

The Crescent Amusement Company, Nashville, Tenn., suit against this city, appealed to the Alabama Supreme Court several weeks ago, was dropped when City Council and its attorney reached a compromise on a disputed amusement tax which formed a basis for the suit. The city agreed to lower the tax on admissions exceeding 30 cents

from seven cents to five cents, and to give a discount on one and one-half per cent for prompt payment of all tax due from July 1, 1948. Crescent agreed to pay the back tax, 'accumulating since Oct. 1, 1947, date of the levy, at the compromise rate. When tried in Circuit Court, the city's right to levy the tax was upheld.

Florida

BOYNTON

The new Boynton will open late in September.

FERNANDIA

C.E. Beach has opened his new Ilam, seating 1,000.

GAINESVILLE

Kenneth Barfield will soon start work on his new drive-in near here. The open airspot will cover 15 acres, and will have space for 400 cars.

LARGO

Douglas Thrall says that he hopes to have his new Largo open soon. The house cost about \$30,000.

MIAMI

Mr. and Mrs. A.W. Corbett returned from a trip to Venezuela....Al Weiss, Jr., manager, Olympia, is back after a trip to New York City....Appointed general manager of M and M Theatres in Florida is Bill A. Cumbaa, formerly manager, Valeria, Inverness, Fla. He will make his headquarters in Leesburg, Fla. Mrs. Rosalie C. Condon has been appointed as new manager, Inverness.

Mrs. Lillian Claughton, coowner, Claughton Theatres, announced the forthcoming opening of the Trail, TaMIAMI Trail. This newest addition will seat 900-1000 patrons.

Joseph Hagerty, assistant manager, Tivoli, left on a vacation in Marion, Ind., the home of his parents....Paramount Theatres had many changes. Bill Dock, manager, Dade, was made manager, Boulevard, and Dave Gowan is his replacement at the Dade. For John Friant, Beach, assistant manager is the newest job, after leaving the Boulevard. Harold Griffin is the new assistant manager, Boulevard.

Bernie Schaft, Strand entrepreneur, was off to Rochester, N.Y., for his vacation-rest and Loren Stiles, relief manager, was taking his place....Phil Masters, Rosetta manager, has taken his leave to New York, while Joe Fryer, assistant manager, will act as manager in his stead. Carl Delay, student assistant, will sub for Fryer, while this vacationing bug is biting everyone.

"Kernel" Myers, Wometco confection department, is "corn-vinced" his vacation is what he needed.

Two theatres under construction for the Branscome Circuit will be ready for the season, it was announced by E.E. Branscome. The Coral Way Drive-In, between 69th and 70th Streets, is expected to be in operation on Nov. 1. A theatre at West Dixie Highway and

126th Street, North Miami, will open about Dec. 15.

The Essex, one of the largest in Greater Miami, with more than 1,000 seats, and now under construction in Hialeah, has been added to the Wometco Circuit under a lease just signed by the theatre owners and Essex Investment, Inc. The Essex is the fourth addition in less than a year. Three large parking areas will service the air-conditioned theatre. Edwin T.

Reeder prepared the original plans for the theatre. Special care is being given to the acoustics.

The Mayfair, being only one block from Biscayne Bay, affords many fishing pleasures, or so manager Mitch Rubenstein says.

The Troupers Club of Wometco is having an all-out drive for new members, with numerous parties and functions being planned....Ruth Holliday, Wometco home office, took her vacation-holiday, and returned.

Jack McKinnon, assistant manager, Miami, has all his plans well in hand, the plans for the Miami aides' big masquerade ball at the Variety Club headquarters. Harry Kronawitz, floor manager, is assisting with the plans, and committees have started their work. The party will be a "beeg 'un" since the Miami has 35 aides plus.

Miami's Tent 33, Variety Club, entertained the 35 "Radio Queens" at the headquarters in the Alcazar....WTVJ, through Robert Venn, was still appealing for a hearing in Washington from the FCC.

Colonel Mitchell Wolfson, Miami Beach, Wometco Theatres, arrived last week from Montego Bay, Jamaica. Colonel and Mrs. Wolfson, their daughter, Frances, and their son, Louis, have been traveling in Latin America for the last month and a half.

Phil Masters, manager, Rosetta, had Little River agog with a contest for selecting a local gal for the title of "Miss Little River". Joseph Fryer, his assistant, says the interest is keen, and through the generosity of merchants, the awards are worth striving for. The eve of Aug. 20 was the grand finale with a stage show of professional talent followed by the coronation of the lucky gal.

Variety Club members are popular with their friends these days as Paramount's George Hoover and Dan Fitch are doing such a good job sparking up the Saturday night parties. The Olympia stage show usually turns out en masse.

Manager Bill Dock, Dade, was anticipating his vacation, and planned trips to Detroit and New York....Nat Bernstein, president, Bernstein Circuit, and his son, Bob, have been adding miles to their log books with trips to New York and Chicago....Edward Bramson, assistant, Cineman, was "Mr. Big" while manager Harry Brown took his vacation...Tom Kestler, assistant,

Coral, was enjoying his time out, and manager Fred Pope was to take off then.

A victim of a recent stickup was Walter Toemmes, Harlem....The Mayfair and Cameo had a radio tie-in while screening "The Fuller Brush Man". The radio show, "Breakfast at the Versailles", gave away Fuller brushes.

Manager Tom Manning, Boulevard, is back on the job after a vacation....Labe Mell, Wometco, was busy doubling as relief manager, State, Town, and Capitol....Dana Bradford, manager, Grove, was having a session at the hospital, and, in his absence, Dick Treccase, assistant, Tower, did the honors. The Variety Club's very popular bartender, "Mr. Nelson", was accepting congrats on the birth of a son.

The staff of the Miami was planning a huge masquerade ball. Details are a deep, dark secret...Lief Shaw, Miami, was off for a holiday....Rom Rayfield, house manager, Miami, also took off...Mitch Rubenstein, manager, Mayfair, was doing advance publicity for "The Black Arrow", with 24 inch cutout letters pinned to the stage curtain.

Saturdays at 10 a.m., things really start humming at the Dixie, which started a "Jack and Jill Birthday Club". The highlight is the drawing for the bicycle. "Bozo" and assistant manager Walter Leech are on stage during the party. Leech says the attendance is pyramiding.

At the Strand, manager Bernard Schaft also has big doin's at the Saturday a.m. program. It includes a quiz program over WMBM, "Kiddie Round-Up", mc'd by personable "Uncle" Dick Parker. Dick Gersley, assistant, says that the adults are sneaking in, too. Cash awards amounting to about \$50 weekly are the prizes, and the innovation is scheduled for a 13 week run.

Hal Kopplin, Wometco's advertising director, is forgetting the time-clock for a month....Irate Chamber of Commerce on the Florida keys have protested the "slur" on the climate in "Key Largo".

Claughton Theatres announced a new show place, the Circle, Miami Springs, Fla., on which construction is planned immediately. Seating capacity will be approximately 1000....A deluxe touch at the new Trail, Coral Gables, Fla., will be the hand painted curtains and side drapes. The prominent artist, Mabel Buell, Palm Beach, Fla., is doing the unusual work. The originality of the finished effect is the incorporation of the gathered folds of the curtains in the finished design.

(In the Aug. 11, 1948 issue of THE EXHIBITOR, mention was made of Paramount Enterprises' planned construction of a 1000-seat house in Miami Springs, to be called the Spring. The names of several architects were given. Kemp, Bunch, and Jackson, Jacksonville, Fla., are the only architects for this project, and they are not associated with any other architect. This should clear the record. -Ed.)



Howard Wallace, manager, Sack Amusement Enterprises, and Tom Fox, owner, Hanger, Atlanta, are shown as they recently discussed and planned exploitation campaigns for new programs.

A new drive-in will be constructed by E.E. Branscome.

W.L. McComas won his case in court, and will start work on his new drive-in near Tropical Park. The owners of the race track had protested to the county commissioners that the open air theatre would hurt their business.

FORT PIERCE

The Ritz closed.

ST. AUGUSTINE

Carroll Lord, former manager, Lyric, Daytona Beach, Fla., has been appointed manager, Jefferson, replacing James Gumble, who moves over to Gainesville, Fla.

ST. PETERSBURG

Theatre owners and their representatives throughout Florida joined forces with local exhibitors in a protest against the city's proposed tax on admissions. Spokesmen against the proposed tax are Boliver Hyde, representative of independent theatre owners, and O.L. Cartwright, Florida State Theatres representative. They contend such a tax would work a hardship on lower income groups. A recent meeting held in the mayor's office to protest the tax was of no avail. What has been termed a "tricky" occupational tax has been passed by Council. This makes it obligatory for each theatre in the city to pay a tax of \$25 for each 100 seats or fraction.



Shown above is a sketch of the new Thompson, which Martin and Thompson recently opened in Hawkinsville, Ga. One of the most modern theatre buildings in the state, the new house has a 1000-seat capacity, and will serve as home office headquarters.

TALLAHASSEE

A permit has been granted to Tallahassee Enterprises for a new drive-in.

ZEPHYRHILLS

The Zephyr closed due to poor business.

Georgia

CARROLLTON

Daniel L. Benson, Atlanta, assumed his duties here as WLBB commercial manager.

Mississippi

GREENSVILLE

Free motion pictures are being shown in the various city playgrounds.

North Carolina

ALBEMARLE

The Stanley, closed for renovations, held its formal reopening on Aug. 12. It has been completely renovated and redecorated, with new seats having been installed on both the main floor and the balcony. New drapes for the stage also have been installed, as have new lighting fixtures. A new carpet has been laid in the foyer, and the rest rooms have been tiled. The front also has been redecorated. Murphy Ragsdale is manager.

ASHEVILLE

Asheville theatres, closed recently by health authorities due to a polio epidemic, reopened on Aug. 11 as health officers lifted restrictions on adult activities and gatherings. However, restrictions remain in effect on persons under 16.

GREENSBORO

A new theatre to be known as the Starr will be constructed within the next few months.

MOREHEAD CITY

Dr. N. Thomas Ennett, county health officer here and in Beaufort, N.C., has written a letter to managers of the seven theatres operating in Carteret County asking that they not admit children during the current polio epidemic in the area or else to request a note from their parents giving them permission to attend. The letters were written after Sunday schools and Bible schools complained that they were closed to children, but that children still were attending movies.

South Carolina

GREENSVILLE

A \$125,000 house with seating capacity for 700 will soon be started in the Lewis Plaza development here, according to Heyward Morgan, president, Star Theatre, which will operate the house.

Tennessee

BRAINERD

Jay Solomon, Independent Theatres, Chattanooga, Tenn., announced the opening of the new 1,000 seat house with parking space for 200 cars. Helen Plemons, who, for the past six years, was manager, Capital, Chattanooga, is managing.

NEWS OF THE

Territory

Chicago

Marshall Napshun was made Apollo assistant manager.... Glenn Partlow purchased the Plaza, Monona, Ia.... Mr. and Mrs. J.D. Graham bought the Park, Clayton, Ill., from L.C. Peterson.

The deposition of Jack Rose, treasurer, Indiana-Illinois Theatres, was taken by attorney Seymour Simon in the suit brought by Louis B. Philon, owner, Liberty, Michigan City, Ind., for first-runs.... Abraham W. Brussell, attorney for De Luxe in its anti-trust case, was given until Sept. 27 by Federal Judge Campbell to file an additional brief.

Nick Butera, assistant manager, Essaness Southern, Oak Park, Ill., resigned to join the medical division of the Army Air Forces.... Jimmy Smith, assistant manager, Lake, Oak Park, returned from vacation.

Leonard Utecht, manager, Essaness Lake, Oak Park, Ill., completed plans for a series of morning kiddie shows to be run in the fall with the cooperation of the local parent-teachers association and church, civic, and women's groups.

The Co-operatives Clubs of Oak Park and River Forest, Ill., called a special meeting to award Leonard Utecht, manager, Essaness Lake, Oak Park, for his fine work in the recent Sister Elizabeth Kenny Drive to fight polio.

Leo Goldman acquired the Cuba, Cuba City, Wis.

The Oriental is conducting on its stage "Search for 'Miss America' in Chicago.... G.E. Bertsch and his son, Peter, bought the Lyric, Farina, Ill., from J. Robert Harrel, Louisville, Ill.

Ray Ryan, whose business has been successful drilling for oil, has gone into the motion picture business with his pal, Bruce Cabot. Ryan purchased the rights to "Blackjack".

Jack Eckhardt, former 20th-Fox chief booker, was promoted to special sales representative.... Sam Chernoff, Academy Theatre Supply Company owner, was appointed representative in this territory for Lorraine Carbons, Boonton, N.J.

An early morning fire which started in the projection room of the Irving, and spread to two adjoining stores, caused \$2,500 damage.... Bob O'Donnell, ex-Chicagoan, now a leading theatre operator in Texas, went to the Mayo Clinic for a check-up.

An unusually small film footage was inspected by the censor board during July, totalling but 395,000 feet re-

presented by 86 pictures. There were two rejections, "The Betrayal", a French Micheaux, and "The Body Beautiful", Road Show Attractions, Inc., which had been previously rejected under the names of "Damaged Goods" and "The Price of Sin". Two were pinked "The King's Jester", Italian, and "Blonde Ice", Film Classics

Dallas

Paul Rozenburg replaces Jack Elmlad as shorts booker, Metro. The latter is now with Texas Theatre Service.... Bob Halliday, booker, Warners, was transferred to the Albany office, replaced by Vincent Graham, formerly short subjects booker. Dora Grace took over Graham's duties.... Walter Hansen, booker, left RKO, and returned to 20th-Fox.... Jake Webb sold his house in Bandera, Tex., to Charles Knauf.... Forrest White sold his interest in the Lagow to Ernest Armbruster. His partner and brother, Walter Armbruster, is office manager for U-I.

Charles J. Freeman, head of stage show booking for Interstate Circuit, had as his guests his two sons, Charles "Dink" Freeman, Jr., comedian for the Starlight Opera Company, Fair Park, and John M. "Bud" Freeman.

Besa Short, on leave of absence from Metro's short subjects publicity dept. in California, was entertained at a luncheon by her former short subject staff of Interstate Circuit, Sally Eason, Marilou Smith, and Virginia Lyne.... Charles J. Freeman, Interstate Circuit, announced that the Majestic reopening will be with the stage production, "Oklahoma", on Sept. 27.

L.J. "Shine" Mason, former McAllen, Tex. city manager for Interstate, is now manager, Wilshire. Boots McNally, former manager, Wilshire is now at the Varsity.... Micky Work, formerly with the Majestic staff, has been given his first managerial assignment at the Knox.

The former Rio, Brownsville, Tex., has been remodeled and reopened by the Leon Circuit as the Grande.... Warners' Dorothy Malone, Dennis Morgan, and Jack Carson were in for "Two Guys From Texas."

Guy Madison and Florence Bates made personal appearances in connection with "Texas, Brooklyn, and Heaven."

Melvin Douglas was in Dallas looking over the duplicate of the house featured in "Mr. Blandings Builds His Dream House."

Denver

The annual golf tournament and picnic of the Rocky Mountain Screen club will be held at the Park Hill Country Club on Aug. 30, with activities getting under way when the golfers tee off at 9 a.m. This will be followed by numerous contests, with the major event of the afternoon being the game between the exhibitors and distributors. The evening will be taken up by the awarding of prizes, dinner, and dancing. Tickets are \$3.50. Tom Bailey

is general chairman, and Robert Hill is president.

Cy Lee and Paul Rothman, owners, Starlight Drive-In, Colorado Springs, Colo., believe they have made the largest mass sale of tickets, at least to people who paid the price without advance notification. A truck from the Stratton Home for Boys drove up loaded with 36 youths, paid the admission price of \$21.60, were escorted to a stall, and four speakers were hooked up.

Small-time chiselers are working a new ticket racket. It has been discovered they have been pasting together two ends of torn tickets, placing the result under a good one, and palming it on the doorman during a rush. They have even tried it with two such counterfeits.

More than 1,000 attended the two Sunday morning church services held at the East and West Drive-Ins. Such services will be held as long as the weather permits. A lady wrote to The News, and wondered why such a church service would not be feasible. So John Wolfberg at once offered the use of the East and West to the Denver Council of Churches. Various ministers deliver the sermons.

Isaac Weiner, treasurer, Fox Intermountain Theatres, resigned and went to California to enter another business. He is succeeded by Harry Green, film statistician, whose job goes to Henry Fischer, film payment. Marvin Catchpole, service department, resigned, and went to Montana to be purchasing agent for a firm. Weiner and Catchpole were tendered a farewell breakfast by the division headquarters crowd, and given farewell gifts. Farewell remarks were made by Frank H. Ricketson Jr., president; Robert Selig, his assistant, and Mel Glatz, head, service department.

Dan Thyne opened his 400-seat \$55,000 Wells, Cheyenne Wells, Colo. Ross Bluck is film buyer-booker as well as manager.

Tom Brennan, city manager, Laramie, Wyo., Fox Intermountain Theatres, was named "Showman of the Charles P. Skouras Drive." Brennan was named by Frank H. Ricketson, president, Fox Intermountain Theatres, and the balance was tipped in Brennan's favor by a "Mercy Benefit" he staged to aid those burned out in a Laramie fire. The affair raised \$50,000, and was instrumental in getting homes for people as well as buildings in which firms could set up business again. Ricketson called attention to the nation-wide publicity received, and that it was "proof positive of the industry's unselfish desire to be of public service."

Robert Patrick opens his 560-seat Grand.

Des Moines

The Iowa State Safety Department entered the visual education field in an effort to cut down the highway

death toll, and made up a series of six one-minute films offered to nearly 250 theatres. The department has 40 prints of each of the six films.

The Strand switched to first-runs, making the fourth downtown house operated by the Tri-States Theatre Corporation to show first-runs.... Barbara Rogers, secretary to Art Stolte, Tri-States district manager, will be married on Aug. 29 to Norman Anthomi.... Mike Lee, Central States head booker, is reported improving from his recent illness although still unable to return to his work.... G. Ralph Branton, Tri-States, has been named temporary chairman, Des Moines City Safety Council.

The Iowa, Winterset, Ia., has been sold by the Kerr Circuit to D.C. Kennedy, recently resigned manager, MGM. Kennedy also owns the theatre at Adel, Ia.... The Star, Mason City, Ia., closed down during August for remodeling.... The Paramount is being remodeled.... John P. Broderick leased the Royal, Dunlap, Ia., from Richard Koester... The new Grand, Eldora, Ia., increased its prices five cents on adults. The house is operated by Leo Wolcott, chairman of the board, Allied-Independent Theatre Owners of Iowa-Nebraska.... John V. Dostal, manager, Orpheum, Davenport, Ia., for the last five years, has been appointed city manager, Orpheum Theatres, New Orleans.

The theatre at Diagonal, Ia., has resumed operation again after the town council rescinded its action banning Sunday shows. C.W. McMurphy closed it last April after the town council ordered that Sunday showings be discontinued. The council met recently, and granted permission for the Sunday shows, and said a new ordinance permitting them would be drawn.

Los Angeles

Local 150 celebrated its 40th anniversary with a late party staged at the Chase Hotel, Santa Monica, Cal. Exhibitors attended the special affair, which had a midnight supper with dancing and entertainment. On the guest list were: Charles P. Skouras, George Bowser, R.H. McCullough, Joseph Tuopy, Bruce Fowler, and other circuit district managers from FWC and inde circuits. Harry Vinnicof was in charge.

A new auto-theatre opened at 5353 Sepulveda, Inglewood, Cal. The Studio Drive-In, which has Exhibitors' Service in charge of buying and booking, is the name of the house.

Jack Katz, formerly of Chicago, is now the new booker in Eagle Lion.... Local civic leaders were invited to join Latin stars for a western premiere of "The Pearl" at the Palace under sponsorship of the Comité de Beneficencia Mexicana, Inc.

Bell International Studios filed a complaint with the National Labor Relations Board charging the IATSE with unfair labor practices. Producer Jack Gilson, Hollywood studio, says the IATSE staged a work stoppage during

filming of a 16mm. television movie. The labor group denies the work-stoppage charge, and said that it is on good terms with Gilson.

Rodney Pantage had a plan for giveaways via wired music machines which he controls locally. The State Board of Equalization turned down his idea to offer prizes to patrons who drop coins into the slots.

Lyle Fry, formerly with the Metro publicity department, resigned to take over the job as manager, Ambassador, located in the Ambassador Hotel.... A son was born to Mr. and Mrs. Wayne Steffner. The father is western divisional sales manager for CBS.

Jack Mandell, former French distributor and exhibitor, opened offices on Film Row to handle foreign films.

Hugh Braly, Paramount western district manager, and assistant, Harold Wirthwein, were back from Salt Lake City and Denver.... L.J. Heedwohl has taken out a 90-year lease on the Belmont building, Long Beach, Cal.

Joseph Unger, UA sales head, was occupying offices at the local exchange.... Ruth Doyle, merchandising secretary to Vic Adams, FWC, was off to Portland, her old camping grounds, on her vacation.

Minneapolis

Attorneys for Ben Berger in his test case of the legality of the ASCAP theatre collections for music copyright performance are readying presentation to federal district court of the decision of a New York district court in declaring ASCAP a monopoly, and halting theatre "music tax" collections in an injunction order. The so-called Berger case, involving four Berger Circuit houses, and the Avalon, owned by Mrs. Jessie Jensen, White Bear Lake, Minn., has been under advisement by Federal Judge Gunnar Nordbye for several months.

The village council of Golden Valley, Minneapolis suburb, granted a permit to J.R. Powers and H.F. Williams, Minneapolis, to build a theatre in the village. Powers and Williams purchased land and a recently-built garage, which will be remodeled into a theatre to seat 800 persons. There will be a parking lot for 350 cars.

North Central Allied prepared a protest to the home office of RKO following issuance by the township of Bloomington, Minneapolis suburb, of a theatre building permit to Wendell Bjorkman, an RKO salesman. The village is unincorporated, and a theatre license is not required. NCA asks RKO to state its position with regard to salesmen competing with its customers.

James Necerlander, son of David Nederlander Detroit, has been named manager. The Nederlander family has been in theatre business 35 years, and operates legitimate theatres in Detroit, Chicago, and Toledo, O., and recently purchased the Lyceum. The house will be switched to an ex-

clusive legitimate policy... The name, Cedar, has been selected for the new neighborhood theatre being built by Nathan Shapiro and Ben Berger in the Seven Corners district.

Richard Dorfer, projectionist, Wayzata, Wayzata, Minneapolis suburb, for eight years, was killed when a light seaplane in which he was riding crashed.... Melvin Turner has been promoted from head booker at MGM to the sales staff. He is replaced by Raymond Haberland.... Robert Henny purchased the interest of Gertrude Woskie in the Colby, Colby, Wis.... The license committee of the Minneapolis council approved the application of Robert Hazelton to operate the Princess, east Minneapolis house. The lease and license held by the late Roy Secrest expire on Aug. 29. Hazelton and Marvin Mann bought the Princess property several months ago.... Joe Floyd expects to have his Star-Lite Drive-In, Sioux Falls, S.D., in operation by mid-September, opening with accommodations for 50 cars this fall, and increasing capacity by 250 cars next years.

Oklahoma City

The Tinker Drive-In, Midwest City, Okla., opened. R.L. Barton is owner. There are accommodations for 500 cars, with the spot located on SE 29, just west of Midwest City.

The Redskin, Wetmika, Okla., opened. House is owned and operated by Cecil Duncan.

Lester Lloyd, manager, Home, attended the wedding of his son, James Lloyd, to Miss Helen Ditson in Joplin, Mo.

Melvin Douglas, one of the stars of "Mr. Blandings Builds His Dream House", made personal appearances at the house. Northside Civic Club officials, sponsors of the open house, reported a total of \$5,682 contributed by house visitors toward development of a school recreation project.

Plans for a drive-in with a 500-car capacity were announced last week by Lewis Long, who said the cost was expected to top \$100,000. The theatre will be erected outside the Yucca courts, where Long has bought 12 acres. He said the theatre should be ready for several months operation this year.

Omaha

Top Eagle Lion executives visited Ed Cohen, manager. They included Max Youngstein, Milt Overman, publicity man, and Herman Beiersdorf... Ray Brown, Harlan, Ia., exhibitor, was vacationing in northern Iowa.

Mark Scobell Wagner, S.D., exhibitor, died suddenly 13 months after the death of his brother of the same causes.... Tony Goodman, Eagle Lion office manager-booker, lost out in the semi-finals of the Omaha Publinks golf tournament. He is a brother of Johnny Goodman, former national champion.... Charles Knickerbocker, former 20th Century-Fox salesman in Kansas City, became a 20th-Fox salesman in the local exchange.

His son bested U-I manager H.B. Johnson when it came to fishing on their vacation on the St. Clair River, Minnesota, where Wisconsin and Minnesota meet...Carl N. Johnson, Grand, Red Oak, Ia., made a rush trip to Hudson, S.D., where his mother was ill. Then he turned around, and took his son to the Junior Chamber of Commerce national youth golf meet in Lincoln, Neb....Elmer Kugel expected to open his new State, a quonset building, at Holstein, Ia.

The Ballantyne Company announced that it now carries its own complete line of Lightmaster rectifiers for low and high intensity lamps....Bill Wink, Warners salesman, entered an Omaha hospital....The new Valley, Valley, Neb., opened....Henry Saggau, Denison, Ia., exhibitor, returned from Minnesota. His son, Bob, former Notre Dame football star, accompanied.

Cliff Sherron sold his Crest, David City, Neb., to Charles Cook, and went to California for a while....The Rivoli, Seward, Neb., has been remodeled by Elmer Tilden....Fred Waring has been signed for a one-night stand in the Orpheum....Tri-States Theatres booked four road shows into the Omaha.

A short change artist flim-flammed the cashier of the Corby, Omaha....Art Sunde, manager of the new theatre in Pappilion, Neb., nearly had a watery opening. He had to sandbag the front of the house a few days before the inaugural when rain sent a nearby stream out of its banks.

Pickets are versatile in western Nebraska. Three Midwest Amusement Company houses in Scottsbluff, Neb., have been picketed a month as an upshot of union-management difficulties. Each Tuesday night, one of the house plays a Spanish movie. Many farmers in the area are Mexican. One Tuesday night, the regular picket took a night off. He had a Mexican stand-in. The next Tuesday night, the regular picket was back with a placard stating the Union cause in Spanish.

Phoenix

The Fox, which celebrated its 17th birthday anniversary as a Phoenix showplace, was gifted with a beautiful five-tier birthday cake by its next door neighbor, a bakery. The cake was displayed in the lobby, and attracted considerable attention.

The Studio, formerly the Coolidge, Coolidge, Ariz., opened in the same building occupied by Coolidge's new radio station, KCKY. The reopening debut featured a stage show highlighted by addresses. The house is managed by Foy Tarrington, with Charley Roberts as assistant manager. Roberts formerly was with the Gila, Safford, Ariz.

Thirty boys and girls competed in the final last week on the stage of the El Rey, Glendale, Ariz., for the title of "Mr. Glendale, Jr.," and "Little Miss Glendale". The two winners compete in Tucson, Ariz., with winners in other Arizona communities for a trip to Hollywood and a chance

at the "Little Miss America" and "All American Boy" titles, which carry with them a contract in the movies. The Screen Childrens Guild is the national sponsor of the contest, with support coming from Leonard's, the El Rey, and The Glendale News.

The Lowell, Bisbee, Ariz., was the scene of an auction sponsored by the Lions Club. Admission to the theatre was free during the auction, with all proceeds of the sale being earmarked for the club's campaign to aid the visually handicapped.

The Oasis, Ajo, Ariz., managed by Mrs. Blanche Franck, closed, giving way to a new house which will be opened as soon as its newly arrived air conditioning equipment has been tested and approved.

Portland

Hugh Braly, district manager, Paramount, and Harold Wirthwein, assistant to the division manager, G.A. Smith, were in....Ben Fish, Samuel Goldwyn publicity, was in to work with Russ Morgan, RKO publicity....John Howard, western division manager, RKO, was in town to find office spaces....Don Myrick, formerly with Republic, and son of Frank Myrick, Rio, was in from Eugene, Ore., to visit friends, and to run the Rio while his father was vacationing.

The second annual Film Row golf tournament was held at Oswego Country Club. The Cleo Morelocks, Cottage Grove, Ore; Donn Radabuaghs and Eino Hemmila, Roseburg, Ore; Lloyd Wood, Coquillo, Ore.; Earl Baltazar, Reedsport, Ore.; Stan Smith, Irvington, Portland; the McKeivitt family, Newport, Ore.; Milt and Flossie Odem, Redmond, Ore.; "Dutch" Stever, Gilchrist, Ore., along with many of Portland's Film Row, were in attendance for the two-day tournament, which ended with a dinner-dance and awarding of the prizes on the second day.

St. Louis

A committee for "Youth Month" has been organized by exchanges, with Gordon Halloran, 20th-Fox, chairman, and Clarence D. Hill, Columbia, co-chairman. A meeting at which the committee was organized was addressed by Fred Wehrenberg, TOA board chairman and president MPTO of St. Louis.

Maury Edgar, former 20th-Fox salesman, is now with Eagle Lion, and will cover the Missouri territory. Louise Noll, cashier, and Joyce Kinney, secretary to the manager, Eagle Lion, were spending a vacation in Denver.

Dorothy Mott, switchboard operator, Eagle Lion, left to be married.

When several patrons of the Fox and Missouri got a sudden whiff of foul air, they decided they'd rather miss part of the show than try to sit it out. Investigating, President James Arthur learned that vandals had poured stench fluid on the floors, leaving behind quart sized cardboard containers. A deodorant was quickly spread, and patrons returned to their seats with-

in five minutes. Arthur said that when the first complaint was received at the Fox, he thought the trouble was in the air-conditioning system. Five minutes later, he said, he received a call from the Missouri, and was told the same thing had occurred there. Police investigated.

Branch manager Mariner, United Artists, returned from a meeting in Chicago....French Miller is a new salesman at United Artists, and covers the state of Missouri.

Seen on Film Row recently were: exhib Collins and wife, De Soto, Mo.; exhib Temborious, with theatres at Breeze, Lebanon, and Palestine, Ill.; Bob Johnson, Fairfield, Ill.; Albert Butler, Hillsboro, Ill., and Lee Norton, Sullivan, Ill.

In anticipation of "Mr. Blandings Builds His Dream House", the John Gross Construction Company built the "Blandings House" in Clayton Gardens at 337 North Forsythe Boulevard.

Salt Lake City

Eagle Lion's Utah-made "The Big Cat", will have its world premiere here when it is released, Arthur M. Jolley, Eagle Lion branch manager, announced. Jolley said several stars are expected to be in Salt Lake for the event.

The Salt Lake Motion Picture Club scheduled its fall golf tournament for Sept. 8 and 9, with a calcutta on the former day and the tournament on the latter.

Frank Soule, manager of branch operations and assistant treasurer, Eagle Lion, was a Salt Lake visitor.

San Antonio

In to do bookings for Spanish Language films were Mr. and Mrs. Lloyd Munter, Eagle Pass, Tex.; Hiram Parks, Lubbock and Brownfield, Tex.; Narcisco Guerra, La Grulla, Tex., operator of a 16mm. house; Mrs. Antonia V. Montalvo, operator of a 16mm. house at Santa Elena, Tex.; Mr. and Mrs. Ramiro T. Ramirez, New Roxy, Port Isabel, Tex., and Arnaldo Ramirez, Rio, Mission, Tex....Lawrence Bernard, manager, State, returned from a Louisiana vacation....Other vacationers included Sidney Schaenfield, Aztec, and Chester Nunn, treasurer, Texas....Leon Glasscock, head, Glasscock Theatres circuit, was spending his vacation with his wife and family of three children in Rockport, Tex.

The New, Colmesneil, Tex., has been taken over by its original owner, Charles L. Dossey. The house was sold several months ago to R.H. Furlong, who paid part cash, and gave a note for the balance. Furlong went to court. The court held that the note had to be paid by Furlong, and that the equipment had to be sold, if necessary, to pay it. Dossey recovered the house in working out the final settlement....Bob and Pat Moran opened the Pioneer Drive-In, Plainview, Tex....Construction has begun at Houston, Tex., on

the \$100,000 Brunson of East Texas Theatres, Inc., named in honor of H.E. Brunson. The theatre is part of a \$300,000 program of the circuit.

Theatre owners throughout the State are paying increased attention to the possibility of Texas municipalities levying a tax on theatre tickets. According to present Texas law, cities are prohibited from levying special taxes on business, and Texas legislation would have to be passed to authorize any tax on ticket sale. Exhibitors were warned to be on the lookout for any action by a city or town or by the lawmakers at the state capitol, Austin, Tex.

San Francisco

Progress is being made on the rebuilding of the Nevada, Reno, Nev. Reopening has been set for late this month or early in September. Henry Pine will be manager.

Board elections for officials in the California Theatre Owners Association was tops on that organization's schedule of business when it met at the Variety Club quarters with 100 delegates in attendance. San Francisco was host to the theatre owners' annual conference to elect officers, and draw up procedures for the coming season.

Hans Richter, creator of surrealist movies, was in for the opening of "Dreams That Money Can Buy", Clay, Herbert Rosener's recently renovated art house.

Al Dunn, manager, Orpheum, had such a crush of small fry with his opening of U-I's "Abbott and Costello Meet Frankenstein" he was forced to abandon his schedule to get them all into the house. Dunn called in his organist, Don Anderson, to play during the delay, delighting the youngsters who crowded around Anderson to watch his acrobatics at the big organ.

Rex Stevenson and David Bolton, owners, Trans-California Theatres, Inc., were petitioning the San Mateo Planning Commission for a re-zoning classification of a 50-acre tract near the San Francisco County line which they wish to convert into a new drive-in area. On wide Junipero Serra Drive, the region is now considered a residential area, but, according to Stevenson, the commission has been granting commercial interests the right to build, thereby opening up the new region.

Marilyn "Sugar" Sahner, secretary, 20th-Fox exchange, who barely missed being on the swimming team, saw the Olympic games after all because of the campaign conducted by Gene Newman of her office. Film Row folk cooperated in raising funds to send the swim star to London.

The subdivision set up at Hillsdale, San Mateo County, for the exploitation of "Mr. Blandings Builds His Dream House," Fox, expanded into a five-million dollar garden apartment project.

Civic leaders have been called into the Variety Club's campaign to build a nursery home for blind babies. Dr. J.C. Geiger, Director of Public Health; Frank G. Belcher, director of J.D. and A.B. Spreckels Company, and Parker S. Maddux, president, San Francisco Bank, were appointed to head the committee working with Abe Blumenfeld, Chief Barker, Variety and Neal East, chairman, Heart Fund.

SARTORIAL NOTE: Edict by Russ Wheeler, manager, Metro, that all bobbysock patrons must tuck in their shirt tails before entering his theatre created wide notice in local newspapers....W.C. Gehring, assistant sales manager, 20th-Fox, made a swing around company's western branches.... Jerry Zigmond, manager, Paramount, vacationed at Denver....John Ettlinger, publicist, Paramount, moved to a position connected with television in Los Angeles.

Keith Hawks, assistant manager, Alexandria, returned from vacation leave....Frank Galvin, manager, Fairfax, Oakland, Cal., is back at work after a trip to St. Louis, his home town, which he had not seen for 20 years....Roy Cooper, film buyer, Golden State Circuit, returned from his vacation stay at his country retreat in the Santa Cruz mountains.

Harry Rice, publicist, Embassy, returned to his desk after a Hollywood visit....Glenn Ford and Evelyn Keyes headed a Columbia location group who shot scenes here...George Glass, vice president, Screen Plays, Inc., headed a group of the company's executives here for the western premiere of "So This Is New York", United Artists.

Seattle

Ford Brasher, former Northwest exhibitor at Lewiston, Idaho, and who has been in California for several years, sold his theatre interests in the south, including a new drive-in at San Diego....Ben Randall, theatre operator at Orinda, Cal., was on the Row on his way to Orcas Island, Puget Sound, for a vacation....Mr. and Mrs. Frank L. Newman, Jr., returned from California accompanied from Los Angeles by their daughter, Joyce...Jack Gregory, Altec, and Tom Shearer, B.F. Shearer Company, attended the annual Film Row golf tournament in Portland.

Oscar Nyberg, managing the Fox, Spokane, Wash., for Evergreen Theatres, has been transferred to the Orpheum, Portland...Alton Robbins, Orpheum, goes to Eugene, Ore., to succeed Harold Wyatt, leaving the organization....John Vallin, auditor for Eagle Lion, is back after an absence of several months....John Danz, head, Sterling Theatres, entertained Film Row executives and their wives at his summer home on Lake Washington...Dutch Trammel, a former familiar figure on The Row, joined the shipping department of B.F. Shearer Company....Frank L. Newman, Sr., president, Evergreen Theatres, and Frank X. Christie, buyer, were in Los Angeles.

Whitey Swadener, operating theatres

on the far-away island of Guam, was on The Row with greetings from George Dorough, an army motion picture booker formerly in this district, but now in Guam....Don Beckwith, son of Keith Beckwith, North Bend, Wash., exhibitor, is home from South America and service as an assistant engineer on a McCormack liner. He bought a car in New York, and drove here. His wife, still in Montevideo, is to follow him shortly....Harold Murphy, manager, Egyptian and Neptune, University district, on vacation, planed to visit his son, Dixon, manager for Midstate Amusement Company and his son, Jack, with the Bank of America in San Francisco. His assistant, Roland Russe, was in charge during his absence....Tony Hartford, salesman, National Screen Service, returned from three weeks in Montana.

Ralph Abbett, branch manager, Monogram, nursed an infected hand. He barked it on an outboard motor....Jimmy Starr, motion picture editor, The Los Angeles Herald-Express, was here on vacation as house guest of Lou Greenfield, who threw a big cocktail party for him at the Greenfield home, Lake Washington....Whitey Merwin, former exhibitor at Burlington, Wash., but now of California, was on The Row renewing old acquaintances....Returning from a trip to Spokane were Carl Mahne, Washington district manager, Evergreen Theatres; Bob Hasse, purchasing agent, and Lowell Parmentier, merchandise manager.

Carl Miller, salesman, Universal-International, left with his wife and daughter on a motor trip to Southern California....Marie Reynolds, Paramount accounting department, was on vacation...George De Waide, Universal-International branch manager, is driving a new car.

State Out-of-Towners on The Row included: George B. Divis, Brewster, Francis Glenfield, Tacoma, booking again for the Cameo and Shell after an absence of a year-and one-half travel; E.S. Olsen, Port Blakeley; A.G. Peschia, Eatonville; Ray Gardner, Grand Coulee, and Ben White, Paulsbo.

Jack Kloepper, Northwest manager for Film Classics, resigned, and has been succeeded by William Shartin, several years ago, branch manager for Warners. Shartin arrived accompanied by Sam Wheeler, western division manager, from California....Virginia Oehler, booking secretary for the Midstate Amusement Company, Walla Walla, Wash., came to Seattle for a similar position with the Jensen and von Herberg office. Al Harris is now booking for J. and V....The Liberty was closed for 10 days for remodeling.

Three former Northwest exhibitors were renewing ties. Ford Brasher, formerly of Lewiston, Idaho, was here from California with Mrs. Brasher. He has been operating a drive-in near San Diego, Cal. Eldon Pollock, Sr., pioneer exhibitor at Mt. Vernon, Wash., who is retired and who spends his winters in California, is here visiting a son at Shelton, Wash.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Monogram star Johnny Mack Brown will make his first personal appearance tour through Pennsylvania, Ohio, and West Virginia when he visits 23 cities during September. He leaves for his extensive eastern tour following his next western.

RKO has been mourning the death of Dorothy Fisher, 43, who worked as a biller for 27 years. Although she had been ill the past two years, she seemed on the road to recovery when an operation brought a sudden turn for the worse. The company had kept Dorothy Fisher on its rolls under sick leave, and she was still considered an employe even though her illness had prevented any participation in company activities. During the two years, she had been in and out of the hospital, and her case never was completely diagnosed. The entire office force felt a sense of loss.

Others on Film Row have been victims of illness. Recovered and back on the road is Derek Sydney, National Screen Service salesman, who suffered a heart attack. His territory covers West Virginia and Kentucky....Joe Mercurio, National Screen Service shipping department worker, had to go to Branch Hospital for tuberculosis, and expects to be there six to nine months....Pete Niland, Columbia salesman, who has been in the business for 33 years, resigned his sales position before ill health curbs his activities.

Jane Everett, reporting for National Screen Service, announced that office manager Mahlmann was on vacation for two weeks....Cora Molettieri, National Screen Service, was in Philadelphia. She is secretary to division manager William Bein, who went to St. Louis and Chicago.

Wilbur Hetherington, booker, RKO, enjoyed one week's vacation....Marie Klag, RKO cashier, enjoyed her vacation in Hot Springs, Ark....Ruth Becker, RKO secretary to the office manager, was vacationing in New York.

Terry Stenger, secretary to Lev Bugie, Film Classics branch manager, spent her recent vacation at swimming pools....Film Classics cashier Miss Georgia Brasfield left for a month in California....Film Classics booker Al Hope resigned.

Columbia's Pete Niland was the guest of honor at a Variety Club dinner on Aug. 16 in honor of his long service in the industry. He received as a gift a set of fishing tackle. Mort Perlman is Columbia's Cincinnati salesman filling the vacancy left by Niland's retirement.

Columbia's district manager, Sam Galanty, was in....Columbia booker-stenographer Charlotte Roskopf recently lost her sister, Helen, and received sympathies from Film Row....Mrs. Ann Claus, switchboard operator, Columbia, resigned to concentrate on homemaking....Mr. and Mrs. Clifford Nordman enjoyed a vacation in Wisconsin with fishing as the major activity. Nordman is a bookkeeper for Columbia, and Mrs. N. is a shipper for Midwest. They got some fish alright, but are not telling any good fish stories.

Mrs. Frank Gratch, nee Thelma Zellerman, Paramount, returned from her honeymoon which followed the Aug. 7 wedding. Nuptials had been postponed owing to the illness of the bride's sister.

Helen Davis, Paramount booker, spent the last two weeks of July on vacation....Tom Henderson began as an apprentice booker at Paramount....Paramount also has a new shipper, Frank Fisher, who replaced Jack Nau. Nau has gone to work for the Wessel Film Delivery Service.

The usual exhibitors have been along Film Row, including Woodrow Thomas, Mt. Hope, W. Va.; Fred Krimm, Dayton, O.; Roy Wells, Dayton, O., and B. Washnansy, who has drive-ins in Dayton, but headquarters in Cleveland.

Mary Weller, Warners' stenographer, is taking short trips during her vacation...John Eifert, Warners' salesman, was out of town on business....Etta Kuhlman, stenographer, Warners, is taking her vacation in two sections. She took short trips to Indiana during her first week's respite, and looks forward to another holiday in September....Helen Turner, clerk, cashier's department, Warners, spent her vacation at a summer resort along Lake Erie....Warners' booker, Ted Langenbahn, was vacationing with his mother in New York.

The U-I office force was surprised when Helen Eberhart returned from vacation, and announced she had been secretly married since May 13. The charming girl with the low, melodious voice is secretary to branch manager Irving Sochin. and will continue to



Seen above is Harris Dudelson, who was recently named Eagle Lion branch manager in Cincinnati. Dudelson entered the industry in 1925 with United Artists, and resigned the post of U A Cleveland branch head to accept the new post with Eagle Lion Films.

work for a while. Sam Ciron is the lucky bridegroom and we do mean lucky **because** she has the admiration of all her fellow-workers because of her captivating personality.

Cleveland

The IATSE national executive board meetings held prior to the opening of the National IATSE convention consumed most of every day. But the evenings were devoted to pleasure. Hosts included the Akron, O., locals, 48 and 364, which entertained with a corn roast at McDougall's Farm nearby Richfield; Cleveland's four locals, 160, 27, 209, and 756, with a dinner at the Theatrical Grille, and New York's 10th district with a dinner at the same place. Oldest member attending was George W. Ormston, 86, a member of Local 33. He joined the union in 1886 when it was called Knights of Union Labor, and had a membership of 30. He went to California to build the scenery for Sid Grauman's Million Dollar Theatre, and is now employed by Grauman at the El Capitan, Los Angeles.

Jimmy Wright, son of Warner Theatres' assistant zone manager Dick Wright, was home from attending Culver Military School summer camp.

Major Films Company, operated by Paul Bonaiuto and Herman Deutschman, closed a deal with Kroger Babb, president, Hygienic Productions, for the national distribution of "Mom and Dad" on 16mm. film. It will be roadshown, presented with a lecturer and a nurse, following the policy used with the 35mm. version. Bookings are available.

"How to Pitch", short subject made here by Bob Feller, and distributed internationally by Bob Snyder and Manny Stutz, Realart Pictures, will be shown to men in all branches of the U.S. Service. The U.S. Motion Picture Services bought 60 prints of the subjects.

Max M. Jacobs, who last year bought the Ridge, sold it to Matt Feichtmeier.

The Essick and Reif \$500,000 de luxe theatre under construction at Layfield and Lander Roads was nearly completed, and an Aug. 26 opening date was set. John Newkirk, manager, was planning an elaborate premiere campaign. The Essick and Reif Circuit has also started work on its new Madison. Located opposite the old Madison, it will have 1500 seats, and will be in the \$300,000.

When Jack O'Connell completed the \$50,000 remodeling of the Madrid, Port Clinton, O., he will call it the Port....Horace Abrams opens his new Wicliffe, O., Drive-In on Sept. 1, and on that same date, Jack Armstrong expects to open the new Bowling Green, O., Drive-In.

Oscar Ruby, Columbia branch manager, had as a visitor Irving Sherman, assistant manager of branch operations.

Mike Lesnick, accountant, Associated Theatres Circuit, has an important date in New York on Aug. 28. That's

when his son, Richard, former Film Classics booker, will be married to Bernice Cassell, East Orange, N.J., at Hampshire House.

Nate Marcus, H and K Company, announces an increased demand for refreshment dispensers in theatres of this area. Recent installations have been made in the Circle, Embassy, and Jennings here, and in the Columbia, Morrison, Strand, and Mount Union, Alliance, O.

H.L. Lance installed new Brenkert 3X-62 projectors in his Diana, Rittman, O. Equipment was purchased from the Oliver Theatre Supply Company.

Emery Downs, 66, manager, Knickerbocker, back in 1912 when it was the finest theatre in the city outside of the downtown houses, died. Under his management all of the Spitalny Brothers, H. Leopold, Phil, and Maurice, conducted the orchestra. At the time of his death, he was an adjuster for the Bing Furniture Company. Surviving are his wife, Elizabeth, and two brothers.

Ted Barker, Loew's Theatres, received honorable mention and an MGM "Good News" record album in the recent MGM "Good News" record album-window display contest.

Detroit

The new Auto City Theatres acquired the Newman Circuit. Included in the deal are the Jefferson, Oliver, and Sheridan, on the east side. David Newman, head, Newman Circuit, remains in the business as legal and public relations counsel, Cooperative Theatres of Michigan. The Auto City organization is headed by Arnold Wisper, who was general manager, Newman Circuit.

A second drive-in in the Lansing, Mich., area was opened in Millett by the American Education Film Society, Clarence M. Miller, secretary. The spot has accommodations for 300 cars, and has two loud speakers erected on a 24-foot high screen tower. The theatre is located opposite the Millett school on Highway M-78. Arthur Eiman will assist in the management of the theatre, which has been named the Starlight Parking.

Earl J. Hudson, president, United Detroit Theatres, and Leo Fitzpatrick, television director for the circuit, returned last week from New York.... Rufus Shepherd, manager, Broadway Capitol, recently underwent an appendectomy at Women's Hospital.... Hyman Bloom, manager, Mercury, was fined \$100 and placed on six months probation for permitting more persons than allowed by fire regulations to enter the theatre.

It was learned last week from Lansing, Mich., that a recommendation was made by the committee on civil liberties of the State Bar of Michigan that the state attorney general's office and all local prosecutors "vigorously enforce" Michigan's present anti-discrimination law, which forbids the



The happy expressions on the faces of Mr. and Mrs. Foster Lane, owners, new Lane, Williamsburg, Ky., are probably due to the capacity crowd which attended the formal opening festivities of the house recently. The theatre seats 620 on a one-floor plan.

barring of anyone by reason of race from public places. Enactment of legislation prohibiting racial discrimination in hiring of state and local government employees was also recommended by the committee. The committee further reported that it had considered a fair employment practices act, but that a majority of its members voted against recommending such legislation in the belief that a law forcing employers to hire help irrespective of race, creed, or national origin would abridge employers' right of freedom of contract.

Indianapolis

A plan to combat juvenile delinquency by use of the motion picture is being completed here, and will go into operation in September. The plan calls for free shows featuring selections from the Children's Film Library. Promoters of the plan are Marc J. Wolf, Indianapolis, and Donald Schulman, who organized similar projects successfully in other cities.

Construction of a \$160,000 theatre at 3733 North Keystone Avenue by C. Everett Greer was vetoed by the City Zoning Board after 30 residents of the area protested that it would bring increased traffic hazards and noise to the neighborhood. Greer indicated he would appeal the board's decision to Circuit Court.

Carl Miller, shipping clerk and counterman, Mid-West Theatre Supply, who recently returned from Petersburg, Alaska, announced the birth of a baby boy born on April 1.... Robert Meyer resigned his post at Affiliated Theatres, Inc., to accept the position of head booker, 20th-Fox.... George Heliot, Rialto, Ft. Wayne, Ind., cooperated extensively during the Bill Scully Drive by increasing his advertising quota.... Harvey Cocks, general manager, Quimby Theatres, Ft. Wayne, Ind., was vacationing at his summer home at Glen Cove, L.I.

Irving Tamler, former exhibitor, is building a new East Side Drive-In on U.S. Road 52, at the intersection of Road 9, near Fountaintown, Ind.... Fred Sorrells, manager, Vogue, redecorated the marquee, and was making extensive changes in the auditorium....

B.L. Nickbarg, Lincoln, and his wife were vacationing in Chicago.

Al Borkenstein, Wells, Ft. Wayne, Ind., was fishing at Lake Wawasee, Ind.... Owen Yetter is building a new drive-in at Corydon, Ind.... Carl Niesse, Vogue, was confined to his summer home at Lake Wawasee with a recurrence of a leg injury, suffered in an auto accident about a year ago.... Alex Kalafat, Gala, Garrett, Ind., spent several days in Chicago booking and buying for his Lans, Lansing, Mich.... Jerome Heinlen is the new manager, Arcade, Gas City, Ind.... Mildred Grubb, Columbia office staff, was spending her vacation in Petersburg, Ind., and Springfield, Ill. Before returning, she attended the meeting of F-23, AFL office employees in Cleveland.

Jeanne LaDuke, 10-year old Mount Vernon farm girl, is preparing to embark on a movie career. She won a featured role in a forthcoming film and a long-term contract in competition against 12,000 other young 4-H Club girls. Her first picture will be "The Green Promise."

James Haney, Austin, Versailles, Ind., installed a new lighting system.... J.B. Robinson, Majestic, Springfield, Ky., was fishing.... Paul Sanders, Alhambra, Campbellsville, Ky., is making plans for building of a new drive-in.

Michael Dellacona, student booker, U-Int., joined the regular army.... Mrs. Helen Wise, contract clerk, U-Int., was spending her vacation at home.... Patricia Klein, stenographer, U-Int., was suffering from a sinus infection.... Irving Levinson, booker, Warners, was spending his vacation in the Wisconsin lake regions.... Claude McKean, manager, Warners, spent several days in Chicago visiting the Gregory offices, and later in the week called on exhibitors in Louisville, Ky., and Evansville, Ind.... Ed Campbell, openairs, Indiana and Kentucky, was vacationing at Benton Harbor, Mich.... Al Chew, booker, United Artists, spent his vacation at Lake Tippecanoe, Ind.

National Caravan headquarters committee accepted the invitation to move its headquarters to Indianapolis. The move will take place before Jan. 1.... Eva Dillihay, inspectress, Republic, was spending her vacation in Tennessee.... Angelia Geloff, is the new contract clerk at Eagle Lion, and Pat Rauck is the new stenographer.... The Indianapolis Variety Club held a special meeting at the Paramount screening room to formulate plans for the annual golf tournament on Sept. 20 at the Broadmoor Country Club.

Veren Schwartz, National, Louisville, Ky., filed an appeal in the Fifth and Walnut, Inc., case versus film distributors in the U.S. Court of Appeals.... Frank Paul, manager, Lyric, was vacationing.... Joseph Gutweiler, Jasper, Ind., was released from St. Joseph's Hospital, Louisville, Ky., after spending several weeks there under observation. His

condition has improved....Mrs. Mary Wehring, managers' secretary, 20th-Fox, was saddened by the death of her husband, Clarence A., who passed away on Aug. 13 in his home at Lyndberg Highlands.

Exhibitors visiting Film Row during the week included: W.P. McGovern, Ritz, Loogootee and Odon, Ind.; Floyd Morrow, Drive-In, Louisville, Ky.; William Connors, Marionair Drive-In, Marion, Ind.; Fletcher Brewer, State, Windfall, Ind.; Walter Weil, Weil, Greenfield, Ind.; Curtis Butler, Liberty, Muncie, Ind.; Roger Scherer, Mallers Circuit, Ft. Wayne, Ind.; Bruce Kixmiller, Colonial-Indiana, Bicknell, Ind.; R.L. Hudson, Sr., and Jr., Richmond, Ind., and Mrs. V.E. Burkle, Rialto, Fortville, Ind.

Pittsburgh

Ed Hinchy, head, Warners' playdate department, was in.

Out-Of-Town Visitors: Silvio Innocenti, Verdi, Belle Vernon, Pa.; Bill Weiss, Capitol and Liberty, McKeesport, Pa.; Alvin Seiler, Vox, Ligonier, Pa.; E.T. Beedle, Alhambra and Continental, Canonsburg, Pa.; George Otte, Capitol, Wheeling, W.Va.; Max Bloomberg, Rivoli, Beaverdale, Pa.; Harry Horoff, Rex, Portage, Pa., and Joseph Zana, Penn Theatre, West Tarentum, Pa.

Marshall W. Peterson, president of the corporation which operates the Palace, Johnsonburg, Pa., and the Palace, Union City, Pa., was enjoying a four-week tour of Canada with his wife and another couple.

Alexander "Alex" R. Showe, Theatre Candy Company and Showe Confections, has been receiving congratulations upon his engagement to Miss Janet Evelyn Lehrfeld, Philadelphia. From all indications, it was a whirlwind courtship and romance, as he had known of the young lady for some time but had only met her early this summer. Congratulations.

Ruth Liss, National Screen Service, announced her engagement to Raymond Tairowski. At the same time, Dan Cupid made up the mind of Ruthie Horowitz to announce her engagement to Elkan Rosenberg, Squirrel Hill. Congratulations to both Ruthies, with an additional comment that the love bug has sure made a lot of progress at National Screen Service this past year. Warners' Model was broken into, and robbed of change. The total amount of the loot was less than \$25.

It was revealed this week that plans for industry participation in Pennsylvania Week, Sept. 26-Oct. 2, are progressing rapidly. Mrs. Edna R. Carroll, chairman, motion picture division, "Pennsylvania Week", was recently guest of the western members of the division at a luncheon meeting in Pittsburgh at which time arrangements for the film industry's part in the project were completed. Loew's, Inc., will handle the addressing of 1500 envelopes which will contain a

letter from Mrs. Carroll to exhibitors in the state, as well as a list of county chairmen of the general committee and a return post card on which the theatreman can indicate his particular type of cooperation. The letter is dated Sept. 1, and will be followed five days later by a package which will go out to each exhibitor. Included in the package will be the Department of Commerce broadside describing "Pennsylvania Week", a press book giving specific suggestions to each exhibitor, and attractive lobby advertising, paid for by the committee. State-wide newsreel coverage is expected with David O. Selznick, native Pennsylvanian, representing the committee in the news issues of Sept. 7 and 9 in urging participation in the week, while the Sept. 14 and 16 reels will have Governor James H. Duff, presenting his views on the project. The committee will also plug "Pennsylvania Week" in all its regular advertising, giving the campaign added state-wide coverage.

STATES

Kentucky

BARDSTOWN

The construction of Hahn and Burnette's new drive-in is progressing, the spot will be ready for opening on Sept. 1.

FRANKFORT

According to an announcement by Mayor Arthur C. Jones, padlocking would be resorted to if theatres did not strictly enforce the polio ban against children. An order against these under 18 attending public gatherings was issued.

GEORGETOWN

Ray Toepfer, Blue Grass Drive-In, is contemplating construction of another theatre. He also plans considerable improvements in his present operation.

LEXINGTON

J.B. Johnson announced plans for the construction of a 500-car drive-in to be located just outside of Fayette County on the Lexington-Nicholasville Road.

LOUISVILLE

William D. Hudson, 45, projectionist, was killed when thrown from his motor-

cycle when he apparently lost control of it on a curve near Hanover, Ind. Hudson, who had worked at various local theatres for the past 20 years, was last employed at the Scoop, but at the time of his death was returning to report for work at the Dixie Drive-In, Dixie Highway.

Out-of-town exhibitors seen on Film Row recently were: Bobby Marshall, Columbia, Columbia, Ky.; C.K. Arnold, Arco, Bardstown, Ky.; E.L. Ornstein, Rialto, Marengo, Ind.; Homer Wirth, Crane, Crane, Ind.; Lewis Baker, Star, West Point, Ky.; Louis Chowning, New Washington, New Washington, Ind.; C.O. Humston, Lyric, Lawrenceburg, Ky.; Luther Knifley, Art, Knifley, Ky.; Victor Weisenberger, Swiss, Tell City, Ind.; L.R. Smith, Pekin, Pekin, Ind., and Gene Lutes, Chakeres Theatres, Frankfort, Ky.

Michigan

GRAND RAPIDS

The trade mourned the death of John U. Lefebvre who came here to manage the Fox.

Ohio

COLUMBUS

Earl J. Graham, former manager, Walnut Hills, Cincinnati, has been manager, Majestic....Robert F. Alexander, former staff member, National Auto Drive-In, has been appointed manager, same theatre. He succeeds H.E. Clifford, new manager, Old Trail.

Two business sessions daily will be held at the convention of the Independent Theatre Owners of Ohio to be held on Sept. 14 and 15 at the Deshler-Wallick Hotel. A banquet will be held on Sept. 14.

Rev. Donald H. Tippet, one of the original chaplains of the Columbus Variety Club, Tent 2, has been appointed a Bishop of the Methodist Episcopal Church in Los Angeles.

Claude Belknap, Southern, spent his vacation in Washington and New York The Palace and Grand discontinued their joint phone switchboard....A seven-room house valued at \$22,500 was selected as the "dream house" here in connection with the showing of "Mr. Blandings Builds His Dream House", Palace. The home was shown to the public



Shown at the recent ATOI convention at French Lick, Ind., are seated, left to right, Benny Berger, North Central Allied; Andy Smith, general sales head, 20th-Fox, and Pete Woods, secretary, ITO of Ohio. Standing, left to right, are Sam Shain, public relations head, 20th-Fox; Trueman Renbush, prexy, ATOI; William A. Carroll, secretary, ATOI; Tom McCleaster, branch manager, 20th-Fox, and Marc Wolf, who is the popular treasurer and convention chairman, ATOI.

during the run. Prizes totaling \$50 were awarded to persons whose keys, obtained from the Palace, opened the door of the dream house.

Joseph R. Jones, president, City Council, and acting mayor, and Carlton Hartley, publisher, The Hilltop Record, were honor guests at the opening of the Old Trail, ninth in the Academy Circuit.

I.C. Hutcheson, manager, Alhambra, announced that the North Side neighborhood is for sale. Likewise the Oak-East Side neighborhood is for sale... H.J. Saunders, manager, Goodale, said that he plans to resume a seven-night-a-week schedule in September. During the summer the Goodale has been operating on all nights except Wednesday and Thursday.

Harold Goodin, student assistant, Ohio, resigned... The RKO Palace installed its new upright sign, replacing the former sign dismantled in spring.

DAYTON

The three per cent admission tax brought in \$64,015 to the city's coffers for the first six months of 1948. The full year will probably see \$140,000 collected, according to the City Commission.

GROVE CITY

Kenneth Hill, manager, Grove, received his dollar bill back from Walter Winchell, who broadcast an offer to bet 115 to 1 that Dewey would beat Truman in the November elections. WW said the offer was merely a "rhetorical joke", and not meant to be taken seriously.

LANCASTER

Herbert C. Kneller, 50, theatre man here for the past 34 years, died unexpectedly following a heart attack. At the time of his death, he was Broad manager. He had also served as manager, Palace and Lyric, Lancaster, O.

Leo Kessel and his wife returned from a trip West. In Central City, Colorado, they ran into Fred Oestreich, Loew's publicist from Columbus, also on a western vacation trip.

WILMINGTON

Kroger Babb, president, Hygienic Productions, Inc., departed for New York City in his private airplane for a series of conferences concerning foreign distribution of "Mom and Dad".

Completing its first week of one-nighters in southern Ohio towns, "The Best Is Yet To Come", the newly conceived two-hour stage production is reported to have done well. The September unit of "The Best Is Yet To Come" has already been booked for three weeks of one-nighters. Towns played were Lancaster, Chillicothe, St. Marys, Kenton, Washington C.H., Delaware, and Wilmington, all in Ohio.

Pennsylvania

BEAVER FALLS

Bob Higgins, who manages the Rialto and State, Rialto Amusement Company,



Robert R. Richardson, newly appointed Cleveland branch manager for Eagle Lion, is congratulated by EL eastern division sales manager Milton Cohen at a recent special meeting where product and sales were discussed.

collapsed at his home, and was immediately rushed to the Beaver Falls Hospital, where he was operated on for appendicitis. Even though it was an emergency operation, he came through in fine style, although he will be confined to the hospital for a period of several weeks before being discharged.

BRADFORD

The remodeled Grand, renamed the McLean, reopened with gala festivities on Aug. 12. This Shea Circuit house, now strictly a first-run, compares favorably with any new theatre being built today. The Dipson interests are spending huge sums of money to make their New Bradford one of the largest and most beautiful of all the show places in Western Pennsylvania. Hayes Garbarino, district manager, said the changes which have already been made and others that are in the process should be really something very unusual.

BROCKWAY

Joe Kosco is reported making radically new and somewhat revolutionary changes in the interior decorative scheme of the Brockway. Changes in the setting of the screen are also a unique innovation. Photos will be made available with technical descriptions of all changes.

CLARION

Joe Birocco, manager, Garby, rushed his wife to the hospital.

CLEARFIELD

Tony Colose, is studying plans whereby he can move the outer lobby doors to the street line, and make other extensive lobby alterations that will increase the capacity of this theatre and add to its attractiveness.

On Aug. 7, Mae E. Shively, general manager, Mid-State Theatre Circuit, with headquarters in this town; Phil Thompson, son of the president of the theatre group, and two other persons received serious injuries in a head-on auto collision near Easton, Pa. Miss Shively was en route to Allentown, Pa., accompanying Miss Joyce Woolridge, the lovely 18-year old Clearfield County winner in the choice for the "Miss Pennsylvania" entry in the "Miss America" beauty pageant and

TRADE SCREENINGS

CINCINNATI

RKO (12 E. 6th) Aug. 31, 8:00 p.m.; "Mourning Becomes Electra"; 9:30 p.m., "Bodyguard"; Sept. 1, 8:00 p.m., "Station West"; 9:30 p.m., "Design For Death".

CLEVELAND

RKO (2219 Payne) Aug. 31, 10:30, "Mourning Becomes Electra"; 2:30, "Bodyguard"; Sept. 1, 10:30, "Station West"; 2:30, "Design For Death."

DETROIT

RKO (2310 Cass) Aug. 31, 10:30, "Mourning Becomes Electra"; 2:30, "Bodyguard"; Sept. 1, 10:30, "Station West"; 2:30, "Design For Death."

INDIANAPOLIS

RKO (517 N. Illinois) Aug. 31, 1:00, "Mourning Becomes Electra"; 3:45, "Bodyguard"; Sept. 1, 1:00, "Station West"; 2:30, "Design For Death."

PITTSBURGH

RKO (1809-13 Blvd. of Allies) Aug. 31, 1:30, "Mourning Becomes Electra"; 3:30, "Bodyguard"; Sept. 1, 1:30, "Station West"; 3:30, "Design For Death."

contest. Also accompanying her were the contestant's mother, Mrs. Orvis Woolridge, and Violet Peters, a relative of the family, in addition to Thompson. After leaving Miss Woolridge at Allentown, the party drove on toward Easton on personal business, and, while trying to avoid a collision with a car ahead, which had made a sudden stop, the Shively car collided with a fast-moving truck approaching from the opposite direction. Miss Shively's five-passenger Nash Sedan was completely wrecked, and the four new tires were torn to pieces. Thompson was confined to the Easton Hospital with three broken ribs, while Mrs. Woolridge and Miss Peters were taken to the same hospital suffering from severe contusions and internal injuries. Miss Shively refused hospitalization, but suffered from face and head cuts and also contusions of the legs, arms and back, and, upon her return to Clearfield, had a complete set of X-rays made, following which she insisted upon resuming her duties. Pennsylvania State Highway patrolmen informed Miss Shively that within the last two years seven persons have been killed at the exact spot where her accident happened.

NORTH EAST

Ken Blakeley, owner, local Keller and Grand, Westfield, N.Y., and who also recently acquired ownership of the Ripley Inn Hotel, located on Lake Erie, North East, Pa., has become such an airplane fan that he charts a plane from an airport located near the hotel, and flies across Lake Erie into Canada occasionally.

West Virginia

RONCEVERTE

After suffering a leg injury recently, J.C. Shanklin, president, Motion Picture Theatre Owners of West Virginia, was confined to his home.

NEWS OF THE

Territory

Boston

CROSSTOWN

Publicity and charity walked hand in hand recently on Boston Commons, Warners', through its publicist, Art Moger, and his capable assistant, Joan Mansfield, had prepared in conjunction with the Variety Club, a program which would bring financial aid to Variety's charity drive, Free Movies For Shut-ins, and, at the same time, promote "Key Largo". A large bandstand was erected on the commons. In front of it was placed a goodly sized gilded trunk bearing the inscription, "Key Largo" Treasure Chest. Strategically placed in the vicinity of the trunk were small containers to be used as receptacles for donations to the charity above mentioned. Anyone donating received a small key to the trunk. If the key when inserted into the lock opened the trunk, the lucky person would pluck from within an envelope which contained a description of his or her prize. The grand prize was a trip to Atlantic City, with expenses paid for a weekend. Among the other prizes were: Columbia record album, autographed baseballs, leather cigarette cases, compacts, a dozen pairs of lady's shoes, a dozen pairs of sun glasses, a beaded dress, boxes of candy and chewing gum, and guest tickets for "Key Largo", Metropolitan. All indications pointed to a very successful affair, even though Miss Mansfield had sore feet from the escapade.

FILM DISTRICT

AT U-I: Alice Foley, booker-stenographer, was recuperating from an appendectomy....Jud Parker, salesman, recently had a frigidaire delivered to his home in Sharon, Mass. This was the prize he won for being the leading salesman in the east at the completion of the first part of U-I's presidential sales drive.

AT UNITED ARTISTS: Jean Flatly, contract clerk, was off on a vacation....Mark Silver, assistant eastern general sales manager, visited recently for a meeting with John Dervin and staff to discuss releases....Phil Engel, publicist, and Marian Herbert were joined as one on Aug. 18. The couple honeymooned in New Hampshire....Betty Carroll, secretary to John Dervin, left the exchange to enter a convent....Marcella Routtenburg, switchboard operator, was married on Aug. 11. Her new name is Mrs. Joseph Lieberman. The office came through with a gift for the newlyweds.

AT METRO: Marie Coleman, biller, was spending her vacation at the Town House, Falmouth, Mass....Also on vacation was Ken Prichett, another one of those people who fill the newspapers with black crayon marks....Maurice N. Wolf made a visit to Nor-



Winner of the "The Time Of Your Life" script reading contest, Alan Grossman, Boston, is shown here recently receiving the James Cagney Trophy from UA branch manager J.J. Dervin. Grossman was one of more than 60 contestants who entered the contest.

wich, Conn., and Bridgeport, Conn. While in these cities, he delivered several speeches to service groups.

AT EL: Ralph Griffin, booker, was missing from his customary desk, enjoying a vacation....There was a special screening of "Hollow Triumph".

AT RKO: Dick Dobbyn, booker, was the subject of much razzing when he missed the question put to him on Jerry O'Leary's fan interview at Braves Field. He was so sure of his baseball I.Q., that he advised the entire film district beforehand to listen in to the program....Also there's the question of what happened to a certain photograph.

MGM held a trade screening of "Luxury Liner"....UA screened "Olympic Cavalcade" for exhibitors and staff.

Lloyd Bridgman, State, Presque Isle, Me., and Uptown, Dover, N.H., was observed making his monthly inspection of the district....Herbert Brown, Victoria, Greenfield, Mass., paid one of his infrequent visits to the exchanges....Elihu Glass, Majestic, West Springfield, Mass., was seen around.

Affiliated Theatres, Inc., signed up for servicing the Arthur Viano Circuit houses in Sommerville, Mass.,



A neat stunt for "Abbott and Costello Meet Frankenstein", was set recently when Lou Cohen and Sam Horowitz, Poli, Hartford, Conn., had a boy dressed in a skeleton suit walk across the stage while a green spot picked him out. During the act, the rest of the house was dark.

and Arlington, Mass. Also added to the rapidly growing list of Affiliated customers were the State, Brighton, Me., and the Lincoln, Quincy Point, Mass.

Tom Donaldson, EL district manager, was away on an extended business trip in which he attended a sales meeting in New York and then stopped at the exchange in New Haven....Clayton Eastman, district manager, UA, resigned.

Dave Marshal, attorney, Film Exchange Transfer, passed away. He was the brother of Sam Marshal, also connected with Film Exchange Transfer.

Harry Smith, booker, RKO, spent his vacation in Grey, Me....Sara Laurie, Columbia, took a trip up or down the Saguenay River.

John Markle, advance man for UA, was a visitor....Frank Perry, Orpheum, Foxboro, was seen making one of his periodic trips....Charley Brooks, Opera House, Ashland, Me., was in again....Frank Le Page, Millanocket, Millanocket, Me., paid one of his infrequent visits to the district....Ansel Sanborn, who lives in Sanbornville, N.H., operates the Memorial, Wolfboro, N.H., was also observed in town, his first trip in some time....Another visitor from up north was Bill Harwood, Avon, Hartland, Me. Incidentally, his theatre closed for reseating....Sheppard Lifschetz and Earl Bracey, Community, Mechanic Falls, Me., were seen around the district.

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New Haven

CROSSTOWN

When Norm Levinson, College assistant, was in the midwest, he stopped in to see Frank Manente, former Poli assistant, now manager of a Loew house in Ohio... Franklin Ferguson, Whalley, promoted so much interest among the youngsters that they came to see the "Superman" serial at his house in costume. This was the preliminary to the big "Superman" costume contest in September... Fletcher Ferguson, son of Whitney manager Truman Ferguson, enters his third season of athletic directorship at Collegiate School.

Joseph Gittleman, student assistant, Palace, Hartford, was doing relief assistant managership work at the Bijou for Ray Flynn, assistant, away on vacation and maneuvers with the National Guardsmen at Cape Cod, Mass. Miss Grace Martine, Bijou, is contemplating marriage... Florence Nutcher, Bijou, returned after a vacation spent in New York... New at the Bijou is Mrs. Ruth Haas... Jim Darby, Paramount, planned spending his vacation in Boston and on Cape Cod, Mass... Ken Fields, Rivoli, returned from his vacation... Abel Jacocks, East Haven Capitol, continues to have good luck with his fishing... Jack O'Connell, Roger Sherman, assistant, was a vacationist... H. Cohen, Dixwell, went down to Maryland to see his folks on his vacation... Attorney Lawrence C. Caplan, Fishman Theatres, returned from a rainy vacation spent at Cape Cod... Tony Masella, Poli assistant, lined up quite a bit of promotion for "The Pirate" when manager Morris Rosenthal was away. Among angles set were six music windows and counters, radio contest, three boys dressed as the Marx Brothers parading around town giving out 2000 bags of peanuts with imprinted copy, and a story on youngsters dressed in "Pirate" costume coming to the opening day performance.

The Dixwell had another kiddie show.

Glenn Langdon booked into the Forrest, West Haven, for a three-day stand. Tony Terrazano, and his associates planned a fine ballyhoo program.

Morris Rosenthal, Loew's Poli, received honorable mention and an MGM "Good News" record album in the recent MGM "Good News" record album-window display contest.

MEADOW STREET

Lew Ginsberg, Amalgamated Theatres, went up to Lake George and Saratoga, N.Y. for his vacation... Sonja Shindell, Connecticut Theatre Candy, was on vacation... The new driver at Connecticut Theatre Candy is George Wright... Among the golfers preparing for the Motion Picture Theatre Owners Golf Tournament at Racebrook were Joe Markoff, Lew Ginsberg, Arthur Greenfield, Morty Katz, and others... Harry Wenzel, National Screen Service, went up to Laconia, N.H., for his vacation... Gloria Tomasino, daughter of Mike Tomasino, White Way, New



At a tie-in stunt benefiting the Free Movies For Shut-Ins drive, and using the Warner picture, "Key Largo", as a jump-off point, George Curley, Director of Public Celebrations, Boston, is shown here as he recently gave the key to the city to Lew Valentino, who is the well-known "Dr. I.Q." of radio fame.



These kids are being treated to free popcorn at a recently opened playground in Boston through arrangements by press agents Phil Engel, UA, and Joe diPisa and Jim Shanahan, Loew's Theatres, Boston. The kids really enjoyed themselves.

Haven, leaves for France for a teaching-learning assignment on Sep. 11. Angelo Tomasino, a son, planned an Italian Riviera vacation from his 20th Century Fox duties overseas... Strand, Thompsonville, had work done, and also changed form 40 x 60 displays to 30 x 40 arrangements.

Down in Stratford, Al Pickus had his theatre improved, and changed his displays from 30 x 40's to 40 x 60's... Latest rumor has it that the new theatre and store deal in South Meriden may be turned into just a drive-in set-up... Music Box, New Britain, was due to reopen... New Colony, Soundview, was reported scheduled for its closing on the Labor Day weekend... Phil Gravitz, Metro office manager, spent his vacation in New York

and at the beaches. He recently received a notice to the effect that he would go into New York for a month's executive training course.

Condolences go to Columbia branch manager Walter Silverman on the recent death of his aunt in Boston... Columbia executive Harry Rogovin visited... The North Haven Drive-In is expected to be opened about Labor Day... Work is progressing on the E.M. Loew Drive-In on the New London-Norwich road... It was reported that Daly, Hartford and Plainfield, have been sold to New York interests. and operation will change soon.

Connecticut

HARTFORD

A party of three was enroute to Los Angeles on a vacation. The party included George E. Landers, Hartford division manager, E.M. Loew's Theatres; his son, Richard, and Ira Loew, special circuit home office representative.

James Tuffy, Crown manager, started new alterations, to include a blue glass front, lobby, etc.

The North Main Street Businessmen's Association has been formed in downtown Hartford, with its purpose to promote new ways and means of bringing new trade into the North Main Street area. Fifty merchants are cooperating, with future plans including a co-op. ad campaign in newspapers. First meeting was held at the Center. Mike Piccirillo, manager, has been named temporary chairman. A permanent body of



When Margaret Tilley, assistant manager, Centre, Hartford, Conn., was recently married to Bill Madigan, house policeman, a party was given for them by manager Michael E. Piccirillo. Shown here are Mr. and Mrs. Madigan and two of their personal friends.



Linda Darnell and Cornel Wilde face each other for the showdown while Marjorie Rambeau looks on in a scene from 20th Century-Fox's, "The Walls of Jericho."

officers will be elected at another meeting.

Ted Harris, managing director, State, closed for the summer, announced plans to reopen with "The Babe Ruth Story". Theatre will resume its regular film-vaudeville policy on Sept. 10. During the summer, the theatre has been undergoing interior renovations.

Extensive advance plugging was used for "A Date With Judy" by manager Lou Cohen and assistant manager Sam Horwitz, Loew's Poli, with the line, "You've got a date with Judy", utilized in merchant window displays and advance newspaper advertising. For the March of Time short, "The Case of Mrs. Conrad", Cohen and Horwitz held advance screening at theatre for local medics, newsmen, etc.

Work has started on the construction of a 1,000-seat theatre on the Meriden-Wallingford town line. Associated in the project are Nick Kounaris and Paul Tolis, partners in the 700-seat Newington, Newington, and George Ulyssis, New Britain.

The Warner Theatres' New England zone will hold its annual managers' meeting on Aug. 31 at the Racebrook Country Club, Orange. About 45 New England theatre managers will attend, in addition to Harry Kalmine, circuit president and general manager; I.J. Hoffman, zone manager; Henry L. Needles, Hartford district manager, and other executives.

William Rose, for many years a partner with Sydney Conn in Conrose Enterprises, Inc., left to live in Long

Beach, Cal. Rose and Conn at one time operated night clubs, skating rinks, and the Cinema City, Sound View.

John Doran has been promoted at the Center... Douglas Amos, manager, Lockwood-Gordon-Rosen's Webb, Wethersfield, is getting ready for foreign product again in September. House will resume showing of foreign films on Tuesdays and Wednesdays.

Ernie Grecula, assistant to Al Schuman, general manager, Hartford Theatre Circuit, had an oldtime friend come in from Utica, N.Y. Jesse Marcus, veteran theatremen, and Mrs. Marcus were here.... Douglas Amos, Webb, Wethersfield, reported aide William Quatrowski resigned to join the Marine Corps.... John McCarthy has been named house policeman, Center.

Sam Horwitz, Lou Cohen's able assistant at Loew-Poli, had a nice gag for "Abbott and Costello Meet Frankenstein". He had a young fellow, wearing a skeleton costume, walk across the stage.

Vacation memos: Charlie Cahill, Colonial, is back from New York; Minnie Hecker, Strand; Charles Atamian, Strand, and Hugh Campbell, Central, West Hartford, also returned. Johnnie Patmo, assistant to Walter B. Lloyd, Allyn, is making plans to vacation in Vermont, in September. Francis Morin, Regal, will spend time off next month at Atlantic City, N.J.

Lou Cohen, Loew's Poli, received honorable mention and an MGM "Good News" record album-window display contest.



Burgess Meredith receives a phone call that shakes his confidence while Dulcie Gray, badly worried at the turn of events, looks on in a scene in the London Films production, "Mine Own Executioner," released by 20th Century-Fox

TRADE SCREENINGS

BOSTON

RKO (122 Arlington) Aug. 31, 10:30, "Mourning Becomes Electra"; 2:30, "Bodyguard". Sept. 1, 10:30, "Station West"; 2:30, "Design for Death".

NEW HAVEN

RKO (40 Whiting) Aug. 31, 10:30, "Mourning Becomes Electra"; 2:30, "Bodyguard". Sept. 1, 10:30, "Station West"; 2:30, "Design for Death".

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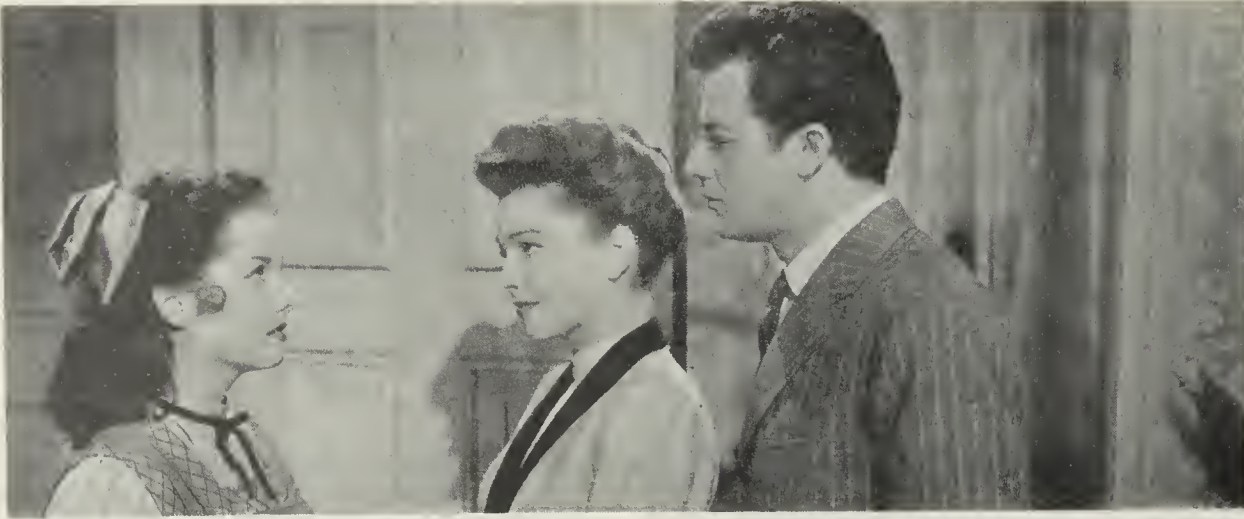
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Cornel Wilde is running into trouble with his two women, Coleen Townsend and Anne Baxter, and he doesn't seem to know how to stop the ladies from feuding in the recently released 20th Century-Fox production, "The Walls of Jericho."

Fred Greenway, Loew-Poli Palace manager, got a number of street bally-noo gags working on "Drums" and "Four

Feathers"....Harry F. Shaw, Loew-Poli division manager, came through, and said that construction of the circuit's

newest link, a 1400-seater in Norwich, is under way. The circuit is busy these days on the openings of "Mr. Blandings Builds His Dream House". Locally, Lou Cohen, Loew-Poli, and Fred Greenway, Loew-Poli Palace, and staffs are tying up stunts for the Sept. 8 opening at the Loew-Poli.

NEW LONDON

"Mr. Blandings Builds His Dream House" was given a big buildup locally by Nick Brickates, Garde manager. A "Dream House" was built, with local merchants cooperating with displays, etc. John Petrowski is new assistant, the Garde.

Nick Brickates, manager, Garde, returned there from Old Orchard Beach, Me., where he vacationed...Fred Nowell, projectionist, Capitol, and business agent, Local 439, is back on the job following a vacation.

Massachusetts

LYNN

The four Swampscott, Mass., residents who would erect a new theatre at Fisherman's Beach, encountered a difficulty. The site for the new theatre is in a business district, now occupied by stores in old structures, but the land at the rear, where a parking area for 200 cars was proposed, is in a residential area, and the Supreme Court has decreed that spot rezoning for the benefit of a single purpose is illegal. A town meeting will have to rezone a large section to cover the law.

Manager George Lougee, Olympia, motored to Cape Cod on his vacation.... Henry Misiura spent two weeks on a farm at Stoughton, Mass., and Eugene Foster, staff, took an auto trip to Nova Scotia.

Jack Manson, Waldorf, was taken ill with a heart attack at the start of his vacation a month ago, and has not returned to duty.

The Auditorium is presenting "Sid's Country Store" and an auction on Tuesday nights...Ed Kalloust, projectionist, and family will spend September in California.

Rhode Island

PROVIDENCE

J.G. Samartano, Loew's State, received honorable mention and an MGM "Good News" record album in the recent MGM "Good News" record album-window display contest.

Vermont

MONTEPELIER

Homer Skeeles sold his Strand, and is going out of the business. Richard Cody, who bought the property, is expected to continue the theatre's operation.

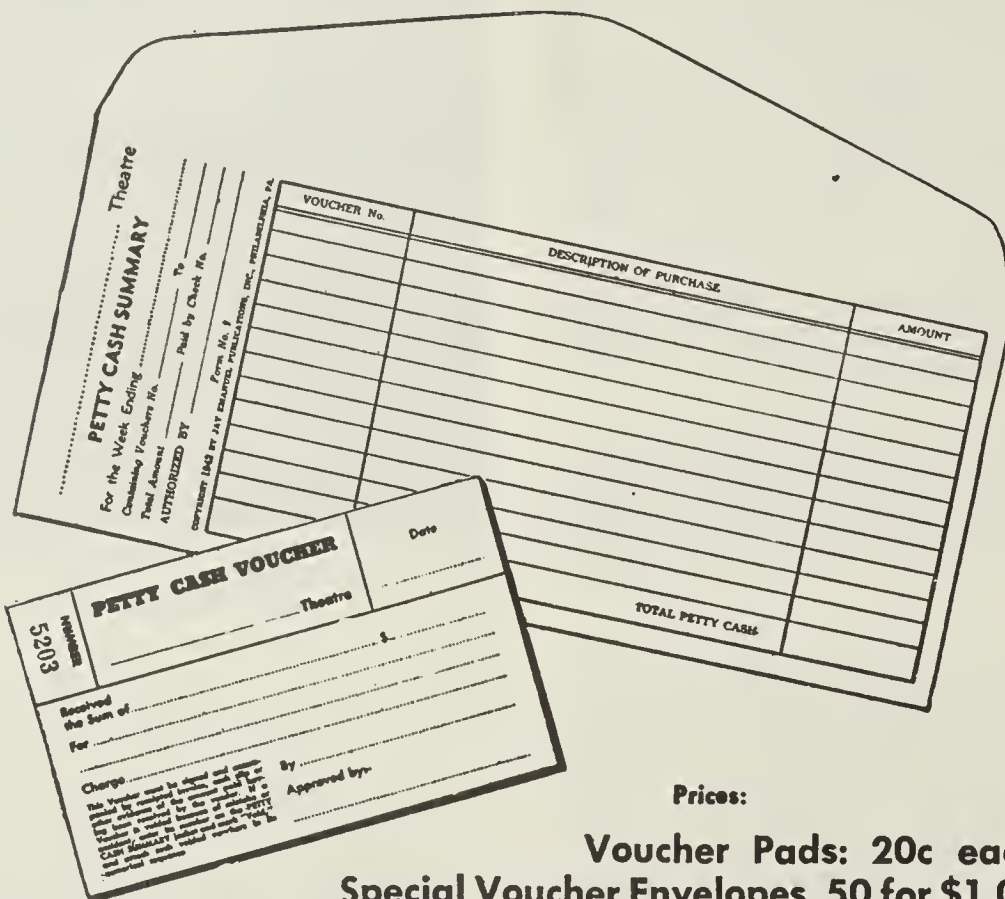
Variety Club

NEW HAVEN TENT 30

Chief Barker Barney Pitkin called a meeting for the discussion of quarters.

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NEWS OF THE

*Territory***Del-mar-va****MILFORD**

The first in a series of five talent shows "Opportunity Knocks", was presented on the stage of Schine's New Milford.

**District Of Columbia
Washington**

Claiming that a \$150,000 treble damage anti-trust suit filed against them in June by the Center, Centreville, Md., did not state a valid cause of action under the anti-trust laws, two theatre-owning salesman last week asked for dismissal of the suit. The salesmen, Charles Wingfield and F.B. Klein, were charged by the Center with getting better pictures at their houses in Church Hill, Md., and Chestertown, Md., because of the pair's "in" as salesmen.

John G. Broumas, energetic general manager, Sam Roth's Valley Enterprises Theatres, is developing an "in" with one of the most potent talent pools, Western High School. This public school has already produced Jane Greer and Bill "Scoop" McClure, as European cameraman for Warner Pathe. The latest to enter the film industry is the Broumas find, 17-year old Richard Hardy Irwin, Washington's youngest theatre manager. The general manager "discovered" the youth several months ago when Hardy came to Broumas' office to ask for cooperation on a benefit showing. Hardy's request was granted. Impressed with the youth, Broumas offered Hardy the manager's job of the suburban McLean, McLean, Va. The kid accepted, and was placed in a three-week trial run. The trial was passed.

A film rental library has been established for the Veterans of Foreign Wars Film Distribution Service through Sherman Plan, Inc., and the Film Center of Washington, D.C., Inc. Al Sherman, President, Sherman Plan, Inc., has completed negotiations with Toby Chandler, president, Film Center, whereby the latter library will act as the exclusive rental agency for a selected number of 16mm. films intended for distribution to the 14,750 posts and auxiliary chapters of the VFW of the U.S. Neil Kimball, director of public relations, VFW, aided in the negotiations. The Sherman Plan, Inc., also plans to set up a similar rental film library with the National Rifle Association, to make available motion pictures on outdoor sports activities to the 5,000 clubs of the famous American rifle organization. Motion picture producers and advertising agencies are invited to submit films directly to the VFW preview and the NRA film preview committee, which meet regularly on the second and fourth Mondays of each month at the

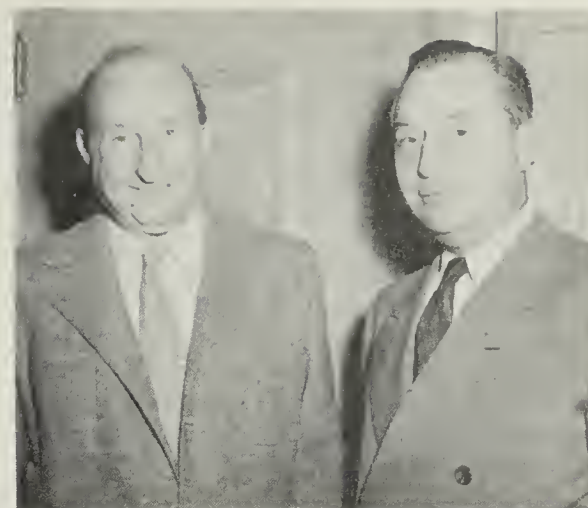
offices of Sherman Plan, Inc., Victor building.

Harry M. Kalmine, president and general manager, Warner Brothers Theatres, and Harry Goldberg, advertising-publicity director, Warner Theatres, were in.

Arguing that no ruling has been handed down in the Paramount case requiring it to get rid of any house, the Stanley Company, Warner subsidiary, last week moved to dismiss the suit to push it out of the jointly owned MacArthur by K-B Amusement Company. The statement of the U.S. Supreme Court, that it is unlawful for any of the "Big Five" to jointly own a theatre with an independent if the independent would otherwise own the house itself, was the basis of the K-B suit. However, Stanley countered with the argument that no judgment in the Paramount case can be final until the New York court proceeds further into the case, and makes a decision in line with the U.S. Supreme Court ruling.

The two-year-old suit by the Harford Theatre Company, Baltimore, against the Rome and Durkee Circuits of the same city and the eight major distributors was settled last week with United Artists the only company failing to reach an agreement. The pact dismisses damage claims, and revises the clearance arrangement which prevailed previously. Harford originally charged that it was forced to play 14 days behind Durkee's Boulevard and Waverly and Rome's Apollo because of the buying power of the two circuits. The settlement calls for availability of product to the Harford seven days after the opening of the first neighborhood engagement in Baltimore. The case against UA will be argued in the fall, while stipulations to dismiss the suit against the other seven companies were filed here. The original suit called for \$90,000 in damages, and was filed in May, 1946.

Charles Stofberg, THE EXHIBITOR correspondent, hauled down the first grand prize of the annual Fishing Fair at Chesapeake Bay on Aug. 15, snagging 15 varieties of fish in Chesapeake Bay. Fishing with Stofberg were Carter T. Barron, Jr.; Sidney Lust, owner, Lust Circuit; Jack Blank, Variety Club barker; Phil Lustine, popular local sportsman, and Dave Posnick. Bonat's



Planning for the TOA general convention to be held at the Drake Hotel, Chicago, on Sep. 24 and 25 are John Balaban and Edward Zorn, general chairman and vice chairman, respectively.

Cafe proprietor. The entire group was aboard Rhodie Langley's "Annie B" for the weekend. Young Barron took down four second place prizes and one third place prize for the largest fish caught in several categories.

The Federal Works Agency last week turned down a third proposal for lease of the Old Belasco. The rejection was announced by Wallace Cohen, attorney for Joseph Curtis, New York, one of the original bidders. While declining to divulge contents of the bid, Cohen admitted that he sought to have the government assume "limited responsibility" in event it cancels the lease in less than the proposed 10 years. Controversy on this point led to rejection of the original two bids. Cohen, however, emphasized that Curtis, nephew of Harry Cohn, president, Columbia, plans to "continue to look until we find a place where we can put up a nondiscriminatory theatre." In the meantime, certain groups are known to be in negotiation with the management of the Strand, Ninth and D Streets, N.W., as well as with owners of property in Alexandria, Va., which is 10 miles away from the city, with the view of establishing a legitimate theatre there. The only legitimate theatres now operating are those at Catholic University and George Washington University, neither of which are available for commercial use.

The capital city is now making plans for two huge events in 1949 and in 1950. The first big event, of course, is the inauguration on Jan. 20, 1949,



Shown here at recent special dedication ceremonies for the new "Youth Month" stamp are, from left to right, Postmaster General Jesse M. Donaldson; Ted R. Gamble, TOA president; President Truman; Charles P. Skouras, chairman, "Youth Month" Committee, and finally United States Attorney-General Tom C. Clark.

for which adequate plans are already being formed, and which will include a number of prominent theatre people of our city. Second, an event which will be a continuing function is the celebration in 1950 of the 150th anniversary of the founding of the Nation's Capital in Washington. Serving as executive officer for this important assignment is Carter T. Barron, whose appointment was made by the President, and approved by the U.S. Senate. Assisting Barron will be Edward Boykin, who has been named manager.

PARAMOUNT: Mrs. Constance Scarbro, picture report department, resigned. She and her husband are moving away....Mrs. Jack Bryan, wife of the Baltimore zone salesman, went to Doctors Hospital for a serious operation....Booker Pat Newbury left to become a gentleman farmer. He is going to manage an 1100-acre estate down in ol' Virginny.

METRO: The sole vacationer from the office was Bernice Cooke, booker's clerk, enjoying herself at Cape May, N.J....Dot Pfluger, formerly of the cashier department, gave birth to a seven pound girl on Aug. 4....Martha Bothwell is wearing a diamond on that third finger, left hand....New in the office is Gloria Boswell....Dorothy Boggs, contact department, left recently to await a visit from the Stork.

Kroger Babb, president, Hygienic Productions, Inc., appointed Floyd



Reported to be the youngest theatre manager in the Washington area, Richard Hardy Irwin, 17, McLean, McLean, Va. is shown here taking a ticket from a patron, Maxine Stueloken.

Lewis, veteran New York theatre operator, in charge of the local opening of Hygienic's "Mom and Dad" at the Dumbarton.

Russell Stewart, MGM's publicity department, was in conferring with naval officials on the world premiere of "The Secret Land."

RKO: Joe Brecheen, branch manager, was in Richmond, Va....Bill Preger, publicity chief, and salesman, Albert Grover were sporting Pontiac cars....Enjoying vacations were: Jesse Smith, head booker; cashier Agnes Turner, and head biller, Helen Paulson....Incidentally, Joe Cushner is daily working with rod and reel....Washington branch winners of the Ned Depinet

Drive were Homestead Knox, Al Foliard, and Harry Kahn....Girls in the office tossed a shower for Minnie Garber, who will walk down that middle aisle on Sept. 5.

UNITED ARTISTS: Mark Silver, district manager, promoted to assistant to the eastern division sales manager, is now operating out of the home office....Jane Harrell returned to the office from a vacation....Lois Menne was on vacation....Our contact at United Artists, Jean Drill, was thrilled over seeing Ted Williams hit a home-run.

FILM CLASSICS: Charlie Mendelson still traveling around, was in Norfolk....Harold Levy was in Baltimore....Film Classics had a first-run at the Columbia, "Drums" and "Four Feathers"....In the office recently were Cecil Ward, George A. Gibbs, Baltimore, and Bill Birzendine.

SCREEN GUILD: May Feldman, our contact at Screen Guild, enjoyed a lovely luncheon given by the ladies of the Variety Club....Donald Chaban was in the Roanoke, Va., area, visiting Martinsville, Roanoke, Gainesville, etc....Russ Wheeler was in Baltimore.

REPUBLIC: Doris Smith, contract clerk, was vacationing....Jake Flax, branch manager, was in Norfolk; Va....Richard Lester, shipper, was enjoying his vacation.

EQUITY: Only news around the office was the addition of two new employees, cashier Caroline Nassau and assistant cashier Dorthie Brotman. Both girls came from National Screen Service, and both seem happy.

MONOGRAM: Cashier Dorothy Brookbank was on a vacation

WARNER THEATRES: John Marcon, manager, Metropolitan, created a mild boom in the cigar industry following the birth of his daughter, Pamela Leigh, six pounds, 11 ounces. She checked in at the hospital on July 31, while the Metropolitan was showing "Raw Deal", came home from the hospital while proud pop was showing "Bring 'Em Back Alive," and started receiving her due share of family attention as "Embraceable You" went on the Met screen...Peggy Andrews and Ken Guggenheim, contact, were vacationing...Jane Zink, advertising and publicity, departed on vacation with an airy wave of the hand and no announced itinerary. Returned vacationers Anna Teti, contact, and Lyle Selby, advertising and publicity, checked in from Atlantic City and Miami Beach, respectively....Larry Snoots, manager, Sheridan, was reported in the hospital for a minor operation on a troublesome nerve....Marjorie Kitmiller has taken over her new duties as secretary to Earl Yates, contact. Dorothy Psira, who formerly occupied the position, has just become a mother, and expects to have her hands full of other things than typewriters and shorthand pads.

K-B THEATRES: If General Manager Boucher appears crabby it is only be-

ANNUAL GOLF TOURNAMENT

and

DINNER DANCE

VARIETY CLUB Tent No. 11

MANOR CLUB

FRIDAY, SEPTEMBER 3, 1948

(This space contributed by THE EXHIBITOR)

TRADE SCREENINGS

RKO (932 New Jersey) Aug. 31, 10:30, "Mourning Becomes Electra"; 2:30, "Bodyguard". Sept. 1, 10:30, "Station West"; 2:30, "Design for Death".

cause he attended several crab feasts lately....Marvin Golman, K-B executive, feels sure that he ran into more difficulties than Mr. Blandings when he built his "Dream House". If the roof doesn't fall in or something else happen, he will have a house warming sometime in September.... Tommy Rosa, K-B manager, was vacationing at Atlantic City. He had his wife along.

LOEWS: Big news was Loew's "A Date With Judy" contest. In a tie-up with The Hecht Company, Loews held this contest to determine which Washington 'teen-ager has the looks and style to represent the nation's capitol in the national contest to select a "Teen Queen". The local winner received a dreamy gown from the Hecht Company, and will go to New York to be photographed, and to compete with other city winners. The national winner will have a number of nice things happen to her...John Smithson, publicity office, Loew's Washington theatres, was in Spartensburg, S.C....Mrs. Duty, Carter Barron's secretary, was vacationing in Gatlenburg, in the Great Smokies....Irving Martin, manager, Columbia, went to Germany for his vacation....Jack Foxe spent Aug. 15 fishing at Franklin Manor on Chesapeake Bay. He stayed from 10 a.m. to 5 p.m., and caught 12 fish.

Maryland

BALTIMORE

Robert T. Marhenke, Hiway, arranged a midnight spook show with Dantini in person on the stage with his ghost and zombie show and "The Ghost of Frankenstein" on the screen.

Edward Wyatt, Capitol, miraculously escaped being injured recently when the machine he was driving and a truck collided, and about \$200 of damage was done to his machine. In traffic court, Wyatt was exonerated of any fault.

Mr. and Mrs. Lee Libauer, in-laws of Stanford Cohan, son of Louis A. Cohan, New Essex, Essex, Md., are spending a few months in Miami Beach, Fla.

I.M. Rappaport arranged for a special midnight horror show at the Hippodrome when he presented Dr. Neff's Madhouse of Mystery on the stage with feature picture.

Mrs. Caroline White, Capitol, was on vacation.

William Procter, Capitol, celebrated his birthday recently, and one week later he was attacked by two men while going home, knocked on the head, and his check book and some change taken.

Delegates to the IA convention in Cleveland from Local 181 were Carroll Bayne and Samuel Issacson.



Shown here is Mark Silver, who was recently appointed Eastern general sales manager, United Artists. He has been with UA since 1934, and rose to his present position with the company from the post of office manager.

Lee Vogelstein, son of Mr. and Mrs. Harry Vogelstein, Baltimore Poster Company, was married to Miss Shirley Pearlmutter on Aug. 21, and the couple then went on a honeymoon trip to Miami, Fla.

The marriage of Linwood Stocks, Linden, and Miss Phyllis N. Katz on July 14 has been announced. They went on a honeymoon trip to Delaware.

O.D. Weems, Chief Barker, Variety Club, Tent 19, was selected to be one of those to inspect the "Dream House". This netted him a picture in The News-Post. Jacques Shellman

CUMBERLAND

E.B. Barnett, Altec engineer, along with National Theatre Supply representatives, Baltimore, were working night and day for an early opening of the first area drive-in, being constructed six miles from here....The Embassy, Darnell theatre, played Chief Thundercloud and his stage troupe.... Ray Light, manager, Darnell's Maryland, held a one-day stand of Art Mooney's orchestra.

HAGERSTOWN

John Miller, manager, Henry's, enjoyed a cruise of the Caribbean and northern South America. He took movies Dick Keyton, formerly at the Academy, is at the Maryland for the sum-



This clever lobby display stunt was used recently in connection with MGM's "A Date With Judy", Loew's Capitol, Washington. The local winning "Queen" was given an opportunity to participate in a national contest.

mer....Patrons of the Colonial, being renovated following a fire, protested in newspapers the removing of murals painted by John Nicholson.

LEONARDTOWN

The town's volunteer fire department carnival helped boost business at the New. People attended the theatre as well.

Owner manager, Kenneth B. Duke Sr., St. Mary's, completed the installation

THEATRE OWNERS and MANAGERS

It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

HIGHWAY EXPRESS LINES, INC.

1638 Third Street, N.E.
Washington, D. C.

236 N. 23rd Street
Philadelphia 3, Pa.

MEMBER NATIONAL FILM CARRIERS, Inc.

JACK SEIDMAN : : : BERNARD SEIDMAN

Paramount Decorating Co., Inc.

STAGE SETTINGS : DRAPERIES
CARPETS : PAINTING AND DECORATING
311 North 13th Street Philadelphia, Pa.

of air-conditioning. An essay contest was held by St. Mary's to exploit "Big City" with the theme, "Why I would like a trip to the big city." Children 12 to 16 years were eligible with the essays judged by public school teachers. Two boys and girls will receive awards by Leonardtown's Mayor Abell Longmore, and will receive a trip to Washington, D.C., in company with Kenneth B. Duke and his wife.

During the showing of Allied Artists' "The Babe Ruth Story", New, manager Ray Trumbule arranged for the members of Leonardtown baseball teams to be present in baseball regalia, and act as house staff at the theatre.

New projectionist Paul Hampton, who has been vacationing at his home in Naples, Tex., is back on the job. He will move to the Park, Lexington Park, when the new house opens.

Mr. and Mrs. E.F. Trumbule, Pittsburgh, Kans., parents of New manager Ray Trumbule, paid him a surprise visit....A motor in the New's cooling system caught fire but the blaze was extinguished by the volunteer fire department before much damage resulted.

George Morgan Knight, Jr., THE EXHIBITOR correspondent in Southern Maryland, has just published a new edition of his successful book, "How To Write and Publish That Song in Your Heart."

LEXINGTON PARK

The Park, Jack Fruchtman's new house here, was set for opening on Aug. 26. To show his appreciation to the construction gang in getting the theatre ready in time, Fruchtman gave them a stag party on the stage.

SOLOMON'S ISLAND

The D. and L. recently held a benefit for the Solomon's Island Baseball Club.

Virginia

CHARLOTTESVILLE

A municipal amusement tax went into effect here on Aug. 15. The measure, which was enacted in June by City Council, imposes a five per cent levy on all admissions to theatres, sporting events, circuses, and other places of amusement and entertainment within the city limits. University of Virginia athletic events are exempt since they take place within the university grounds, which is state property, and outside the jurisdiction of the city, although lying within the city limits.

HARRISONBURG

City Council has adopted a 10 per cent amusement tax ordinance after a motion to postpone action until the incoming Council takes office on Sept. 1 was defeated. The tax was opposed by theatre interests. Councilmen insisted the revenue is needed in the city operations, and the amount has been set up in the budget.

RICHMOND

D.H. Covington, Ashland, opened his new theatre recently, and Allen Brown,



A cocktail party was given to the Hollywood press recently to introduce them to Rossano Brazzi, center, handsome new Italian star under contract to David O. Selznick. Also on hand were Valli and the Italian consul for Los Angeles, Mario Profili.

Brookland manager, and Ben Somma, Henrico manager, were on hand.... Archie Bryant, State staff, was vacationing down on the river.... District Theatres' Globe has been closed for several months.... Tom Golden, Amelia manager, and his family went to Norfolk and Ocean View.... Cecil Ward opened a new drive-in in Bassett.... Fred Putnam, former local manager, and now manager, Strand, Port Arthur, Tex., was due in on his way to New York for a vacation.

Stewart Tucker, State manager, and his family returned from a vacation in Yellowstone Park.... Allen Brown took his family down to Urbanna for a bit of fishing.... Hunter Perry closed his Jefferson, Charlottesville, for several weeks.... George Peters gave a sneak prevue of "A Date With Judy" at Loew's.... Ernest Milburn, United Artists exploiteer, was in working.... N.E. Townsend is the new owner, Hampton, Norfolk.... Bud Dugan is the new publicist for the Roth Circuit.... Counterfeit bills are being circulated in this area, and all theatres have been notified to be on the lookout for same. The \$10 bill, series of 1934 C, bear the numbers 1177, 1157 or 1098 in tiny print on the back and inside the border at the right, and the \$5 bill, a Richmond Reserve Lincoln, in the center of the left circle has a "G" instead of an "E".

Edith Lindeman, movie editor, The Times Dispatch, recently warned her readers of a racket by which a Hollywood outfit is apparently soliciting talent through the mails. The company writes its victims asking for photos so that they can be typed in the event some studio has need for them. After receiving the photo, the company writes a letter seeking a \$10 membership fee.

"Richmond, Your Home Town", is the title of a 30 minute short being produced locally and sponsored by the Fabian-Wilmer and Vincent Theatres for a fall showing at the Colonial. The filming has been going on for about two weeks, and will show glimpses of the city's schools, churches, industries, civic clubs, and commercial centers. The picture has the co-

KEY CITY

First Runs

BALTIMORE

BALTIMORE (22) - Mayfair "Rose of Washington Square" (20th-Fox); Times and Roslyn, "King of the Gamblers" (Rep.); "Racketeers" (Inde.); Century, "The Pirate" (MGM); Keith's, "Mr. Peabody and the Mermaid" (U-I); New, "The Walls of Jericho" (20th-Fox); Town, "The Babe Ruth Story" (AA); Hippodrome, "Return of the Bad Men" (RKO); Stanley, "Life With Father" (WB).

operation of the Richmond Chamber of Commerce. Camera work is under the direction of Charles Wecker, with a commentary by Bill Stern.

David J. Mays, Richmond Amusement Federation, and Morton G. Thalhimer, Neighborhood Theatre, Inc. president, recently protested the current five per cent admissions tax before the Tax Study Commission, claiming that the amusement business is the only one receiving special taxes in the city. Among the points made by Mays and Thalhimer were that receipts were off from last year. Thalhimer said the levy will retard further activity in construction.

Harry Marrow, RCA service inspector, stopped in for a visit.... Miss Dorothy Allamong, Liberty aide, was spending her vacation in Greenville, N.C., accompanied by her parents and brother.... Newton B. Carskadon's Music Hall and New Keyser will be attractively decorated exteriorly for the annual West Virginia State Fireman's Convention.

Variety Club

TENT 11

Carter T. Barron and Sam Galanty, co-chairmen, Variety Club Ways and Means Committee, held a luncheon-meeting of the football committee on Aug. 16 to go over arrangements for the annual charity football classic in Baltimore. The teams this year will be the Washington Redskins and the Chicago Bears.... Sara Young, captain, women's committee, the Variety Club welfare awards program, had a luncheon at the Carlton Hotel on Aug. 17 for the ladies who will assist in the program.... Local Variety Club members are looking forward to the mid-year conference of Variety Clubs, International, which will be held in Washington on Sept. 16-18, climaxed on Sep. 18 with the Humanitarian Award Dinner. Secretary of State George C. Marshall will be on hand at the Statler Hotel to receive the Humanitarian Award, and many prominent local, national, and international figures will be present.... The following were approved by the Variety Club membership committee for membership in Tent 11: Gordon Williamson, talent producer and director, DuMont Television; Jules Huber, manager, film and traffic, DuMont Television; Dan Holland, president, Automatic Fountains, Inc., and Robert J. Enders, president, R.J. Enders, advertising.

NEWS OF THE

Territory

New York City

CROSSTOWN

Proceeds from the recent world premiere of Allied Artists' "The Babe Ruth Story" at the Astor netted \$6875 as donation to the Babe Ruth Foundation, it was revealed last week by AA head Steve Broidy....Jerry Hoffman, publicity director, Independent Artists, who has been visiting here to work on "The velvet Touch", returned last week to Hollywood....Through arrangements completed last week with Dublin Films Ltd., "My Hands Are Clay", new Irish feature, will be released in North and South America by Hoffberg Productions, Inc.

David Horner, Film Classics foreign sales manager, left last week for a tour of the Caribbean territory....Harold Mirisch, vice-president, Allied Artists, returned to Hollywood last week following conferences.

Joseph Harris, board chairman and treasurer, Realart Pictures, Inc., sailed last week for Europe, accompanied by Martin Ross, president, Film Highlights, 16mm. film distributor... Dick Powell, star of RKO's "Station West", arrived last week from Hollywood....Marilyn Maxwell returned last week from London, following an appearance with Jack Benny troupe.

Paul Henreid, producer-star, Eagle Lion's "Hollow Triumph", was in last week for conferences with William J. Heineman, EL vice-president in charge of distribution.

Harold Mirisch, vice-president, Allied Artists, returned to Hollywood following conferences.... Howard Dietz, MGM vice-president and director of publicity, advertising, and exploitation, left by plane for Paris last fortnight.

Dore Schary, MGM vice-president in charge of production, left last week for the coast following conferences... Paul Kamy, MGM exploitation department, left last week for a vacation attending the Bread Loaf Writers' Conference, Middlebury, Vt....Leonard Hirsch, home office assistant to Rudy Berger, MGM southern sales manager, left for a Beach Haven, N.J., vacation.

Clark Gable, Spencer Tracy, and Howard Strickling, MGM studio publicity head, arrived from Europe last week enroute to the coast....The Manhattan skyline cycloramas in "The Velvet Touch", Independent Artists RKO release, Rivoli, were recently given a third-dimensional effect through the use of the tiniest neon signs ever made. The flashing signs, none more than three inches long, appear to be miles away from the viewer.



This friendly group, left to right, Max Wallach, Orpheum, New York; Charles Penzer, Ann Levy, RKO, and Irving Dashkin, Savoy, Jamaica, L.I., was seen at RKO's recent New York trade showing of the film, "Rachel and the Stranger".

Special Vacation Note: Up at Green Mansions, the camp is still agog over the impact made by three local gals during their stay. Setting a roaring social pace were Bunny Frank, RKO; Arlene Soldinger, Eagle Lion, and Bernice Fried, Century Theatres, all of whom found it pretty tough getting back to such mundane considerations as company product or day and date runs. Incidentally, the birthday party for EL's Miss Soldinger was really something to write home about.

New Jersey

KEARNY

Skouras Circuit, in partnership with Murray Stahl, acquired a 21-year lease on the 1,267 seat Lincoln, formerly operated by Warners and Haring and Blumenthal until the lease expired early this month. The Lincoln makes the fourth in a group of New Jersey theatres now operated jointly by Stahl and Skouras, the others being the Rivoli, Rutherford; Rex, East Rutherford, and Regent, Kearney. Berk and Krumgold, theatrical realtors, arranged the Lincoln deal.

NEWARK

A proposed municipal amusement tax designed to produce \$1,500,000 a year was abandoned by the Newark City Commission. The proposed tax, under plans originally announced, would have been placed on admissions to all amusements from movies to prize fights.

PERTH AMBOY

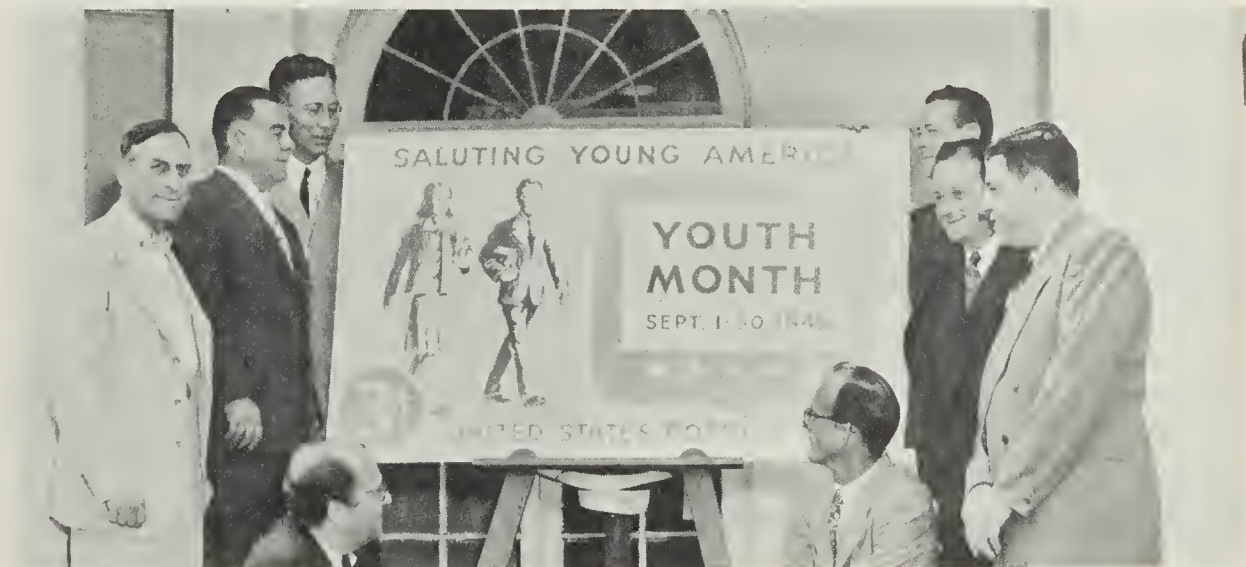
Walter Reade's Majestic will emerge next fall with a smart new white stucco exterior, modern new angled marquee, greatly enlarged and refurnished lobby, and new television lounge. New projection equipment has already been installed.

New York State

ALBANY

Charles A. Smakwitz, Warner Theatres' zone manager, planed to Washington to attend the funeral of John J. Payette....Irwin Ullman, son of Saul J. Ullman, Fabian Upstate general manager, is coach of tennis and other sports at a summer camp....Leo Rosen, general manager, Hellman-Fabian Drive-Ins, resigned, replaced by Leo Young, former district manager, Ralph E. Snyder Theatres, and most recently RKO publicity man, Albany and Buffalo.

Leon Einhorn, Albany architect, who designed the Mohawk and Saratoga drive-ins, is designing the car theatre which Harry Lazarus is building outside Pittsfield, Mass....Frank Cahill, Warner Theatres' sound department, New York, conferred with Charles A. Smakwitz, Warner Theatres'...David Miller, U-I district manager, accompanied by Joe Gins, Buffalo branch manager, was in for conferences, as was Al Herman, Eagle-Lion district manager.



The motion picture industry was represented by many of its leaders at the recent White House ceremonies in Washington during which time President Truman dedicated the new "Youth Month" stamp. Inspecting an enlarged facsimile of the stamp are: kneeling, left to right, Herman Levy, TOA general counsel, and Georgia MPTO vice-prexy, E. P. Martin; standing, left, Harry H. Lowenstein, national vice-chairman, "Youth Month" Committee; Charles P. Skouras, national chairman, YMC, and Kermit C. Stegel, representing TTA; standing, right, Ted R. Gamble, prexy, TOA; Albert Pickus, representing the Connecticut TOA, and Maury Miller, prexy, New Jersey Chapter, Theatre Owners of America.

John Reed King and Maury Amsterdam were among the guest entertainers at the Ten Eyck Hotel ballroom.... Dick Keating, Atlanta, is Paramount's new assistant booker.... Major Albert Warner, vice-president and treasurer, Warners, spent several days at the Grand Union Hotel, Saratoga.... Larry F. Mahar, Warner Theatres' bookkeeper, was guest on The Camera Clinic, a weekly program over WROW.

Film Row vacationers were: Loew's, Martha Hoffman, cashier; Columbia's Sylvia Steinberg, cashier; U-I's Honor Flint, clerk and Al Marchetti, office manager and booker; Dan Houlihan, 20th Century-Fox branch manager; Sid Sommer, manager, Warners' Troy; Warner Theatres' Jim Cole, Walter King, Agnes Egan, and Larry Maher.

BUFFALO

Henrietta Schmitz, sister of Metro shorts booker Sally Hornaday, announced her engagement to James Hornaday, brother of the latter's husband. The wedding takes place at St. Martins Rectory, Langford, on Oct. 2. Sally Hornaday will be her sister's bridesmaid.

Jack Mundstuck, MGM's branch manager, and his entire staff held their annual picnic at Dunkirk with a dinner at the Dunkirk Country Club.

Al Pierce, Shea's Bellevue, Niagara Falls manager, returned from a vacation in New York with his daughter after showing her the sights, her first trip to the city.

Colonel James E. Guilfoyle, wife, Marion (Lafayette), and daughter, Cynthia, returned to Erie, Pa., after spending their annual vacation at the home of yours truly.

In the annual Shrine golf day tournament, staged by Ismalia at the Brookfield Country Club, of which Elmer Winegar, Vogue, is Potentate; George Gammel, Gammel Circuit, and Charles Taylor, Shea publicity director, were two of the participants.

Bob Dame, Shea's Teck manager, wife, and baby returned from his annual vacation spent in the south.

Charles Kosco, 20th Century-Fox branch manager, is back on the job after a trip to St. Anne DeBaupre and Gaspy Bay.... Eileen Shea, bookers' stenographer, United Artists, was in New York on vacation.... Wally Allen, 20th Century-Fox exploiter, was in in advance of "The Walls of Jericho", Shea's Great Lakes.... Paramount's Ed Wall was expected in to work on "A Foreign Affair", Shea's Great Lakes.

Bill Brereton "westernized" his campaign on Columbia's "Coroner Creek". The lobby of Basil's Lafayette looked akin to a corral, 10-gallon hats hung from each chandelier, and there was a huge stuffed horse, in full saddle gear, catching the eye of all theatre goers at its commanding post. The theme was carried even further, with a western stagecoach, drawn by horses, sporting a cowboy in full regalia,



On hand at the recent trade showing of MGM's "Easter Parade", Lloyd Mills' Midtown, Buffalo, were, left to right: Myron Gross, Schine booker; Mrs. Robert Hayman, Marian Gueth, secretary, MPTO of New York State and The Exhibitor's area correspondent; Robert C. Hayman, Strand and Cataract, Niagara Falls, and Jack Mundstuck, local branch manager, Metro. The film is now playing around.



Orchids go to H.W. Eastwood, manager, Hollywood, Gowanda, for his effective exploitation of RKO's "Fort Apache" during its recent run. Shown here are two Indian girls from the Gowanda reservation, who sold Indian baskets, beads, tom toms, and tomahawks in the lobby; and aides George Masser, Joan Ondus and Eastwood, all appropriately clad in attractive old-fashioned costumes.

carrying the engagement news in banners posted on its sides. Radio, too, carried a "west-of-the-Rockies" touch, with disc jockeys playing western music, tying in with the engagement. Several radio contests of western content also proved effective. A tie-up was made with Bantam Books resulting in posting of Empire Distributing Company's trucks. Taxis carried banners on their backs with playdate news.

ROCHESTER

H. Graden Hodges, manager, Rochester Drive-in, announced formation of Empire Drive-in Theatre, Inc., to build



Warners recently held a meeting of its Latin American chiefs at the New York home office and seen, left to right, seated, are James V. O'Gara, Pacific; Peter Colli, Caribbean; Michael Sokol, Mexico; Ary Lima, Atlantic, standing, G.R. Keyser, foreign advertising-publicity head; Wolfe Cohen, Warner International vice prexy and Earl Macdonald, vice president and Latin American sales chief.

a new drive-in this fall in the Empire Boulevard area. Last spring, Hodges and Elmer Ellis sold out their quarter interests in the Central Drive-in to their partner, William Tishkoff, reportedly for around \$40,000 apiece.

Jack Boyd, Embassy, reported that Murray Briskin of New York had leased the theatre beginning on Sept. 1. Briskin already owns the Murray, local neighborhood house. Dave Hamill was back in town, and preparing to move to Chicago.

Wally Allen, 20th-Fox exploiter, was in to help launch campaigns for "That Lady in Ermine", Paramount, and "The Walls of Jericho", RKO Palace, reported business improving in the first-run houses. Neighborhood exhibs said it was better, too, in those theatres.

Mildred Lighthouse, Little, has to pick her dresses with care these days because some colors clash with the lobby walls, newly decorated in chartreuse. Summer sprucing up in this house was completed except for recovering the seats.

Sam Weisenborn, Sun, spent five days fishing in the Thousand Islands area.... Ray Ferigno, Grand, returned from a motor trip to Washington with his family.... Robert Morrison, assistant, was honeymooning.... Jack Boyd, Embassy, said he expected to stay in the amusement business, and had a number of projects cooking

TRADE SCREENINGS

ALBANY

RKO (1052 Broadway) Aug. 31, 10:30, "Mourning Becomes Electra"; 2:30, "Bodyguard"; Sept. 1, 10:30, "Station West"; 2:30, "Design For Death".

BUFFALO

RKO (498 Pearl) Aug. 31, 10:30, "Mourning Becomes Electra"; 2:30, "Bodyguard"; Sept. 1, 10:30, "Station West"; 2:30, "Design For Death".

NEW YORK CITY

RKO (630 Ninth) Aug. 31, 11:00, "Mourning Becomes Electra"; 2:30, "Bodyguard"; Sept. 1, 11:00, "Station West"; 2:30, "Design For Death".

John Fenyvessy, back from visiting his twin grandsons in Chicago, reported son, Stanley, had been promoted again....William Flannigan, Embassy jewelry concessionaire, took Herb Gaines, Warners; George Sussman, Pamo, and Jerry Lipow, Film Classics, to the Batavia races, and Lipow came back high man.

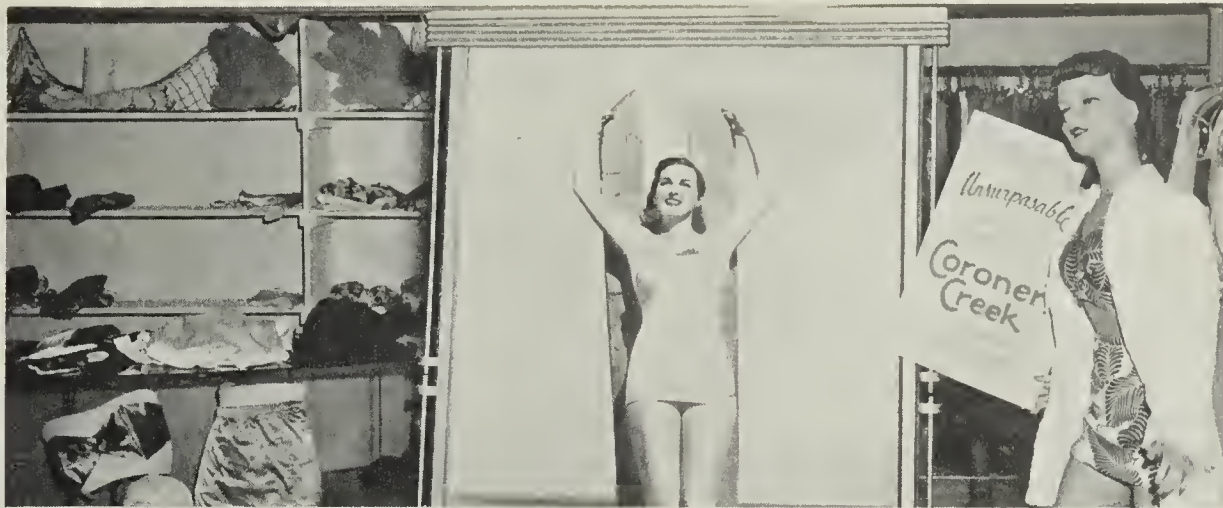
Manager Glenn Heinrich, Capitol, parked a Crosley station wagon in the lobby preparatory to a sponsored giveaway....Kenneth Cobb, Schines' Cameo, was credited with an excellent job of newspaper promotion for the local houses....Norman Wolk, Riviera, back from vacation, wished he had another week to rest up....Morris Monroe, is the ace Schine neighborhood promoter locally.

The Eastman mezzanine was remodeled to provide offices for the Rochester Civic Music Association, previously quartered in adjoining Kilbourn Hall....Al Koff, manager, Murray, planned to delay his vacation until nearly Christmastime because of construction work this summer, including a new lobby heating connection.

Projectionists' Corner: Fred Boekhout and Al Tindal journeyed to Cleveland, along with Mike Mungovan, stagehands, to attend the international convention of those organizations....Wesley Hall was back from a Canada fishing trip....A tree grew on the Embassy roof, but Epicure-Horticulturist Bill Palmanteer replaced it with a crop of onions....Fred Trost, who began cranking a projection machine by hand in the old Bijou Dream back in 1910, said both Calvin Bornkessel and Al Florack predate him in the business....Wilford Jones had daughter, Linda, auditioned for television during his New York vacation....Henry Gruss, back from Arizona, was doing relief work....Walter Knopf is program chairman, assistant editor, and one of the most active members of the Pinnacle Association. -D.R.

SCHENECTADY

Gloria Dawson, Erie, was back at the same old stand after a vacation trip....Oscar Myers, State, was smiling at his friends again after re-



This eye-catching tie-in was recently planned and planted by Harold Martin, Loew's, Syracuse, in connection with the run of "Coroner's Creek", showing the Marguerite Chapman enlargement publicizing the picture. The display was featured in a window of the Ann Lewis Shoppe and attracted much attention.

turning from vacation....Anne Benequista, Dolores Benequista's aunt, was back at the candy counter at the State after a brief summer-time rest.

Frank Finch, electrician, State, was all set to leave for what Moe Klein termed "a well-deserved rest. He seldom takes a vacation".

Guy Graves, Fabian city manager, reported things were quiet through his five houses.

Moe Klein reported new soft-drink dispensers had been installed in both the State and Erie...Phil Rapp, manager, State, was expected back from a vacation.

SYRACUSE

Dorothy Babcock is new at Schine's Paramount....Joe La Bella, Paramount, is undecided between the army and navy....Charles E. Kurtzman, Loew's northeastern division manager, after being in Syracuse at Loew's State for one week while manager Harold Mortin was on vacation, is now spending his vacation at his summer home.

VESTAL

Eugene Minier, Wyalusing, Pa., opened his new Vestal. Equipment installed is new Motiograph AA projectors, Motiograph Mirrophonic Sound with "Voice of the Theatre" horn, Strong Mogul lamps and Strong 80 ampere rectifiers, and Ideal slide-back chairs, all furnished through Vincent M. Tate Theatre Equipment, Forty Fort, Wilkes-Barre, Pa.



Barney Balaban, President, Paramount, is greeted at Tavern-On-the-Green, West Point, N.Y. by Major General Maxwell D. Taylor at the dinner prior to the recent showing of Paramount's "Beyond Glory", produced at the Point.

YONKERS

Harold Freeman, local theatreman, while at Kernans' Westshore Hotel, East Sabago, Me., went fishing every day, and apparently didn't have much luck, although equipped with all the latest rods and reels and his ability as a fisherman. He would go out early in the morning, and would not return until late in the afternoon, but nothing happened until he came into the dining room with three big salmon. That evening, the fish was served to all of his friends in the dining room with all the fanfare that goes with it. Afterwards, it was learned that the three fish were supplied by the chef, and the best Freeman caught was a Minnow.

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EYEING THE

Exchanges

NEW YORK: It has been the necessary practice of this column to devote a great percentage of its space to the larger exchanges, and, in so doing, not give full coverage to the smaller exchanges, excepting for some tidbits of information. For that reason, we are inaugurating a new policy whereby we will frequently feature the smaller exchanges on the street, their plans and their product, in this paragraph. We will begin with Bell, under the guiding hands of the Kulick brothers, Bert, Larry, and Sid. A few of their films include "No Greater Sin", an exploitation show produced by Eddie Golden, and dealing with social hygiene problems; "Far into the Night", now playing upstate territory, and due for a New York debut in September; "Champagne Charlie", an English import, in the midst of a Park Avenue stay at this writing; and a new all-adventure exploitation show, "Africa in the Raw" and "Killing to Live". Also in readiness are six new Sunset Carson westerns and eight "Wild" Bill Elliott reissues.



LES SUGARMAN

MGM: Lou Allerhand, salesman, was on vacation....Trudy Seaman Thatcher, bookkeeping department, was feted at a luncheon prior to her departure. She also celebrated her birthday....Howard Levy, salesman, was enjoying a sojourn, accompanied by rod and reel....Norman Starr, bookkeeping department, was back after a vacation....Stella Cosmos, billing department, was back from a vacation....Dave Klein, booker, is giving his all for the Giants' cause.

U-INTERNATIONAL: Hal Rosen, booker, Sandra Gordon, secretary, and Walter Bernard, cashier, were back from vacation....Fred Mayer, head booker, Frances Geach, filing clerk, and Nat Goldberg, branch manager, were vacationing....Bernice Rosenfeld has been added as typist....Fred Mayer paid a visit to his son, Jon, at Camp Monterey, Mass. While the latter was vacationing, the combine of Mel Sherman and Harvey Reinstein filled in.

EAGLE LION: Fay Starr, booker, was looking very happy after a week at the Nemerson Hotel, sporting a new watch from the one and only....Evelyn Gottlieb is secretary to the branch manager....The Bill Heineman drive is going along on all cylinders....Edith Stamm, booking department, is moaning the blues since her boy friend, a member of the army reserve, left on maneuvers.

RKO: A host of birthday celebrants included Nancy Diorta, booking department; Melanie Miller, Maragret Moore, Sue Mullen, Hannah Gannon, film room,



Charles A. Smakwitz, second from right, who was recently appointed zone manager of Warner Theatres, Albany territory, is shown here receiving the congratulations of Harry Rosenquest, film department exec.; Harry Kalmine, vice-president and general manager, Warners, and Harry Goldberg, ad-pub director.



Dore Schary, right, recently named MGM vice-president in charge of production under Louis B. Mayer, and Howard Dietz, left, recently got together in New York to discuss future production, publicity, and advertising plans. Schary then returned to the coast, and Dietz flew on to Paris on a business trip.

and Gloria Friedman, booking department....Jean Slade, booker, was vacationing in the Catskills....Annette Rappaport, booking department, was back from a vacation....Gloria Friedman, booking department, set the date, Feb. 3....Edith Feig, filing clerk, proudly announced her engagement, and was sporting a flashing new watch.

UNITED ARTISTS: Sue Hork, secretary, received birthday greetings....Johnny Hogan was back after a vacation....Tony Agoglia, booker, was brown as a berry after a vacation at East Hampton, Conn....Johnny Hogan and Norman Letarde, film room, will each take the fatal step.

NATIONAL SCREEN SERVICE: Sylvia Koch, union treasurer, returned from a vacation....Lillian Tousky is the new comptometer operator....Florence Goldstein, accounting department, was back after a two-week vacation in Butler, Pa....Herman Nadler, advertising department, was vacationing in the Thousand Islands. (Looking for Florence, maybe?)

PARAMOUNT: Richard Magan, booking department, was welcomed back from a vacation....Kitty Flynn, booker, was in the midst of a sojourn....Anne Brown Hammel, secretary, resigned....Winifred Haas has been added as ledger clerk....The staff heard from Ruth Richardson, resting comfortably in the hospital....Rose McConnell, head shipper, was off on a vacation.

MONOGRAM: Jack Graver, print booker, was on vacation....Jean Pollenz, booking department, returned from a vacation....Pauling Gibbs, booking department, was to traipse down the aisle on August 22, and honeymoon in the White Mountains....Eleanor Swedlow, secretary, was welcomed back from vacation while Marie Bingham, telephone operator, had her bags packed in preparation.

20TH CENTURY-FOX: Minnie Smith, cashier's department, resigned to head for the coast....Bob Anderson, film room, is the proud papa of a baby boy, Stephen, tipping the scales at a weighty eight pounds, 12 ounces....Bess Goldstein Allen, secretary, was on the ailing list....Ann Jones, secretary, left on a vacation to the Poconos....Bob Schmalzbach was vacationing in Canada.

RAMBLIN' 'ROUND: Principal's duo, "Ex-Champ" and "Mutiny on the Blackhawk", will tour the Metropolitan RKO circuit beginning on Sept. 7...Murray Weiss, formerly with Paramount, became Principal's booker, replacing Adeline Ginsberg....Roselyn Trachtman, Al Bondy's secretary, was to waltz down the aisle on Aug. 22....Janet Rosenthal, Monogram's home office print department head and former exchange booker, will take the fatal step on Aug. 26....Timely Pictures will handle the area distribution of the combo, "Big House For Girls" and "The Bad One."

NEWS OF THE

Territory

Philadelphia

Crosstown

Lewen Pizor, UMPTO president, announced last week that Robert Glenconner had been retained as secretary by the organization, the local affiliate of the TOA. Pizor also emphasized that all theatres may cooperate in the "Youth Month" program in September, whether in the organization or not, and that lobby hangers, displays, trailers, etc., are now available at National Screen Service. The "Youth Month" campaign has also its special stamp, support from many national organizations, and, with radio, press, and other assistance, looms fair to be a big institutional endeavor, he declares.

Roy Rogers, Republic western star, Dale Evans, Trigger, and Rogers' rodeo will play the Arena from Sept. 2-11.

Paramount's "A Foreign Affair" was given a sneak prevue at the Goldman last week.

A sneak preview of UA's "Texas, Brooklyn and Heaven" was held last week at the S-W Circle.

Vine Street

It was revealed this week that plans for industry participation in Pennsylvania Week, Sept. 26-Oct. 2, are progressing rapidly. Mrs. Edna R. Carroll, chairman, motion picture division, "Pennsylvania Week," was recently guest of the western members of the division at a luncheon meeting in Pittsburgh, at which time arrangements for the film industry's part in the project were completed. Loew's, Inc., will handle the addressing of 1500 envelopes which will contain a letter from Mrs. Carroll to exhibitors in the state, as well as a list of county chairmen of the general committee and a return post card on which the theatreman can indicate his particular type of cooperation. The letter is dated Sept. 1, and will be followed five days later by a package which will go out to each exhibitor. Included in the package will be the Department of Commerce broadside describing "Pennsylvania Week," a press book giving specific suggestions to each exhibitor, and attractive lobby advertising, paid for by the committee. Statewide newsreel coverage is expected, with David O. Selznick, native Pennsylvanian, representing the committee in the news issues of Sept. 7 and 9 in urging participation in the week, while the Sept. 14 and 16 reels will have Governor James H. Duff presenting his views on the project. The committee will also plug "Pennsylvania Week" in all its regular advertising, giving the campaign added state-wide coverage.

Paul Henreid visited the Eagle Lion exchange and THE EXHIBITOR offices last week. . . . Gloria Berger, one of THE EXHIBITOR secretaries, announced her forthcoming marriage to George Spirt. The ceremony will take place at Brith Israel Temple on Sept. 26. . . . Ben Belsham, editorial assistant, THE EXHIBITOR, resigned last week.

Rosetta Saunders, National Film Service secretary, had her piggy bank robbed of between \$700 and \$1,000 last week. She

Industryites Hear
EL Heads At Lunch

PHILADELPHIA—Nearly 100 film men met at the Warwick Hotel on Aug. 17 as guests of Eagle Lion to hear vice-president W. J. Heineman and eastern division sales chief Milton Cohen speak of the company's plans, and also to meet Paul Henreid, producer and star of "Hollow Triumph," which had its world premiere at the Astor, Reading, and Senate, Harrisburg, later in the week.

Also on hand from the home office was veteran executive Jerry Pickman, while present as well on the dais were Mrs. Edna R. Carroll, chairman, State Board of Censors; Lewen Pizor, UMPTO head; Sidney Samuelson, Allied general manager; Ted Schlanger, Stanley-Warner zone chief; Harry Berman, EL branch head, and Jay Emanuel, toastmaster.

Heineman and Cohen discussed product and trade relations, while Henreid, who made an excellent impression, mentioned some problems in connection with the production of the film.

The first official EL function in the territory, the affair was voted one of the best.

found the large plaster pig shattered when she returned to her mid-city apartment.

B. G. Kranze, vice-president and general sales chief, Film Classics, was in at the local exchange last week to prepare for the premieres of the company's Cinecolor specials, "Sofia" and "Miraculous Journey."

Dave Moliver, Principal Films, who is handling Hygienic Productions' "Mom And Dad," reported SRO at its opening at the Palace, Atlantic City, N. J. Police were called when crowds broke windows of the cashier's booth, and literally broke down the doors trying to get in. . . . Condolences are extended to Columbia booker Joe Flood upon the death of his mother.

Columbia circuit sales manager Lester Wurtele was on vacation last week. . . . Ben Rosenthal, Columbia booker, and Johnny Sloan, Columbia head shipper, were other vacationists last week.

Rosalie Henkey, clerk in the shipping department at 20th Century-Fox, got herself married last week. . . . Mrs. Regina Green, formerly a booking clerk at United Artists, gave birth to a son on Aug. 13. The baby has been named James Patrick. . . . Marcia Akman, RKO clerk, was on a Canadian trip. . . . Emily Purdy, RKO assistant cashier, was another on vacation last week. . . . Addie Gottshalk, RKO office manager, weekended in Washington, D. C. . . . Joe Quinlivan, Warners' booking clerk, was on his summer time off. . . . Mary Scully, Warners' cashiers' department, was likewise enjoying her vacation. . . . Dan Feeney, Warner shipper, was also on his vacation.

Bill Doyle, U-I salesman, was in a minor (all except the expenses) automobile smash-up last week. . . . Dave Titleman, MGM booker, spent part of his vacation moving into his "Dream House." . . . Mrs. Benny Harris, American Film, is now much improved from a lengthy illness, and was seen around the exchange again last week.

Harry Brillman, Screen Guild, is offering a reward for return of an inscribed garnet ring that he lost last week on Vine Street between 13th and Broad. . . . Jack

Engel, branch manager, Screen Guild, became the proud father of a girl baby born on Aug. 17 at Women's Hospital. The Engels have another child, also a girl. . . . Last week marked the 17th anniversary of Atlantic Theatres. Congratulations to Ben Amsterdam and I. Epstein. . . . Edwin A. Aaron, assistant general sales manager, MGM, was in town last week. . . . Ben Tolmas, former 20th Century-Fox salesman, entered Graduate Hospital for observation last week.

Circuits

Stanley-Warner

Marion Rosenfeld, Paul Castello's secretary, left the company after six years. She intends to take a much needed rest and vacation before making further plans. Some of her co-workers got together on a little gift. Louise Heisler, Dave Stadler's secretary, moves down to the fourth floor to fill the vacancy, while Vella Finberg, moves from the billing department to the vacancy left by Louise. A new girl, Mildred Dubois, rounds out the circle.

Freida Koren, booking department, was given a surprise shower at her home by her sister. She stayed in town to see a movie, and came home to all the festivities.

Reesa Cooper, Lou Davidoff's secretary, added another year last week, and wouldn't even eat any birthday cake because she's on a diet. . . . Jerrie Greenberg, glamour girl, booking department, was given her mother's diamond dinner ring for her birthday. . . . George Lawson, the artist, almost had to make a trip back to his home in Merchantville, N. J., last week when he got into the office, and discovered he had forgotten his glasses. Luckily, his wife saw them after he left, and brought them in town.

The Ben Blumbergs, he's manager, Uptown, took a short trip up to Rochester, N. Y., last week. . . . Fay Wolf, Louise Heisler, Jack Brodsky, and Dave Stadler took Ellis Shipman out to lunch to help celebrate his birthday.

Jay A. King, Jr., manager, Yorktown, visited Florida on his vacation with his wife and daughter, and was the guest of Herb Elliott at the Variety Club in Miami. The Kings also visited Herb Effinger, but found that he was in Philadelphia.

Delaware

Wilmington

A. Joseph DeFiore, manager, Park, was at the White House in Washington, D. C., for the launching of "Youth Month."

Dr. John O. Hopkins, manager, National, was a delegate to the Republican State Convention in Dover. . . . Willard Wilson, National, attended the Elks convention in Cincinnati. . . . Hewitt Bundy, projectionist, National, while vacationing in Buffalo, was called back by the death of his father-in-law. . . . Genevieve Rudd, National, spent a weekend in Media, Pa.

On vacation were Robert E. Diem, assistant manager, Loew's Aldine; Louis M. Martin, assistant manager, S-W Warner; Mike Jabluszewski, projectionist, S-W Grand, and Jim Tambourelli, projectionist, S-W Savoy. . . . Back from vacation were Dorothy Cieplinski, S-W Grand; Margaret Carson, S-W Savoy, Frank Eckert, projectionist, S-W Savoy, and Leonard Wright, projectionist, S-W Arcadia.

—HENRY L. SHOLLY.

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As promotion for the recent run of Eagle Lion's "The Noose Hangs High", Astor, Reading, EL exploiter Max Miller and manager Lester Stollmon set a large tie-in sign next to the clock behind the popular fountain of the local Peoples Drug Store.

New Jersey

Trenton

Patrons at the Greenwood last week continued to witness the show unaware of a basement fire. When George Roberts, assistant manager, discovered the blaze, and found he was unable to extinguish it himself, he called the fire department by telephone. Firemen arrived without bell-ringing or siren-blowing, put out the fire, and left without disturbing the patrons.

Former State Senator William C. Hunt, operator of theatres in South Jersey, publisher of The Leader, Wildwood, N. J., and president of the Chamber of Commerce of that seashore city, made a strong argument for defeat of the Reiffin A-518 measure to legalize "Bingo" in New Jersey. Senator Hunt declared that the issue was one of morality, and also called attention to the provisions of the Reiffin Bill, which would permit the professional racketeer to move in and make "Bingo" playing a big time gambling proposition. George Gold, Newark, representing the Federation of Theatres of New Jersey, declared the bill excluded theatres from conducting "Bingo." He advocated amendments to the measure such as : No playing for cash prizes, a limit of \$10 value on merchandise prizes, and a compulsory requirement of licensed societies and organizations to file reports yearly or every six months, showing receipts and expenditures, particularly the amount given to charity. His amendments did not suit the "Bingo" advocates, who plainly showed they favored cash money prizes, nothing else.



A really "nutty" bit of bolly did plenty of good recently for the reissue of the "Nutty" Marx Brothers' film, "A Night of the Opera", Loew's Regent, Harrisburg. Assistant manager Bill Blankenship arranged this tieup, which offered guest tickets to the first 30 persons guessing the closest to the actual number of nuts in the window.

TRADE SCREENINGS

RKO (250 N. 13th) Aug. 31, 10.30, "Mourning Becomes Electra"; 2.30, "Bodyguard"; Sept. 1. 10.30, "Station West"; 2.30, "Design For Death."

Pennsylvania

Chester

Elmer L. Cassidy, chief projectionist, Warner, West Chester, was chosen as president of IATSE Local 516; Robert Hunter, projectionist, College, Swarthmore, was named vice-president; K. E. Young, Manor, Norwood, was reelected treasurer; Jack Mullen, Boyd, Chester, was chosen recording secretary, and Robert Byers, Congress, Marcus Hook, was reelected business agent.

Bill Morgan, district manager, Stanley-Warner, who has his office in the Stanley, is enjoying a well earned vacation. . . . Ray Powell, manager, Warner, West Chester, feels quite rested after spending his vacation in Washington, D. C., and New York City.

The Rialto, West Chester, is undergoing a paint and general face uplifting prior to its reopening. Last winter's fire caused considerable damage. . . . James Restucci, chief projectionist, Stanley, is convalescing at home after a serious operation. . . . Poss Jones, manager, Washington, is quite cheery these days having become a proud grandfather. . . . Jack Mullen, recording secretary, Local 516, was attending the IATSE convention in Cleveland, and planned to continue on through Canada on a motor trip with his family.

Clifton Heights

A drive-in is being built on Baltimore Pike, near here. Grading started last fortnight. Ownership has not been revealed, although it is reported that Park-In Theatres, Inc., is interested.

Harrisburg

Paul Henreid made three personal appearances at the Senate in connection with "Hollow Triumph." Audrey Long, Eagle Lion actress, added feminine charm to the program. Arrangements for the stars' visit were completed by manager Bob Sidman. . . . While Frank Buck was here in connection with "Bring 'Em Back Alive," he dined with several hundred members of the Boys' Club, and met Governor Duff, other state officials, and municipal authorities. He made a radio broadcast, and attended a press conference. Buck suggested that a municipal zoo be erected here to house animals native to Pennsylvania.

Lancaster

It was learned last week that this city intended to pass an ordinance to "impose a tax of one cent for every 10 cents or fraction thereof of admission to any amusement within the city; but would not include for taxation any amusements for the benefits of religious, educational, or charitable organizations, veterans' organizations, or police or firemen's pension funds." If passed by City Council, the ordinance would also prescribe for the issuance of annual and temporary amusement permits, filing reports and collecting and paying the tax by persons conducting the amusements, and prescribing penalties for any violations.

Lebanon

Title to the State property has been transferred in a deed recorded in the Leb-



This attractive tie-up on fall fashions was promoted in a Harrisburg store recently by assistant manager Spike Todorov, State, for Paramount's "Dream Girl."

anon court house from the Hadla Theatres Corporation, Lancaster, to the Chetco Theatres Corporation, also of Lancaster. The consideration, \$13,500, is believed to have been only part of the price paid for the property. The building includes two retail stores, in the front of the structure, and four apartments on the upper floor.

Employees of the Comerford Theatres attended in a body the funeral of Pierce N. Bross, former Comerford employee, who died at his home here. He was a veteran of the First World War. The pallbearers, all theatremen, at services in St. Mary's Catholic Church, were Warren Steely, John Shultz, Earl Small, Albert Spayd, Raymond Hurst, and John Neidig.

Pottstown

William Bauer, a 21-year-old man said to have been feuding with members of the Hippodrome staff, was fined \$10 and costs by Justice of the Peace Raymond C. Kelley. A 16-year-old aide in the theatre testified that Bauer, after asking him if he was an aide in the "Hipp," struck him when the boy replied that he was employed in the theatre. Ammon L. Mauger, assistant manager, said that Bauer has been annoying patrons by putting his feet on the backs of their seats. Mauger said frequent warnings failed to get results. Bauer entered the place later, and started a new row, Mauger charged. The man was arrested later outside the theatre, by a patrolman.

Pottsville

Presiding in Schuylkill County Orphans' Court, Judge G. E. Gangloff handed down a decree distributing the estate of Robert E. Bossler, motion picture owner and operator in Valley View. The estate, \$68,867, is subject to inheritance taxes of \$6,968 and federal taxes totaling about \$14,000. Bossler left a widow and a number of nieces and nephews. Judge Gangloff observed in his decision that Bossler apparently prepared his will without legal advice, with the result that the court "had

KEY CITY

First Runs

PHILADELPHIA (13)—Aldine, "The Black Arrow" (Col.); Boyd, "Life With Father" (WB); Capitol, "Big Town Scandal" (Para.); "The Counterfeiters" (20th-Fox); Earle, "The Fuller Brush Man" (Col.); Fox, "A Date With Judy" (MGM); Goldman, "Tap Roots" (U-I); Karlton, "So Evil My Love" (Para.); Mastbaum, "The Babe Ruth Story" (AA); Stanley, "Key Largo" (WB); Stanton, "Return Of The Bad Men" (RKO).

WILMINGTON, DEL. (15)—Rialto, "Summer Holiday" (MGM); Loew's Aldine, "Mr. Blandings Builds His Dream House" (SRO); Warner, "The Fuller Brush Man" (Col.); Queen, "Bring 'Em Back Alive" (RKO); Arcadia, "Key Largo" (WB); Grand, "Border G-Man" (RKO), "Lil' Abner" (Inde.).

READING (21)—Loew's, "The Paradine Case" (SRO) Warner, "Life With Father" (WB); Strand, "Adventures Of Casanova" (EL); Ritz, "Escape" (20th-Fox), "Tornado Range" (EL); Astor, "Hollow Triumph" (EL); Embassy, "The Street With No Name" (20th-Fox).

difficulty in ascertaining the testator's intent." Complicating the case, Mrs. Marie E. Bossler, the widow, filed an election to take against the will, making the will null and void, as far as the widow is concerned. She is, therefore, entitled to one-half of the net estate. In addition to the \$68,867, the deceased had set up two trust estates, one of \$37,022 and another of \$13,350. The widow is beneficiary of the trusts. Having taken against the will, the court ruled that the widow is entitled to half of the value of each trust, as well as one-half of his other estate. Three churches are given \$500 each, and after several bequests of



One of the noteworthy bits of promotion in advance of Universal-International's "Tap Roots", Astor, Reading, featured comely localite Carletta Berger, who passed out charms to passerby. The candy wrapper bore appropriate copy promoting the film.

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\$1,000 each to relatives, the will gives 58 shares in the estate, after the widow's share is deducted, to 35 individuals, relatives of Bossler. Bossler also held in his safe 31 U. S. bonds, five for \$500 each, the remainder \$100 each. As another person is named on each bond, the court ruled that the persons named on each bond will receive the bonds, but that they are subject to state and federal taxes.

Reading

A contest for the honor of being crowned as "Reading's Teen Queen" was launched by Larry Levy, Loew's manager, in a tieup with Read's Department Store "Hi-Shop," a section devoted to articles for high school girls. The tieup preceded the showing of



Pictured in this pleasant sequence from 20th Century-Fox's Technicolor musical are Charles Ruggles, Fay Bainter, Sig Ruman, and Dan Dailey. Also featured in the film is Charles Winninger, playing an old-time vaudeville juggler.

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"A Date With Judy." The engagement starts on Sept. 1. The store used much display advertising space, devoted to the theatre event. A three-day trip to New York City, an interview with MGM's talent scouts, appearance as a cover girl on a magazine, "Calling All Girls," \$50 in cash, and a chance to compete in the National 'Teen Queen Contest are among the prizes the Reading queen will receive, along with merchandise and other gifts.

Larry Levy, manager, Loew's, decided that he had seen about everything. A motorcyclist rode up to Loew's, and parked the machine, gasoline tank and all, in the space alongside the ticket booth. He was apparently getting ready to take the outfit inside the doors when Levy and his staff told him "no can do."

The Strand, Paul H. Esterly, manager, will be host to the winners of the semi-finals in the "Miss Reading Fair" beauty contest on the night of Aug. 30. The semi-finalists will be picked on the stage of the Astor, J. Lester Stallman, manager, on Aug. 25, 26, and 27, and the winner will be selected on the stage of the Reading Fair on Sept. 18.

Frank Buck, star of "Bring 'Em Back Alive", made several personal appearances at the Astor on the first day of the picture's run. In Harrisburg, in a personal appearance, Buck visited the old Harrisburg Zoo, in connection with a news story about his visit to the capital city. In Reading, manager J. Lester Stallman, Astor, found he was licked, as far as a visit to Reading's old municipal zoo is concerned. Buck came to Reading 30 years too late. The local zoo closed, as too costly to maintain, before the first World War.

The Reading Fair's "Miss Reading Fair" beauty show, in which the preliminaries to selecting the finalists are to be conducted on the Astor stage, is all set to start. The fair "Queen" won't be crowned until the last night of the fair, Sept. 18, but large numbers of girls have already entered in the \$2,700 prize contest, and between the theatre appearances this week and the finals at the Fair Grounds, the Fair management expects to get a million dollars' worth of good publicity.

On the Reading Bicentennial programs, most of them at the Fair Grounds, to help finance the \$100,000 cost of the 200-year celebration, are screen, stage, and radio notables. Among them are Sammy Kaye and his orchestra, Olsen and Johnson, Frances Langford, Peter Fick, champion-speed swimmer, Dick Haymes, Eddie Cantor, Louis Armstrong, Bill "Bojangles" Robinson, Joe E. Howard, and Claude Rains, the last named serving as narrator in a 500-actor historical spectacle.

Announcing in one statement the amusements tax receipts for two months, city officials admitted that the income from the March ordinance levying such taxes were sadly disappointing. As in the case of every previous announcement, however, they offered the hope of bigger receipts in the coming months, "when cooler weather arrives." Theatres in the latest report, as in other reports, turned in the biggest share of the tax, \$15,014.

Emanuel Rosenberg, manager, Park, who lived for some years within a few blocks of the Park, has become a suburbanite. He has taken a home in nearby Pennside, his former home having been sold.

The Trade Screening Guide Is A

Richland

New seats have been installed in the Neptune by the owner, the Richland Fire Company.

*The Trade Screening Guide Is A
Regular Feature Of This Publication.*

Wyalusing

Eugene Minier opened his new Vestal, Vestal, N. Y., with all equipment furnished through Vincent M. Tate Theatre Equipment, Forty Fort.

Wyoming

The Wyoming has installed complete new Motiograph AA projectors and Motiograph Mirrophonic sound system through Vincent M. Tate, theatre equipment, Forty Fort.

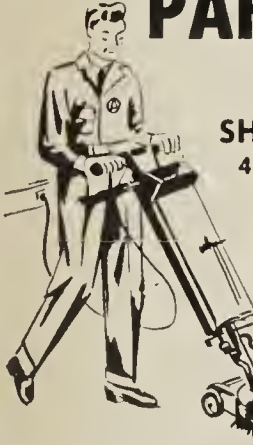
Variety Club

Philadelphia, Tent 13

"The Walls Of Jericho" was screened through the courtesy of 20th Century-Fox.

Max R. Leven, chairman, and co-chairmen Ben Fertel and Dave Milgram, annual golf tournament and dinner dance, scheduled for Whitemarsh Country Club on Sept. 24, last week reported that things were progressing nicely, and that a record breaking event was anticipated. Alex Stiefel, entertainment committee, was lining up talent for the show, while many valuable prizes for the golfers were being received.

Chief Barker Michael Felt last week requested all localities interested in attending the Humanitarian Award Dinner at the Statler Hotel, Washington, D. C., of the Variety Clubs International on Sept. 18 to get in touch with him as soon as possible. The affair, at which the 1947



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Astor

BETRAYAL, THE—D—Leroy Collins, Myra Stanton, Verlie Cowan—Inferior all-Negro production—183m.—see July 21 issue.
DEADLINE—W—Sunset Carson, Pat Starling, Al Terry—Fair western—62m.—see May 12 issue.
FIGHTING MUSTANG—MUW—Sunset Carson, Al Terry, Pat Starling—Below-standard western—60m.—see March 31 issue.
WESTERN TERROR—MUW—Dave 'Tex' O'Brien, Claire Rochelle, George Morrell—Mediocre western—57m.—see March 3 issue.

Columbia

(1946-47 releases from 801 up;

1947-48 releases from 901 up)

ADVENTURES IN SILVERADO—W—William Bishop, Gloria Henry, Forrest Tucker—Pleasing western for the dualers—75m.—see March 31 issue—(902).
ARKANSAS SWING, THE—ACMU—The Hoosier Hot Shots, Gloria Henry, Stuart Hart—Average action musical—63m.—see Aug. 4 issue—(953).
BEST MAN WINS—D—Edgar Buchanan, Anna Lee, Robert Shayne—Pleasing dualler—75m.—see May 12 issue—Leg.: B.—(901).
BLACK ARROW, THE—AD—Louis Hayward, Janet Blair, George Macready—Adventure film has the angles—76m.—see July 21 issue—(942).
BLAZING ACROSS THE PECOS—WMU—Charles Starrett, Smiley Burnette, Patricia White—Okeh 'Durango' entry—55m.—see Aug. 18 issue—(968).
BLONDIE'S REWARD—C—Penny Singleton, Arthur Lake, Larry Simms—Average series entry—67m.—see May 26 issue—(912).
CORONER CREEK—W—Randolph Scott, Marquerite Chapman, George Macready—Good western—90m.—see June 23 issue—(Cinecolor)—(939).
FULLER BRUSH MAN, THE—C—Red Skelton, Janet Blair, Don McGuire—Entertaining comedy—93m.—see May 12 issue—(928).
LADY FROM SHANGHAI, THE—MD—Rita Hayworth, Orson Welles, Everett Sloane—Names will make the difference—87m.—see April 28 issue—Leg.: B.—(938).
LOST ONE, THE (La Traviata)—MU—Nelli Corradi, Gino Matterna, Manfredi Polverosi—High-rating picturization of opera, "La Traviata"—80m.—see April 28 issue—(Italian-made).
LULU BELLE—DMU—Dorothy Lamour, George Montgomery, Albert Dekker—Names will make the difference—87m.—see July 7 issue—Leg.: B.—(941).
MATING OF MILLIE, THE—C—Glenn Ford, Evelyn Keyes, Ron Randell—Good comedy—87m.—see March 17 issue—(940).
MY DOG RUSTY—D—Ted Donaldson, John Littel, Ann Doran—Pleasing lower half entry—67m.—see April 28 issue—(914).
PHANTOM VALLEY—MUW—Charles Starrett, Smiley Burnette, Virginia Hunter—Below series average—53m.—see March 17 issue—(965).
PORT SAID—Gloria Henry, William Bishop, Steven Geray—Adequate lower half entry—69m.—see April 28 issue—(909).
RETURN OF THE WHISTLER, THE—MD—Michael Duane, Lenore Aubert, Richard Lane—For the lower half—63m.—see March 17 issue—(920).
ROSE OF SANTA ROSA—CMU—Hoosier Hot Shots, Patricia White, Eduarda Noriega—Latin-flavored musical is okeh for the dualers—65m.—see Feb. 18 issue—(951).
SIGN OF THE RAM, THE—D—Susan Peters, Alexander Knox, Phyllis Thaxter—Interesting dramatic entry—84m.—see Feb. 4 issue—Leg.: B.—(936).
SIX-GUN LAW—MUW—Charles Starrett, Smiley Burnette, Nancy Saunders—Good western—54m.—see March 3 issue—(962).
SONG OF IDAHO—WCMU—Hoosier Hot Shots, Kirby Grant, June Vincent—Okeh musical western—66m.—see May 26 issue—(952).
STRAWBERRY ROAN, THE—MUW—Gene Autry, Gloria Henry, Jack Holt—Good Autry—79m.—see April 28 issue—(Cinecolor)—(982).
THUNDERHOOF—MD—Preston Foster, Mary Stuart, William Bishop—Absorbing outdoor entry—77m.—see June 23 issue—(904).
TRAPPED BY BOSTON BLACKIE—MD—Chester Morris, June Vincent, Richard Lane—Average series entry—67m.—see May 12 issue—(921).
WEST OF SONORA—MUW—Charles Starrett, Smiley Burnette, Anita Castle—Okeh 'Durango Kid'—55m.—see May 12 issue—(966).
WHIRLWIND RAIDERS—MUW—Charles Starrett, Smiley Burnette, Nancy Saunders—Good series entry—54m.—see June 9 issue—(963).
WOMAN FROM TANGIER, THE—MD—Adele Jergens, Stephen Dunne, Michael Duane—Okeh meller for the dualers—66m.—see Feb. 4 issue—(910).
WRECK OF THE HESPERUS, THE—D—Willard Parker, Edgar Buchanan, Patricia White—Title should help pleasing dualler—68m.—see Feb. 4 issue—(802).

TO BE REVIEWED OR IN PRODUCTION

BIG SOMBRERO, THE—Gene Autry, Elena Verduga, Stephen Dunne—(Cinecolor).
BLACK EAGLE, THE STORY OF A HORSE—William Bishop, Virginia Patton, James Bell—(903).
BLONDIE'S BIG DEAL—Arthur Lake, Penny Singleton, Larry Simms.
BLONDIE'S SECRET—Penny Singleton, Arthur Lake, Larry Simms.
BOSTON BLACKIE'S CHINESE VENTURE—Chester Morris, Maylia, Richard Lane.
CHALLENGE OF THE RANGE—Charles Starrett, Smiley Burnette, Paula Raymond.
DARK PAST, THE—William Holden, Lee J. Cobb, Nina Foch.

THE EXHIBITOR

SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION TWO
Vol. 40, No. 16

AUGUST 25, 1948

EL DORADO PASS—Charles Starrett, Smiley Burnette, Elena Verduga.
GALLANT BLADE, THE—Larry Parks, Marguerite Chapman, Victor Jory—(Cinecolor).
GENTLEMAN FROM NOWHERE—Warner Baxter, Fay Baker, Wilton Graff—(66m.).
HER WONDERFUL LIFE—Jan Kiepura, Marta Eggerth, Janis Carter—(Italian-made).
I SURRENDER DEAR—Gloria Jean, David Street, Don McGuire.
JUNGLE JIM—Johnny Weissmuller, Virginia Grey, George Reeves.
KNOCK ON ANY DOOR—Humphrey Bogart, John Derek, Susan Perry—(Santana).
LADIES OF THE CHORUS—Adele Jergens, Rand Brooks, Marilyn Monroe.
LAW OF THE BARBARY COAST—William Bishop, Gloria Henry, Adele Jergens.
LOADED PISTOLS—Gene Autry, Barbara Britton, Jack Holt—(Cinecolor).
LONE WOLF AND HIS LADY, THE—Ron Randell, June Vincent, Alan Mowbray.
LOSER TAKE ALL—Cameron Mitchell, Virginia Grey, Blake Edwards.
LOVERS, THE—Cornel Wilde, Patricia Knight, John Baragrey.
LOVES OF CARMEN, THE—Rita Hayworth, Glenn Ford, Ron Randell—(Technicolor).
MAN FROM COLORADO, THE—Glenn Ford, William Holden, Ellen Drew—(Technicolor).
MANHATTAN ANGEL—Gloria Jean, Alice Tyrrell, Ross Ford.
MR. SOFT TOUCH—Glenn Ford, Evelyn Keyes, John Ireland.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
QUICK ON THE TRIGGER—Charles Starrett, Smiley Burnette.
RACING LUCK—Gloria Henry, Stanley Clements, David Bruce.

RETURN OF OCTOBER, THE—Glenn Ford, Terry Moore, James Gleason—(Technicolor).
RIDIN' THE LONE PINE TRAIL—Gene Autry, Patricia White, Jimmy Lloyd—(Cinecolor).
RUSTY LEADS THE WAY—Ted Donaldson, Ann Daran, John Littel.
RUSTY SAVES A LIFE—Ted Donaldson, John Littel, Ann Doran.
SINGIN' SPURS—Hoosier Hot Shots, Patricia White, Kirby Grant.
SLIGHTLY FRENCH—Dorothy Lamour, Don Ameche, Janis Carter.
SMOKY MOUNTAIN MELODY—Roy Acuff, Smoky Mountain Boys.
SONG OF INDIA—Sabu, Gail Russell, Turhan Bey.
TRAIL TO LAREDO—Charles Starrett, Smiley Burnette, Virginia Maxey—(54m.).
TRIPLE THREAT—Gloria Henry, Richard Crane, leading pro football stars.
UNDERCOVER MAN—Glenn Ford, Nina Foch, James Whitmore.
UNTAMED BREED, THE—Sanny Tufts, Barbara Britton, Gabby Hayes—(Cinecolor).
WALK A CROOKED MILE—Dennis O'Keefe, Louis Hayward, Jimmy Lloyd.
WALKING HILLS, THE—Randolph Scott, Ella Raines, William Bishop.

Eagle Lion

(1946-47 releases from 101 and 701 up;

1947-48 releases from 801 up)

ADVENTURES OF GALLANT BESS—OD—Cameron Mitchell, Audrey Long, Fuzzy Knight—Pleasing outdoor show—73m.—see Aug. 4 issue—(Cinecolor).
ADVENTURES OF CASANOVA—AD—Arturo De Cordova, Lucille Bremer, Turhan Bey—Highly entertaining—83m.—see March 17 issue—(812).
ASSIGNED TO DANGER—MD—Gene Raymond, Noreen Nash, Mary Meade—Satisfactory meller for the dualers—66m.—see May 12 issue—(821).
BLACK HILLS—MUW—Eddie Dean, Roscoe Ates, Shirley Patterson—Good series entry—58m.—see Feb. 4 issue—(851).
CANON CITY—DOCMD—Scatt Brady, Jeff Corey, Mabel Paige—High-rating documentary-type entry has the angles—82m.—see July 7 issue—(826).
CLOSE-UP—MD—Alan Baxter, Virginia Gilmore, Richard Kallmar—Programmer will fit nicely into the dualers—76m.—see April 28 issue—(824).
COBRA STRIKES, THE—MD—Sheila Ryan, Richard Fraser, Leslie Bracks—For the lower half—62m.—see May 26 issue—(820).
ENCHANTED VALLEY, THE—D—Alan Curtis, Anne Gwynne, Dann Gift—Exploitable film has strongest appeal for neighborhoods, small towns—77m.—see April 14 issue—(Cinecolor)—(817).
HAWK OF POWDER RIVER, THE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Good Dean entry—54m.—see March 17 issue—(856).
HOLLOW TRIUMPH—D—Paul Henreid, Joan Bennett, Leslie Brooks—Names will make the difference—83m.—see Aug. 18 issue.
LADY AT MIDNIGHT—MD—Richard Denning, Frances Rafferty, Lara Lee Michel—For the dualers—61m.—see Aug. 4 issue.
MAN FROM TEXAS—MUW—James Craig, Lynn Bari, Johnny Johnston—Mild western—71m.—see April 14 issue—(815).
MICKEY—ROMCMU—Lois Butler, Bill Goodwin, Irene Hervey—Pleasing program—87m.—see June 23 issue—(Cinecolor)—(825).
NOOSE HANGS HIGH, THE—C—Bud Abbott, Lou Costello, Cathy Downs—Abbott and Costello entry should find popular appeal—77m.—see April 14 issue—(819).
NORTHWEST STAMPEDE—OD—Joan Leslie, James Craig, Jack Oakie—Good outdoor show—75m.—see July 7 issue—(Cinecolor)—(830).
OCTOBER MAN, THE—D—John Mills, Joan Greenwood, Edward Chapman—Average British entry—85m.—see March 31 issue—(English-made)—(818).
PRAIRIE OUTLAWS—MUW—Eddie Dean, Roscoe Ates, Sarah Padden—Satisfactory series entry—57m.—see April 28 issue—(857).
RAW DEAL—MD—Dennis O'Keefe, Claire Trevor, Marsha Hunt—Exciting meller—78m.—see May 26 issue—(822).

KEY

Leg. is the symbol for the Legion of Decency ratings which are included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either unobjectionable or unclassified.

Abbreviations following titles indicate type of picture.

ACD—Action drama
AD—Adventure drama
ACMU—Action musical
ADMD—Adult melodrama
BID—Biographical drama
BIDMU—Biographical drama with music
C—Comedy
CAR—Cartoon Feature
CD—Comedy drama
CDMU—Comedy drama musical
CFAN—Comedy fantasy
CFANMU—Comedy fantasy musical
CMD—Comedy melodrama
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DFAN—Drama fantasy
DMU—Dramatic musical
DOC—Documentary
DOCD—Documentary drama
DOCMD—Documentary melodrama
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
FMD—Factual melodrama
FMU—Farce musical
HISD—Historical drama
MDMU—Melodrama musical
MD—Melodrama
MUC—Musical comedy
MUCD—Musical comedy drama
MU—Musical
MUSAT—Musical satire
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYCM—Mystery comedy musical
MYD—Mystery drama
MYMD—Mystery melodrama
MYMU—Mystery musical
MYW—Mystery western
NOV—Novelty
OD—Outdoor drama
OMD—Outdoor melodrama
PD—Psychological drama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
ROMDMU—Romantic drama with music
SAT—Satire
SCD—Sex comedy drama
TRAV—Travelogue
W—Western
WC—Western comedy
WCMU—Western comedy musical
WD—Western drama
WMD—Western melodrama
WMDMU—Western melodrama musical
WMU—Western Musical

RUTHLESS—D—Zachary Scott, Louis Hayward, Diana Lynn Absarbing entry—102m.—see April 14 issue—Leg.: B.—(816).

SHED NO TEARS—D—Wallace Ford, June Vincent, Frank Albertson—Average dualler—70m.—see Aug. 4 issue—(829).

SMUGGLERS, THE—COSMD—Michael Redgrave, Jean Kent, Joan Greenwood—Technicolor import has limited appeal—85m.—see Feb. 4 issue—(English-made)—(Technicolor)—(811).

SPIRITUALIST, THE—D—Turhan Bey, Lynn Bari, Cathy O'Donnell—Intriguing meller has plenty of selling angles—78m.—see Aug. 18 issue—(827).

SWORD OF THE AVENGER—D—Raman Del Gado, Sigrid Gurie, Ralph Morgan—Fair programmer for the dual-lers—76m.—see May 12 issue—(823).

STAGE TO MESA CITY—W—'Lash' LaRue, Al 'Fuzzy' St. John, Jennifer Holt—Routine—52m.—see Feb. 4 issue—(758).

TAKE MY LIFE—MD—Hugh Williams, Greta Gynt, Francis L. Sullivan—Well-made, suspenseful import—80m.—see Feb. 18 issue—(English-made)—(814).

TIOGA KID, THE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Good western—54m.—see March 17 issue—(858).

TORNADO RANGE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Routine—56m.—see March 3 issue—(854).

WESTWARD TRAIL, THE—MUW—Eddie Dean, Roscoe Ates, Phyllis Planchard—Average Dean entry—58m.—see March 17 issue—(855).

TO BE REVIEWED OR IN PRODUCTION

ALL IN A GAME—James Brawn, Noreen Nash, Shella Ryan.

BEHIND LOCKED DOORS—Lucille Bremer, Richard Carlson, Tom Brown.

BIG CAT, THE—Lon McCallister, Peggy Ann Garner, Preston Foster—(Technicolor).

BLANCHE FURY—Valerie Hobson, Stewart Granger—(English-made).

BROKEN JOURNEY—Phyllis Calvert, Margot Grahame, Francis L. Sullivan—(English-made).

CALENDAR, THE—Greta Gynt, John McCallum, Sonia Holm—(English-made).

CORPSE CAME CALLING, THE—Hugh Beaumont, Cheryl Walker, Paul Bryar.

ESTHER WATERS—Kathleen Ryan, Dirk Bogarde, Fay Compton—(English-made).

IN THIS CORNER—Scott Brady, Anabel Shaw, Mary Meade.

LET'S LIVE A LITTLE—Hedy Lamarr, Robert Cummings, Anna Sten.

LORD BYRON—Dennis Price, Mal Zetterling, Joan Greenwood—(English-made).

MAN WITHOUT A GUN—Bob Steele, Sid Saylor, Ellen Hall.

MILLION DOLLAR WEEKEND—Gene Raymond, Francis Lederer, Stephanie Paull.

MIRANDA—Googie Withers, Griffith Jones, Glynnis Johns—(English-made).

MR. PERRIN AND MR. TRAIL—David Farrar, Marius Goring, Greta Gynt—(English-made).

OLIVER TWIST—Robert Newton, Kay Walsh, Alec Guinness—(English-made)—(828).

OLYMPIC GAMES OF 1948, THE—(English-made)—(Technicolor).

PAROLE—Michael O'Shea, Turhan Bey, Evelyn Ankers.

RED SHOES, THE—Anton Walbrook, Molra Shearer, Leonide Massine—(English-made)—(Technicolor).

RED STALLION IN THE ROCKIES—Jean Heather, Arthur Franz, Jim Davis—(Cinecolor).

SARABAND—Stewart Granger, Francoise Rosay, Joan Greenwood—(English-made)—(Technicolor).

SCOTT OF THE ANTARCTIC—John Mills, Derek Bond, Anne Firth—(English-made)—(Technicolor).

SLEEPING CAR TO VENICE—Albert Lieven, Derrick De Marney, Jean Kent—(English-made).

STRANGE MRS. CRANE, THE—Marjorie Lord, Pierre Watkin, John McGuire.

TULSA—Susan Hayward, Robert Preston, Pedro Armendariz—(Technicolor).

29 CLUES—Richard Basehart, Scott Brady, Roy Roberts.

WHEN THE DEVIL DRIVES—James Cardwell, Jan Ford, Damian O'Flynn.

Film Classics

ARGYLE SECRETS—MYMD—William Gargan, Marjorie Lord, Ralph Byrd—Dualler has exploitation possibilities—63m.—see May 12 issue.

BLONDE ICE—MD—Robert Paige, Leslie Brooks, Russ Vincent—Okeh dualler—73m.—see May 26 issue.

DEVIL'S CARGO—MYMD—John Calvert, Rochelle Hudson, Roscoe Karns—Satisfactory programmer for the dual-lers—61m.—see March 31 issue.

DISCOVERY—DOC—Admiral Byrd, and his group of scientists, astronomers, and naval personnel—Highly exploitable documentary—74m.—see July 9 issue—(Discovery).

MIRACULOUS JOURNEY—AD—Rory Calhoun, George Cleveland, Audrey Lang—Exploitable entry for the lower half—76m.—see Sept. 1 issue—(Cinecolor).

MONEY MADNESS—D—Hugh Beaumont, Frances Rafferty, Harlan Warde—Interesting programmer for the dual-lers—73m.—see April 14 issue.

WILL IT HAPPEN AGAIN?—DOC—Adolph Hitler, Eva Braun, Herman Goering—Typical documentary has exploitation angles—61m.—see May 26 issue.

TO BE REVIEWED OR IN PRODUCTION

DATE WITH MURDER, A—John Calvert, Catherine Craig, Lyle Talbot.

INNER SANCTUM—Mary Beth Hughes, Charles Russell, Billy House.

SOFIA—Gene Raymond, Sigrid Gurie, Patricia Morrison—(Cinecolor).

UNKNOWN ISLAND—Virginia Grey, Barton MacLane, Philip Reed—(Cinecolor).

Metro-Goldwyn-Mayer

(1946-47 releases from 701 up;
1947-48 releases from 801 up)

ALIAS A GENTLEMAN—D—Wallace Beery, Tom Drake, Dorothy Patrick—Moderate programmer—76m.—see Feb. 4 issue—(818).

B.F.'S DAUGHTER—D—Barbara Stanwyck, Van Heflin, Charles Coburn—Well-made picturization of a best-seller—108m.—see Feb. 18 issue—(820).

BIG CITY—CDMU—Margaret O'Brien, Robert Preston, Danny Thomas—Names and angles will make the difference—103m.—see April 14 issue—(827).

BRIDE GOES WILD, THE—C—Van Johnson, June Allyson, Butch Jenkins—Tapnatch comedy—98m.—see March 17 issue—(819).

DATE WITH JUDY, A—CMU—Wallace Berry, Jane Powell, Elizabeth Taylor—Entertaining entry for the family trade—112½m.—see July 7 issue—(Technicolor)—(831).

EASTER PARADE—MU—Judy Garland, Fred Astaire, Peter Lawford—Topnatch—103m.—see June 9 issue—(Technicolor)—(829).

GONE WITH THE WIND—D—Clark Gable, Leslie Howard, Olivia de Havilland—Reissue will still get the dough—228m.—see June 11 issue—(Technicolor)—(3000).

HOMECOMING—D—Clark Gable, Lana Turner, Anne Baxter—Solid—112m.—see April 14 issue—(826).

JULIA MISBEHAVES—C—Greer Garson, Walter Pidgeon, Peter Lawford—Names will make the difference—99m.—see Aug. 18 issue.

LUXURY LINER—CMU—George Brent, Lauritz Melchior, Jane Powell—Good entertainment—98m.—see Sept. 1 issue—(Technicolor).

ON AN ISLAND WITH YOU—MUCD—Esther Williams, Peter Lawford, Jimmy Durante—Names and angles will make the difference—107m.—see May 12 issue—(Technicolor)—(828).

PICADILLY INCIDENT—DMU—Anna Neagle, Michael Wilding, Michael Laurence—Moderate British import—88m.—see Feb. 18 issue—(English-made).

PIRATE, THE—MU—Judy Garland, Gene Kelly, Walter Slezak—Topnatch musical—101½m.—see April 14 issue—(Technicolor)—(825).

SEARCH, THE—D—Montgomery Clift, Aline MacMahon, Jarmila Novotna—Excellent dramatic entry—103m.—see March 31 issue—(830).

SOUTHERN YANKEE, A—F—Red Skelton, Brian Donlevy, Arlene Dahl—Skelton starrer packs plenty of laughs—90m.—see Aug. 18 issue.

STATE OF THE UNION—CD—Spencer Tracy, Katherine Hepburn, Van Johnson—Excellent, timely entry—121m.—see April 14 issue—(824).

SUMMER HOLIDAY—ROMCMU—Mickey Rooney, Gloria De Haven, Walter Huston—High-rating comedy is headed for the better returns—92m.—see March 17 issue—(Technicolor)—(821).

TARZAN'S NEW YORK ADVENTURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Average reissue has the angles—71m.—see April 28 issue—(823).

TARZAN'S SECRET TREASURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Reissue should attract series' fans—80m.—see April 28 issue—(822).

THREE DARING DAUGHTERS—CMU—Jeanette MacDonald, Jose Iturbi, Jane Powell—Entertaining entry—115m.—see Feb. 18 issue—Leg.: B—(Technicolor)—(817).

TO BE REVIEWED OR IN PRODUCTION

ACT OF VIOLENCE—Van Heflin, Robert Ryan, Janet Leigh.

BARKLEYS OF BROADWAY, THE—Ginger Rogers, Fred Astaire, Oscar Levant—(Technicolor).

BEST THINGS IN LIFE ARE FREE, THE—James Mason, Robert Ryan, Barbara Bel Geddes—(Enterprise).

BRIBE, THE—Robert Taylor, Ava Gardner, Charles Laughton.

COMMAND DECISION—Clark Gable, Walter Pidgeon, Van Johnson.

HILLS OF HOME—Edmund Gwenn, Janet Leigh, Tom Drake—(Technicolor).

KISSING BANDIT, THE—Frank Sinatra, Kathryn Grayson, J. Carroll Naish—(Technicolor).

LITTLE WOMEN—June Allyson, Margaret O'Brien, Elizabeth Taylor—(Technicolor).

NUMBER'S RACKET: THE STORY OF TUCKER'S PEOPLE—John Garfield, Beatrice Pearson, Thomas Gomez—(Enterprise).

PERSONAL TOUCH, THE—Lionel Barrymore, Lucille Bremer, Edward Arnold.

SECRET GARDEN, THE—Margaret O'Brien, Claude Jarman, Jr., Dean Stockwell.

SECRET LAND—Commentary by Robert Montgomery, Robert Taylor, Van Heflin—(Technicolor).

SUN IN THE MORNING—Jeanette MacDonald, Lloyd Nolan, Claude Jarman, Jr.—(Technicolor).

3 GODFATHERS—John Wayne, Pedro Armendariz, Mae Marsh—(Argosy)—(Technicolor).

TAKE ME OUT TO THE BALL GAME—Gene Kelly, Frank Sinatra, Esther Williams—(Technicolor).

THREE MUSKETEERS, THE—Lana Turner, Gene Kelly, Van Heflin—(Technicolor).

WORDS AND MUSIC—Judy Garland, Mickey Rooney, June Allyson—(Technicolor).

Monogram

(1946-47 releases from 601 up;
1947-48 releases from 4701 up)

ANGEL'S ALLEY—CD—Leo Gorcey, Huntz Hall, Billy Benedict—Better entry in the series—67m.—see Feb. 4 issue—(4708).

BACK TRAIL—W—Johnny Mack Brown, Raymond Hatton, Mildred Coles—Just another western—53m.—see Aug. 18 issue.

CAMPUS SLEUTH—MYCM—Freddie Stewart, June Preisser, Warren Mills—For the lower half—57½m.—see March 31 issue—(4713).

COWBOY CAVALIER—WCMU—Jimmy Wakely, 'Cannonball' Taylor, Jan Bryant—Okeh series entry—54m.—see Sept. 1 issue.

CROSSED TRAILS—W—Johnny Mack Brown, Raymond Hatton, Lynne Carver—Routine—53m.—see May 12 issue—(4755).

DOCKS OF NEW ORLEANS—MYD—Roland Winters, Victor Sen Young, Mantan Moreland—Routine 'Chan' entry—64m.—see March 31 issue—(4712).

FIGHTING MAD—MD—Leon Errol, Joe Kirkwood, Elyse Knox—Gaad Palooka entry—75m.—see Feb. 4 issue—(4709).

FRENCH LEAVE—CMD—Jackie Cooper, Jackie Coogan, Renee Godfrey—Far the lower half—64m.—see April 28 issue—(4714).

FRONTIER AGENT—W—Johnny Mack Brown, Raymond Hatton, Reno Blair—Below average western—56m.—see June 9 issue—(4756).

I WOULDN'T BE IN YOUR SHOES—MD—Don Castle, Elyse Knox, Regis Toomey—Mild meller for the lower half—70m.—see May 12 issue—(4716).

JINX MONEY—MYC—Leo Gorcey, Huntz Hall, Betty Caldwell—One of the better series entries—68m.—see June 9 issue—(4717).

JOE PALOOKA IN WINNER TAKE ALL—MD—Joe Kirkwood, Elyse Knox, William Frawley—Good 'Palooka'—64½m.—see Sept. 1 issue.

LAND OF THE LAWLESS—W—Johnny Mack Brown, Raymond Hatton, Christine McIntire—Average western—59m.—see May 28 issue—(671).

MICHAEL O'HALLORAN—D—Scotty Beckett, Allene Roberts, Tommy Cook—Interesting dualler should appeal most to nabes, small towns—79m.—see July 7 issue—(4719).

MUSIC MAN—DMU—Phil Brito, Freddie Stewart, June Preisser—Tuneful dualler—66m.—see Aug. 4 issue.

OKLAHOMA BLUES—MUW—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont—Good Wakely—56m.—see April 28 issue—(4761).

OVERLAND TRAILS—W—Johnny Mack Brown, Raymond Hatton, Virginia Belmont—Better than average for the series—58m.—see March 31 issue—(4751).

PARTNERS OF THE SUNSET—MUW—Jimmy Wakely, Dub Taylor, Christine Larson—Routine series entry—53m.—see June 9 issue—(4765).

RANGE RENEGADES—W—W—Jimmy Wakely, Jennifer Holt, 'Cannonball' Taylor—Fair western—54m.—see July 7 issue—(4766).

ROCKY—OD—Roddy MacDowall, Edgar Barrier, Nita Hunter—Above average outdoor film should have good appeal—76m.—see March 3 issue—(4705).

SIGN OF THE WOLF—ACD—Michael Whalen, Grace Bradley, Darryl Hickman—Reissue for the dual-lers—69m.—see Sept. 3 issue—(4711).

16 FATHOMS DEEP—AD—Lon Chaney, Jr., Arthur Lake, Tanis Chandler—Colorful entry has plenty of selling angles—82m.—see June 23 issue—(Lake)—(Anscolor)—(4801).

SHANGHAI CHEST, THE—MYD—Roland Winters, Mantan Moreland, Deannie Best—Okeh series entry—65m.—see July 21 issue—(4718).

SONG OF THE DRIFTER—MUW—Jimmy Wakely, 'Cannonball' Taylor, Mildred Coles—Typical series entry—53m.—see March 3 issue—(686).

STAGE STRUCK—MYD—Kane Richmond, Audrey Long, Conrad Nagel—Far the lower half—70m.—see May 26 issue—(4715).

TRIGGERMAN—W—Johnny Mack Brown, Raymond Hatton, Virginia Carroll—Routine—56m.—see Aug. 4 issue—(4752).

WOLF CALL—OMD—John Carroll, Movita, Peter George Lynn—Reissue for the lower half—61m.—see May 28, '47 issue—(619).

TO BE REVIEWED OR IN PRODUCTION

DEVIL'S PASS—Johnny Mack Brown, Raymond Hatton.

FIGHTING RANGER, THE—Johnny Mack Brown, Raymond Hatton, Christine Larson—(4753).

GALLANT TEXAN, THE—Jimmy Wakely, 'Cannonball' Taylor.

CALL OF THE CACTUS—Jimmy Wakely, 'Cannonball' Taylor, Christine Larson.

GOLDEN EYE, THE—Roland Winters, Victor Sen Young, Mantan Moreland—69m.—(4720).

HIGH TENSION—Leo Gorcey, Huntz Hall, Helen Parrish.

INCIDENT—Warren Douglas, Jane Frazee, Joyce Compton.

IRON DUKES—Leo Gorcey, Huntz Hall, Frankie Darro.

JOE PALOOKA IN THE BIG FIGHT—Leon Errol, Joe Kirkwood, David Bruce.

KIDNAPPED—Roddy MacDowall, Dan O'Herlihy, Sue England.

MURDER LOVES COMPANY—Leo Gorcey, Bowery Boys.

MY BROTHER JONATHAN—Michael Denison, Dulcie Gray, Ronald Howard—(English-made)—(Pathe).

RANGERS RIDE, THE—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont.

SHERIFF OF MEDICINE BOW—Johnny Mack Brown, Raymond Hatton, Evelyn Finley.

SILVER TRAILS—Jimmy Wakely, 'Cannonball' Taylor, Christine Larson—53m.—(4763).

SMUGGLERS' COVE—Leo Gorcey, Huntz Hall, Gabriel Dell—66m.

TRIGGERMAN—Johnny Mack Brown, Raymond Hatton, Virginia Carroll—56m.—(4752).

Allied Artists

(1947-48 releases from AA-1 up)

BABE RUTH STORY, THE—BIDMU—William Bendix, Claire Trevor, Charles Bickford—Tapnatch—106m.—see Aug. 4 issue—(AA-10).

DUDE GOES WEST, THE—WC—Eddie Albert, Gale Storm, James Gleason—Highly entertaining western comedy—87m.—see May 12 issue—(AA-8).

HUNTED, THE—D—Preston Foster, Belita, Pierre Watkin—Interesting drama has the angles—83m.—see Feb. 18 issue—(AA-5).

PANHANDLE—WD—Rod Cameron, Cathy Downs, Reed Hadley—High-rating western should attract wide attention—85m.—see Feb. 4 issue—(AA-7).

SMART WOMAN—D—Brian Aherne, Constance Bennett, Barry Sullivan—Attractive programmer has names to help—93m.—see March 31 issue—Leg.: B—(AA-6).

TO BE REVIEWED OR IN PRODUCTION

LAST OF THE BADMEN—Barry Sullivan, Majorie Reynolds, Broderick Crawford.
STRIKE IT RICH—Rod Cameron, Bonita Granville, Don Castle.
WHEN A MAN'S A MAN—Guy Madison, Rary Calhoun, Gale Storm.

Paramount

(1946-47 releases from 4601 up;
 1947-48 releases from 4701 up;
 1948-49 releases from 4801 up)

ALBUQUERQUE—W—Randolph Scott, Barbara Britton, George 'Gabby' Hayes—Okeh for the outdoor fans—90m.—see Feb. 4 issue—(Cinecolor)—(4709).
BEYOND GLORY—D—Alan Ladd, Donna Reed, Tom Neal—Ladd starrer will get the dough—82m.—see June 23 issue—(4726).
BIG CLOCK, THE—D—Ray Milland, Charles Laughton, Maureen O'Sullivan—Milland draw will help fast-moving meller—95m.—see Feb. 18 issue—(4713).
BIG TOWN SCANDAL—MD—Philip Reed, Hillary Brooke, Stanley Clements—For the lower half—62m.—see June 9 issue—(4722).
CAGED FURY—MD—Richard Denning, Shiela Ryan, Buster Crabbe—Good entry for the duallers—60m.—see March 3 issue—(4711).
CRUSADES, THE—AD—Loretta Young, Henry Wilcoxon, Ian Keith—Reissue is packed with angles—126m.—see June 9 issue—(3508).
DREAM GIRL—CD—Betty Hutton, Macdonald Carey, Patric Knowles—Will depend on Hutton draw—85m.—see May 26 issue—Leg. B—(4721).
EMPEROR WALTZ, THE—CMU—Bing Crosby, Joan Fontaine, Roland Culver—Should land in the higher grosses—106m.—see May 12 issue—(Technicolor)—(4720).
FOREIGN AFFAIR, A—CD—Jean Arthur, Marlene Dietrich, John Lund—Topnotch—116m.—see June 23 issue—Leg. B—(4724).
HATTER'S CASTLE—MD—Robert Newton, James Mason, Deborah Kerr—Mediocre British entry—100m.—see April 28 issue—(English-made)—(4718).
HAZARD—CD—Paulette Goddard, Macdonald Carey, Fred Clark—Names will make the difference—95m.—see March 31 issue—Leg. B—(4716).
ISN'T IT ROMANTIC—ROMDMU—Veronica Lake, Mona Freeman, Mary Hatcher—Fair program—87m.—see Sept. 1 issue.
MR. RECKLESS—MD—William Eythe, Barbara Britton, Walter Catlett—For the lower half—66m.—see March 3 issue—(4712).
NIGHT HAS A THOUSAND EYES—MD—Edward G. Robinson, Gail Russell, John Lund—Absorbing entry—81m.—see Aug. 4 issue—(4803).
SAIGON—MD—Alan Ladd, Veronica Lake, Donald Dick—Typical Ladd show—94m.—see Feb. 4 issue—(4710).
SAINTED SISTERS, THE—C—Veronica Lake, Joan Caulfield, Barry Fitzgerald—Entertaining comedy—89m.—see March 31 issue—(4714).
SHAGGY—OD—Brenda Joyce, George Nokes, Robert Shayne—Good family entry for the duallers—71m.—see April 28 issue—(Cinecolor)—(4717).
SO EVIL MY LOVE—MYD—Ray Milland, Ann Todd, Geraldine Fitzgerald—Names will have to carry slow-moving drama—108½m.—see June 9 issue—(English-made)—(4723).
SORRY, WRONG NUMBER—MD—Barbara Stanwyck, Burt Lancaster, Ann Richards—Names will make the difference—89m.—see Aug. 4 issue—(4801).
SPEED TO SPARE—MD—Richard Arlen, Jean Rogers, Richard Travis—For the lower half—57m.—see March 3 issue—(4715).
WATERFRONT AT MIDNIGHT—MD—William Gargan, Mary Beth Hughes, Richard Travis—Okeh meller for the lower half—63m.—see May 26 issue—(4719).

TO BE REVIEWED OR IN PRODUCTION

ACCUSED, THE—Loretta Young, Robert Cummings, Wendell Corey.
CONNECTICUT YANKEE, A—Bing Crosby, Rhonda Fleming, Sir Cedric Hardwicke—(Technicolor).
DAUGHTER OF DARKNESS—Anne Crawford, Slobhan McKenna—(English-made).
DISASTER—Richard Denning, Trudy Marshall, Damion O'Flynn—60m.—(4806).
DYNAMITE—Virginia Welles, William Gargan, Richard Crane.
FROZEN GOLD—Robert Lowery, Russell Hayden.
GREAT GATSBY, THE—Alan Ladd, Betty Field, Macdonald Carey.
HEIRESS, THE—Olivia de Havilland, Miriam Hopkins, Sir Ralph Richardson, Montgomery Clift.
MY OWN TRUE LOVE—Phyllis Calvert, Melvyn Douglas, Wanda Hendrix.
NOW AND FOREVER—Claude Rains, Macdonald Carey, Wanda Hendrix.
ONE WOMAN—Alan Ladd, Donna Reed, June Havoc.
PALEFACE, THE—Bab Hope, Jane Russell, Samuel Z. Hinds—(Technicolor)—(4807).
SEALED VERDICT—Ray Milland, Florence Marly, John Ridgely—83m.—(4804).
SORROWFUL JONES—Bob Hope, Lucille Ball, Mary Jayne Saunders.
SPECIAL AGENT—William Eythe, Laura Elliot, George Reeves.
STRANGE TEMPTATION—Ray Milland, Audrey Totter, Thomas Mitchell.
STREETS OF LAREDO—William Holden, Macdonald Carey, Mona Freeman—(Technicolor).
TATLOCK MILLIONS, THE—Wanda Hendrix, John Lund, Barry Fitzgerald—(4805).
WHISPERING SMITH—Alan Ladd, Brenda Marshall, Robert Preston—(Technicolor).

RKO

(1946-47 releases from 701 up;
 1947-48 releases from 801 up;
 1948-49 releases from 901 up)

ARIZONA RANGER, THE—W—Tim Holt, Jack Holt, Nan Leslie—Good western—63m.—see April 14 issue—(814).

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Charles Korvin—Documentary-type meller is exciting screen fare—86m.—see April 14 issue—(815).
BEST YEARS OF OUR LIVES, THE—D—Myrna Loy, Frederic March, Dana Andrews, Teresa Wright—This rates among the best—172m.—see Nov. 27, '46 issue—(Goldwyn)—Leg. B—(751).
BRING 'EM BACK ALIVE—TRAV—Frank Buck—Exploitation reissue is packed with selling angles—65m.—see May 26 issue—(818).
DESIGN FOR DEATH—DOC—Produced by Theron Warth and Richard O. Fleischer; narrated by Kent Smith and Hans Conreid—Thrill-packed documentary—48m.—see Feb. 4 issue—(907).
FIGHTING FATHER DUNNE—CD—Pat O'Brien, Darryl Hickman, Una O'Connor—Pleasant program—93m.—see May 12 issue—(816).
FORT APACHE—MD—John Wayne, Henry Fonda, Shirley Temple—Soldiers and Indians show should get the dough—127m.—see March 31 issue—(Argosy)—(870).
GOOD SAM—C—Gary Cooper, Ann Sheridan, Ray Collins—High-rating comedy—114m.—see Aug. 4 issue—(Rainbow)—(962).
GUNS OF HATE—W—Tim Holt, Nan Leslie, Richard Martin—Routine—62m.—see May 26 issue—(819).
I REMEMBER MAMA—D—Irene Dunne, Barbara Bel Geddes, Oscar Homolka—Topnotch—134m.—see March 31 issue—(868).
IF YOU KNEW SUSIE—CMU—Eddie Cantor, Joan Davis, Allyn Joslyn—Cantor-Davis draw will make the difference—89m.—see Feb. 18 issue—(811).
MELODY TIME—CAR—Roy Rogers, Sons of the Pioneers, Ethel Smith, Buddy Clark—Should find plenty of popular appeal—75m.—see May 26 issue—(Disney)—(Technicolor)—(991).
MIRACLE OF THE BELLS, THE—D—Fred MacMurray, Valli, Frank Sinatra—Picturization of best-seller will land in the higher grosses—120m.—see March 17 issue—(Lasky-MacEwen)—(869).
MOURNING BECOMES ELECTRA—D—Rosalind Russell, Michael Redgrave, Raymond Massey—Play picturization will need special handling—153m.—see Nov. 26 issue—(865).
MYSTERY IN MEXICO—MD—William Lundigan, Jacqueline White, Ricardo Cortez—Entertaining dualler—66m.—see July 7 issue—(822).
PEARL, THE—D—Pedro Armendariz, Marie Elena Marques, Fernando Wagner—Powerful drama for class and specialty houses—77m.—see March 3 issue—(Mexican-made)—(867).
RACE STREET—MD—George Raft, William Bendix, Marilyn Maxwell—Good Raft entry—79m.—see June 23 issue—(821).
RACHEL AND THE STRANGER—DMU—Loretta Young, William Holden, Robert Mitchum—Interesting drama has names to help—92m.—see Aug. 18 issue.
RETURN OF THE BADMEN—W—Randolph Scott, Robert Ryan, Anne Jeffreys—Average western has the angles—90m.—see May 26 issue—(817).
TARZAN AND THE MERMAIDS—OD—Johnny Weissmüller, Brenda Joyce, Linda Christian—Exploitation show has the usual angles—68m.—see April 14 issue—(Lesser)—(813).
TIMBER STAMPEDE—W—George O'Brien, Marjorie Reynolds, Chill Wills—Satisfactory western reissue—60m.—see Feb. 4 issue—(886).
TWISTED ROAD, THE—ROMD—Cathy O'Donnell, Farley Granger, Howard Da Silva—Well-made drama will need plenty of push—95m.—see July 7 issue—(820).
VARIETY TIME—MUC—Jack Paar, Edgar Kennedy, Leon Errol—Fair novelty offering for the lower half—59m.—see Aug. 18 issue—(902).
VELVET TOUCH, THE—D—Rosalind Russell, Leo Genn, Claire Trevor—Will depend on the name draw—97m.—see July 21 issue—(Independent Artist)—(872).
WESTERN HERITAGE—W—Tim Holt, Nan Leslie, Richard Martin—Good western—61m.—see Feb. 4 issue—(812).

TO BE REVIEWED OR IN PRODUCTION

BALTIMORE ESCAPE—Robert Young, Shirley Temple, John Agar.
BLOOD ON THE MOON—Robert Mitchum, Barbara Bel Geddes, Robert Preston.
BODYGUARD—Lawrence Tierney, Priscilla Lane, Steve Brodie.
BOY WITH GREEN HAIR, THE—Pat O'Brien, Robert Ryan, Barbara Hale—(Technicolor).
BROTHERS IN THE SADDLE—Tim Holt, Richard Martin, Carol Forman.
ENCHANTMENT—David Niven, Teresa Wright, Evelyn Keyes—(Goldwyn).
EVERY GIRL SHOULD BE MARRIED—Cary Grant, Franchot Tone, Diana Lynn.
GUN RUNNERS—Tim Holt, Richard Martin, Martha Hyer.
HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.
INDIAN AGENT—Tim Holt, Richard Martin, Nan Leslie.
INTERFERENCE—Victor Mature, Lucille Ball, Elizabeth Scott.
JOAN OF ARC—Ingrid Bergman, Jose Ferrer, George Colours—(Sierra)—(Technicolor).
JUDGE STEPS OUT, THE—Ann Sothorn, Alexander Knox, George Tobias.
LONG DENIAL, THE—Melvyn Douglas, Maureen O'Hara, Gloria Grahame.
MR. JOSEPH YOUNG OF AFRICA—Terry Moore, Ben Johnson, Robert Armstrong—(Arko).
OUTLAW VALLEY—Tim Holt, Richard Martin, Martha Hyer.
ROUGHSHOD—Robert Sterling, Claude Jarman, Jr., Gloria Grahame.
SONG IS BORN, A—Danny Kaye, Virginia Mayo, Steve Cochran—(Goldwyn)—(Technicolor).
STATION WEST—Dick Powell, Jane Greer, Agnes Moorehead.
TARZAN'S FOUNTAIN OF YOUTH—Lex Barker, Brenda Joyce, Albert Dekker.
WEEP NO MORE—Joseph Cotten, Valli, Spring Byington.
WINDOW, THE—Barbara Hale, Arthur Kennedy, Bobby Driscoll.

Republic

(1946-47 releases from 601 up;

1947-48 releases from 701 up)

BOLD FRONTIERSMAN, THE—W—Allan 'Rocky' Lane, Eddy Waller, Roy Barcroft—Good western—60m.—see May 12 issue—(754).
CALIFORNIA FIREBRAND—MUW—Monte Hale, Adrian Booth, Paul Hurst—Good western—63m.—see April 14 issue—(Trucolor)—(654).
CAMPUS HONEYMOON—C—Lyn Wilde, Lee Wilde, Adele Mara—Pleasing dualler for the lower half—61m.—see Feb. 4 issue—Leg. B—(703).
CARSON CITY RAIDERS—W—Allan 'Rocky' Lane, Eddy Waller, Beverly Jons—Routine—60m.—see June 9 issue—(755).
DAREDEVILS OF THE CLOUDS—MD—Robert Livingston, Mae Clark, James Cardwell—Okeh for the dualers—60m.—see Aug. 4 issue—(716).
EYES OF TEXAS—WMU—Roy Rogers, Lynne Roberts, Andy Devine—Standard Rogers—70m.—see Aug. 4 issue—(Trucolor)—(732).
GALLANT LEGION, THE—MUW—Bill Elliott, Adrian Booth, Joseph Schildkraut—Good western—88m.—see June 9 issue—(715).
HEART OF VIRGINIA—D—Janet Martin, Robert Lowery, Frankie Darro—For the lower half—61m.—see April 14 issue—(707).
INSIDE STORY, THE—CD—Marsha Hunt, Charles Winniger, William Lundigan—Average programmer—87m.—see April 14 issue—(705).
I, JANE DOE—D—Ruth Hussey, John Carroll, Vera Ralston—Names should help programmer—85m.—see May 26 issue—(710).
KING OF THE GAMBLERS—MD—Janet Martin, William Wright, Thurston Hall—For the lower half—60m.—see June 9 issue—(709).
LIGHTNIN' IN THE FOREST—CMD—Lynne Roberts, Donald Barry, Warren Douglas—For the lower half—58m.—see April 14 issue—(706).
MADONNA OF THE DESERT—OMD—Lynne Roberts, Donald Barry, Don Castle—For the lower half—60m.—see March 3 issue—(704).
MARSHAL OF AMARILLO—W—Allan 'Rocky' Lane, Mildred Coles, Eddy Waller—Good Western—59m.—see Aug. 18 issue.
NORTHWEST OUTPOST—DMU—Nelson Eddy, Ilona Massey, Joseph Schildkraut—Names and music should sell this—91m.—see May 14 issue—(615).
OKLAHOMA BADLANDS—W—Allan 'Rocky' Lane, Eddie Waller, Mildred Coles—Routine western—59m.—see March 17 issue—(753).
OLD LOS ANGELES—MUW—William Elliott, John Carroll, Catherine McLeod—One of the better Republic offerings—87m.—see April 28 issue—(708).
SECRET SERVICE INVESTIGATOR—MD—Lynne Roberts, Lloyd Bridges, George Zucco—Okeh meller for the dualers—60m.—see June 9 issue—(711).
SLIPPERY MCGEE—MD—Donald Barry, Dale Evans, Tom Brown—For the lower half—65m.—see Feb. 4 issue—(702).
TIMBER TRAIL, THE—MUW—Monte Hale, Lynne Roberts, James Burke—Average western—67m.—see July 7 issue—(Trucolor)—(656).
TRAIN TO ALCATRAZ—MD—Donald Barry, Janet Martin, William Phipps—Okeh meller for the dualers—60m.—see July 21 issue—(712).
UNDER CALIFORNIA STARS—MUW—Roy Rogers, Jane Frazee, Andy Devine—Fair Rogers entry—70m.—see May 26 issue—(Trucolor)—(731).

TO BE REVIEWED OR IN PRODUCTION

ANGEL IN EXILE—John Carroll, Adele Mara, Thomas Gomez.
CIMARRON TRAILS—Allan 'Rocky' Lane, Eddie Waller.
CODE OF SCOTLAND YARD—Oscar Homolka, Derek Farr, Muriel Pavlow—(713).
DENVER KID, THE—Allan 'Rocky' Lane, Eddy Waller, Carole Gallagher.
DESPERADOES OF DODGE CITY—Allan 'Rocky' Lane, Eddy Waller, Mildred Coles.
DRUMS ALONG THE AMAZON—George Brent, Vera Ralston, Brian Aherne.
FAR FRONTIER, THE—Roy Rogers, Andy Devine, Gail Davis—(Trucolor).
GRAND CANYON TRAIL—Roy Rogers, Andy Devine, Jane Frazee—(Trucolor).
HOMICIDE FOR THREE—Warren Douglas, Audrey Long, Lloyd Corrigan.
MACBETH—Orson Welles, Roddy McDowell, Jeanette Nolan.
MOONRISE—Dane Clark, Gail Russell, Ethel Barrymore—(Feldman-Grant)—(714).
NIGHT TIME IN NEVADA—Roy Rogers, Andy Devine, Sons of the Pioneers—(Trucolor).
OUT OF THE STORM—Jimmy Lydon, Lois Collier, Richard Travis.
PLUNDERERS, THE—Rod Cameron, Ilona Massey, Adrian Booth—(Trucolor).
RECOIL—William Wright, Janet Martin, William Henry.
RED PONY, THE—Myrna Loy, Robert Mitchum, Louis Calhern—(Feldman-Milestone)—(Technicolor).
ROSE OF THE YUKON—Myrna Dell, William Wright, Steve Brodie.
SON OF GOD'S COUNTRY—Monte Hale, Paul Hurst, Pamela Blake.
SONS OF ADVENTURE—Russell Hayden, Lynne Roberts, Gordon Jones.
WAKE OF THE RED WITCH—John Wayne, Gail Russell, Gig Young.

Screen Guild

(1946-47 releases from 4604 up;

1947-48 releases from 4701 up;

(1947-48 Herald releases from X-1 up)

MIRACLE IN HARLEM—MYMU—Sheila Guyse, Stepin Fetchit, Hilda Offley—Good all-Negra meller—71m.—see Aug. 18 issue—(Sepia)—(X-3).
PRAIRIE, THE—HISD—Lenore Aubert, Alan Baxter, Russ Vinson—For the lower half—68m.—see Sept. 1 issue.
RETURN OF WILDFIRE, THE—W—Richard Arlen, Patricia Morison, Mary Beth Hughes—Pleasing program—79m.—see Sept. 1 issue.

TO BE REVIEWED OR IN PRODUCTION

DEAD MAN'S GOLD—Lash La Rue, Al St. John, Peggy Stewart.
FRONTIER PHANTOM—'Lash' La Rue, Al 'Fuzzy' St. John, Nancy Saunders.
HARPOON—John Bromfield, Alyce Louis, James Cardwell—(4804).
JUNGLE GODDESS—George Reeves, Wanda McKay, Armida—(4802).
LAST OF THE WILD HORSES—James Ellison, Jane Frazee, Mary Beth Hughes—(82m.).
MARK OF THE LASH—Lash La Rue, Al St. John, Peggy Stewart.
MOZART STORY, THE—Hans Holt, Winnie Markus, Irene V. Meyendorff—(4805).
OUTLAW COUNTRY—'Lash' La Rue, Al 'Fuzzy' St. John, Peggy Stewart.
SHEP COMES HOME—Robert Lowery, Lanny Reeves.
THUNDER IN THE PINES—George Reeves, Ralph Byrd—(62m.).

SRO

MR. BLANDINGS BUILDS HIS DREAM HOUSE—C—Cary Grant, Myrna Loy, Melvyn Douglas—High rating—93m.—see April 14 issue.

TO BE REVIEWED OR IN PRODUCTION

IF THIS BE MY HARVEST—Valli, Robert Mitchum, Louis Jourdan.
PORTRAIT OF JENNIE—Jennifer Jones, Joseph Cotten, Ethel Barrymore.

20th Century-Fox

(1947 releases from 701 up;
1948 releases from 801 up)

ANNA KARENINA—D—Vivien Leigh, Ralph Richardson, Kleron Moore—Heavy English drama for class spots—111m.—see April 28 issue—(English-made)—(Korda)—(820).
ARTHUR TAKES OVER—C—Lois Collier, Richard Crane, Skippy Homeler—For the lower half—63m.—see April 14 issue—(Wurtzel)—(817).
8ELLE STARR—MD—Randolph Scott, Gene Tierney, Dana Andrews—Names will help reissue—87m.—see July 7 issue—(830).
CALL NORTHSIDE 777—MD—James Stewart, Richard Conte, Helen Walker—Good documentary-type entry—110½m.—see Feb. 4 issue—Leg.: 8—(805).
CHALLENGE, THE—MD—Tom Conway, June Vincent, Richard Stapley—For the lower half—68m.—see Feb. 18 issue—(Reliance)—(807).
CHECKERED COAT, THE—MYD—Tom Conway, Noreen Nash, Hurd Hatfield—For the lower half—67m.—see July 21 issue—(Belsam)—(825).
COUNTERFEITERS, THE—MYMD—John Sutton, Doris Merriker, Hugh Beaumont—Good entry for the duallers—73m.—see June 23 issue—(Reliance)—(819).
DEEP WATERS—D—Dana Andrews, Jean Peters, Cesar Romero—Pleasant drama has names to attract—85m.—see July 7 issue—(821).
ESCAPE—D—Rex Harrison, Peggy Cummins, William Hartnell—Import will need selling—78m.—see June 9 issue—(English-made)—(822).
FIGHTING BACK—CD—Paul Langton, Jean Rogers, Gary Gray—For the lower half—61m.—see July 21 issue—(Wurtzel)—(828).
FRONTIER MARSHAL—W—Randolph Scott, Cesar Romero, Nancy Kelly—Mild reissue—71m.—see July 7 issue—(831).
FURY AT FURNACE CREEK—MD—Victor Mature, Coleen Gray, Glenn Langan—Fair programmer—88m.—see April 14 issue—(815).
GAY INTRUDERS, THE—C—John Emery, Tamara Geva, Leif Erickson—Entertaining above average dualler—68m.—see June 23 issue—(Seltzer)—(840).
GIVE MY REGARDS TO BROADWAY—CMU—Dan Dailey, Charles Winninger, Nancy Guild—Pleasing entry should ride into the better money—89m.—see May 26 issue—(Technicolor)—(827).
GREEN GRASS OF WYOMING—OD—Peggy Cummins, Charles Coburn, Lloyd Nolan—Good entry for the rural and small town sectors—89m.—see May 12 issue—(Technicolor)—(818).
HALF PAST MIDNIGHT—MD—Kent Taylor, Peggy Knudsen, Joe Sawyer—Fair who-dun-it for the lower half—69m.—see Feb. 18 issue—(Wurtzel)—(808).
IRON CURTAIN, THE—MD—Dana Andrews, Gene Tierney, June Havoc—Topical entry offers wealth of selling opportunities—87m.—see May 26 issue—(816).
LET'S LIVE AGAIN—C—John Emery, Hillary Brooke, Taylor Holmes—For the lower half—67m.—see March 17 issue—(Seltzer)—(813).
MEET ME AT DAWN—C—William Eythe, Stanley Holloway, Beatrice Campbell—Minor import—89m.—see March 31 issue—(English-made)—(812).
MINE OWN EXECUTIONER—PD—Burgess Meredith, Dulcie Gray, Michael Shepley—Absorbing import has restricted appeal—105m.—see June 23 issue—(English-made)—(Korda)—Leg.: 8—(824).
ROSE OF WASHINGTON SQUARE—MU—Tyronie Power, Al Jolson, Alice Faye—Reissue will benefit from name draw—86m.—see July 7 issue—(832).
SCUDDA-HOO! SCUDDA-HAY!—D—June Haver, Lon McCallister, Walter Brennan—Very good entry, especially for small town and rural spots—95m.—see March 17 issue—(Technicolor)—(811).
SITTING PRETTY—C—Robert Young, Maureen O'Hara, Clifton Webb—High-rating comedy—84m.—see March 17 issue—(B10).
SLAVE SHIP—MD—Wallace Beery, Mickey Rooney, Elizabeth Allan—Names will help reissue—92m.—see July 7 issue—(B33).
STREET WITH NO NAME, THE—MD—Mark Stevens, Richard Widmark, Barbara Lawrence—Very good meller—91m.—see July 7 issue—(823).
THAT LADY IN ERMINE—CMU—Betty Grable, Douglas Fairbanks, Jr., Cesar Romero—Will depend on the Grable draw—89m.—see July 21 issue—(Technicolor) (Leg. B)—(836).

13 LEAD SOLDIERS—MD—Tom Conway, Maria Palmer, Helen Westcott—For the lower half—67m.—see April 14 issue—(Reliance)—(814).
WALLS OF JERICHO, THE—D—Cornel Wilde, Linda Darnell, Anne Baxter—Good filmization of a best-seller also has names to sell—106m.—see July 21 issue—(826).
WINNER'S CIRCLE, THE—OD—Johnny Longden, Morgan Farley, Jean Willes—Fair dualler—70m.—see July 7 issue—(Polimer)—(829).
YOU WERE MEANT FOR ME—MUD—Jeanne Crain, Dan Dailey, Oscar Levant—Should bring in the dough—91m.—see Feb. 4 issue—(802).

TO BE REVIEWED OR IN PRODUCTION

APARTMENT FOR PEGGY—Jeanne Crain, William Holden, Edmund Gwenn—(Technicolor).
BONNIE PRINCE CHARLIE—David Niven, Margaret Leighton, Will Fyfe—(English-made)—(Korda)—(Technicolor).
BUNGALOW—Tom Conway, Margaret Hamilton—(8elsam).
CANADIAN PACIFIC—Randolph Scott, Jane Wyatt, J. Carroll Naish—(Cinecolor).
CHICKEN EVERY SUNDAY—Dan Dailey, Alan Young, Celeste Holm.
CREEPER, THE—John Baragrey, Onslow Stevens, Janis Wilson—(Reliance)—(839).
CRY OF THE CITY—Victor Mature, Richard Conte, Betty Garde.
DOWN TO THE SEA IN SHIPS—Richard Widmark, Cecil Kellaway, Dean Stockwell.
FAN, THE—Jeanne Crain, George Sanders, Madeleine Carroll.
LOST ILLUSION, THE—Michele Morgan, Ralph Richardson, Sonia Dresdel—(English-made)—(Korda).
LUCK OF THE IRISH, THE—Tyronie Power, Anne Baxter, Cecil Kellaway—99m.—(837).
MISS MINK OF 1949—Jimmy Lydon, Richard Lane, Lois Collier—(Wurtzel).
MOTHER IS A FRESHMAN—Loretta Young, Van Johnson, Rudy Vallee—(Technicolor).
NIGHT WIND—Charles Russell, Virginia Christine, Gary Gray—(Wurtzel).
ROAD HOUSE—Ida Lupino, Cornel Wilde, Celeste Holm.
ROSE OF CIMARRON—George Montgomery, Rod Cameron, Ruth Roman—(Alson).
SAND—Mark Stevens, Coleen Gray, Rory Calhoun—(Technicolor).
SNAKE PIT, THE—Olivia de Havilland, Leo Genn, Mark Stevens.
THAT WONDERFUL URGE—Tyronie Power, Gene Tierney, Reginald Gardiner.
THIS WAS A WOMAN—Sonia Dresdel, Emyrs Jones, Barbara White—(English-made).
THREE WIVES—Jeanne Crain, Linda Darnell, Jeffrey Lynn.
TROUBLE PREFERRED—Peggy Knudson, Charles Russell, Lynne Roberts—(Wurtzel).
TUCSON—Jimmy Lydon, Penny Edwards, Charles Russell—(Wurtzel).
UNFAITHFULLY YOURS—Linda Darnell, Rex Harrison, Rudy Vallee.
WEST OF TOMORROW—Kristine Miller, Arthur Franz, Mickey Knox—(Seltzer).
WHEN MY BABY SMILES AT ME—Betty Grable, Dan Dailey, Jack Oakie—(Technicolor).
WINSLOW BOY, THE—Robert Donat, Margaret Leighton—(English-made)—(Korda).
YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark—(Technicolor).

United Artists

ADVENTURES OF DON COYOTE, THE—W—Richard Martin, Frances Rafferty, Marc Cramer—For the lower half—65m.—see May 14 issue—(Cinecolor)—(Comet).
ARCH OF TRIUMPH—D—Ingrid Bergman, Charles Boyer, Charles Laughton—Highly-touted entry should hit the spot with femmes—114m.—see March 3 issue—(Enterprise)—(Leg. B.).
DEAD DON'T DREAM, THE—MYW—William Boyd, Andy Clyde, Mary Sawdon—Good 'Hopalong Cassidy'—62m.—see Sept. 1 issue—(Hopalong Cassidy).
FOUR FACES WEST—WD—Joel McCrea, Frances Dee, Charles Bickford—Unusual western should attract plenty of attention—90m.—see May 26 issue—(Enterprise).
HERE COMES TROUBLE (Laff-Time—Part 1)—C—Bill Tracy, Joe Sawyer, Emory Parnell—Mild comedy for the lower half—50m.—see April 28 issue—(Roach)—(Cinecolor).
KINGS OF THE OLYMPICS—PART I—DOC—The 11th Olympic meet covered by 600 cameramen; narrated by Bill Slater; edited by Joseph Lerner and Max Rosenbaum—Good entry for sport spots—60m.—see Feb. 4 issue—(German-made).
LAFF-TIME—See Here Comes Trouble, Who Killed Doc Robin.
MAD WEDNESDAY—C—Harold Lloyd, Frances Ramsden, Jimmy Conlin—Word-of-mouth should help delightful comedy—89m.—see Sept. 3 issue—(Sturges).
MAN OF EVIL—D—James Mason, Phyllis Calvert, Wilfred Lawson—Satisfactory English drama for class houses—89m.—see Feb. 18 issue—(English-made)—Leg.: B.
MIRACLE CAN HAPPEN, A—see On Our Merry Way.
ON OUR MERRY WAY—(A Miracle Can Happen)—C—Burgess Meredith, Paulette Goddard, Fred MacMurray—High rating comedy—107m.—see Feb. 18 issue—(80geaus-Meredith)—Leg.: 8.
PITFALL—MD—Dick Powell, Elizabeth Scott, Jane Wyatt—Intriguing meller—85m.—see Aug. 18 issue—(Regal).
RED RIVER—OD—John Wayne, Montgomery Clift, Joanne Dru—Topnotch—125m.—see July 21 issue—(Monterey).
SILENT CONFLICT—W—William Boyd, Andy Clyde, Rand Brooks—Fair series entry—61m.—see April 14 issue—(Hopalong Cassidy).
SO THIS IS NEW YORK—C—Henry Morgan, Rudy Vallee, Virginia Grey—Entertaining comedy will need selling—79½m.—see May 26 issue—(Enterprise).
TEXAS, BROOKLYN AND HEAVEN—C—Guy Madison, Diana Lynn, James Dunn—Average program comedy—76m.—see Aug. 4 issue—(Golden).

TIME OF YOUR LIFE, THE—CD—James Cagney, William Bendix, Jeanne Cagney—Fine picturization of hit play—109m.—see June 9 issue—(Cagney).
URUBU—AD—George Breakston, Yorbe Coplen, all-Native Cast—Exploitation show has the angles—65m.—see Sept. 1 issue.
VICIOUS CIRCLE, THE—D—Conrad Nagel, Fritz Kortner, Reinhold Schunzel—Mild drama for the duallers has some angles to offer—77m.—see June 9 issue—(Wilder).
WHO KILLED 'DOC' ROB8IN—(Laff-Time—Part 2)—C—Virginia Grey, Don Castle, George Zucco—For the lower half—50m.—see May 26 issue—(Roach)—(Cinecolor).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF THE CISCO KID—Duncan Renaldo, Leo Carillo, Barbara Billingsley—(Krasne).
ANGRY GOD, THE—Alicia Parla, Casimiro Ortega—(Mexican-made)—(Fullcolor)—(Peskey).
ATLANTIS, THE LOST CONTINENT—Maria Montez, Jean Pierre Aumont, Dennis O'Keefe—(Nebenzal)—Leg.: 8.
BLONDES UP—The Marx Brothers, Ilona Massey, Vera Ellen—(Pickford-Cowan).
COVER UP—William Bendix, Dennis O'Keefe, Barbara Britton—(Nasser).
FALSE PARADISE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
FLESH AND BLOOD—Madeline Carroll—(Comet).
GAY AMIGO, THE—Duncan Renaldo, Leo Carillo—(Krasne).
GIRL FROM MANHATTAN, THE—Dorothy Lamour, Charles Laughton, George Montgomery—(80geaus).
HIGH FURY—Madeleine Carroll, Ian Hunter, Michael Rennie—(Peak).
INNOCENT AFFAIR, AN—Fred MacMurray, Madeleine Carroll, Charles "Buddy" Rogers—(Nasser).
LITTLE PRINCE, THE—Feature length cartoon—(Harman-Ising).
LUCKY STIFF, THE—Dorothy Lamour, Brian Donlevy, Claire Trevor—(Amusement Enterprises).
MY DEAR SECRETARY—Laraine Day, Kirk Douglas, Keenan Wynn—(Popkin).
OLYMPIC CAVALCADE—(Kings of the Olympics—Part II)—60m.—(Westport).
OUTPOST IN MOROCCO—George Raft, Akim Tamiroff, Marie Windsor—(Star).
SENIOR BADMAN—Leo Carillo, Duncan Renaldo, Barbara Billingsley—(Krasne).
SINISTER JOURNEY—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
STRANGE GAMBLE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
VENDETTA—George Dolenz, Faith Domergue, Nigel Bruce—(California).
WAR PATH—George Montgomery, Ellen Drew, Philip Reed—(Small).

Universal-International

(1946-47 releases from 601 up;
1947-48 releases from 624 up)

ABBOTT AND COSTELLO MEET FRANKENSTEIN—C—Bud Abbott, Lou Costello, Lenore Aubert—One of the better Abbott and Costello entries—83m.—see July 7 issue—(664).
ALL MY SONS—D—Edward G. Robinson, Burt Lancaster, Mady Christians—Engrossing drama promises heavy grosses—94m.—see March 3 issue—(Leg.: B)—(657).
ANOTHER PART OF THE FOREST—D—Fredric March, Dan Duryea, Ann Blyth—High calibre—106½m.—see April 28 issue—(660).
ARE YOU WITH IT?—CMU—Donald O'Connor, Olga San Juan, Martha Stewart—Entertaining programmer—90m.—see March 31 issue—Leg.: 8. (656).
BAD SISTER—D—Margaret Lockwood, Joan Greenwood, Ian Hunter—Import has femme angles—90m.—see June 23 issue—(English-made)—Leg.: 8—(663).
BLACK BART—OMD—Yvonne De Carlo, Dan Duryea, Jeffrey Lynn—Should get the business—80m.—see Feb. 4 issue—(Technicolor)—(653).
BROTHERS, THE—D—Patricia Roc, Will Fyfe, Maxwell Reed—Good English drama for the class houses—90m.—see May 26 issue—(English-made)—(Prestige).
CASBAH—ROMD—Yvonne DeCarlo, Tony Martin, Peter Lorre—Remake of 'Algiers' should prove attractive boxoffice—94m.—see March 17 issue—Leg.: B—(655).
CORRIDOR OF MIRRORS—D—Eric Portman, Edana Romney, Joan Maude—Above average import for the art houses—96m.—see July 7 issue—(English-made).
DEAR MURDERER—MD—Eric Portman, Greta Gynt, Dennis Price—Below average British import—90m.—see May 26 issue—(English-made)—(658).
END OF THE RIVER, THE—MD—Sabu, Raymond Lovell, Eva Hudson—Import will need selling—80m.—see July 7 issue—(English-made)—(Prestige).
FEUDIN', FUSSIN', AND A-FIGHTIN'—CMU—Donald O'Connor, Marjorie Main, Percy Kilbride—Will depend upon names—78m.—see June 23 issue—(665).
HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Powerful picturization of Shakespeare's work should prove strong grosser in many areas on special handling basis—153m.—see July 21 issue—(English-made).
HOLIDAY CAMP—C—Flora Robson, Dennis Price, Jack Warner—Entertaining British offering—97m.—see Feb. 4 issue—(English-made)—(Prestige).
JASSY—D—Margaret Lockwood, Patricia Roc, Dennis Price—Moderate English offering for class houses—96m.—see Feb. 18 issue—(English-made)—Leg.: 8—(Technicolor)—(664).
LARCENY—MD—John Payne, Joan Caulfield, Dan Duryea—Good meller—89m.—see Aug. 18 issue—(669).
LETTER FROM AN UNKNOWN WOMAN—ROMD—Joan Fontaine, Louis Jourdan, Mady Christians—Femme appeal will make the difference—86½m.—see April 28 issue—Leg.: B. (659).
MAN-EATER OF KUMAON—AD—Sabu, Wendell Corey, Joanne Page—High-rating exploitation show is packed with selling angles—79m.—see June 23 issue—(666).
MIKADO, THE—MU—Kenny Baker, John Barclay, Jean Colin—Reissue should have appeal for class spots—90m.—see May 26 issue—(English-made)—(Prestige)—(Technicolor).

MR. PEABODY AND THE MERMAID—CFAN—William Powell, Ann Blyth, Irene Hervey—Better-than-average comedy has names to help—89m.—see July 21 issue—(667).

NAKED CITY—MD—Barry Fitzgerald, Howard Duff, Dorothy Hart—Topnotch meller—95m.—see Feb. 4 issue—(651).

RIVER LADY—AD—Yvonne De Carlo, Rod Cameron, Dan Duryea—Program—78m.—see May 26 issue—(Technicolor)—(661).

TAP ROOTS—D—Van Heflin, Susan Hayward, Boris Karloff—Topnotch drama—109m.—see July 7 issue—(Technicolor)—(668).

UP IN CENTRAL PARK—CMU—Deanna Durbin, Dick Haymes, Vincent Price—Will depend on name draw—87m.—see June 9 issue—(662).

TO BE REVIEWED OR IN PRODUCTION

ACT OF MURDER, AN—Fredric March, Edmond O'Brien, Florence Eldridge.

BLACK VELVET—Ann Blyth, George Brent, Howard Duff—(Technicolor).

BLANCHE FURY—Valerie Hobson, Stewart Granger—(English-made)—(Technicolor).

BLUE LAGOON, THE—Jean Simmons, Donald Houston, Noel Purcell—(English-made)—(Technicolor).

CHRISTOPHER COLUMBUS—Fredric March, Florence Eldridge, Francis L. Sullivan—(English-made)—(Technicolor).

COUNTESS OF MONTE CRISTO, THE—Sonja Henle, Michael Kirby, Olga San Juan.

CRISS CROSS—Burt Lancaster, Yvonne DeCarlo, Dan Duryea.

DAYBREAK—Ann Todd, Eric Portman, Maxwell Reed—(English-made).

DEVIL IN THE FLESH (Le Diable Au Corps)—Michellne Presle, Gerard Philipe—(French-made).

DULCIMER STREET—Richard Attenborough, Fay Compton, Alastair Sim—(English-made).

FAMILY HONEYMOON—Claudette Colbert, Fred MacMurray, Rita Johnson.

FOR THE LOVE OF MARY—Deanna Durbin, Edmond O'Brien, Don Taylor, Jeffrey Lynn.

GOOD TIME GIRL—Jean Kent, Herbert Lom, Dennis Price—(English-made).

MEXICAN HAYRIDE—Bud Abbott, Lou Costello, Virginia Grey.

MY HEART GOES CRAZY—Sid Field, Greta Gynt, Tessie O'Shea—(English-made)—(Technicolor).

O'FLYNN, THE—Douglas Fairbanks, Jr., Helena Carter, Richard Greene.

ONE NIGHT WITH YOU—Nino Martin, Patricia Roc, Bonar Colleano, Jr.—(English-made).

ONE TOUCH OF VENUS—Robert Walker, Ava Gardner, Dick Haymes.

PASSIONATE FRIENDS, THE—Ann Todd, Trevor Howard, Claude Rains—(English-made).

ROGUE'S REGIMENT—Dick Powell, Marta Toren, Vincent Price.

SAXON CHARM, THE—Robert Montgomery, Susan Hayward, John Payne—87m.—Leg.: B.

SNOWBOUND—Robert Newton, Dennis Price, Milla Parely—(English-made).

THREE KIDS AND A QUEEN—Fred Brady, Mary Morris, Beverly Simmons.

UNAFRAID, THE—Joan Fontaine, Burt Lancaster, Robert Newton.

WOMAN HATER—Stewart Granger, Edwige Feuillere—(English-made).

YOU GOTTA STAY HAPPY—Joan Fontaine, James Stewart, Eddie Albert.

Warners

(1946-47 releases from 601 up;
1947-48 releases from 701 up)

ADVENTURES OF ROBIN HOOD, THE—COSMD—Errol Flynn, Olivia de Havilland, Claude Rains—Technicolor re-issue has the names and angles—102m.—see March 3 issue—(Technicolor)—(718).

APRIL SHOWERS—CMU—Jack Carson, Ann Sothorn, Robert Alda—Show biz entry will depend on the names—94m.—see March 31 issue—(719).

BIG PUNCH, THE—MD—Wayne Morris, Lois Maxwell, Gordon MacRae—Neat programmer—80m.—see June 9 issue—(727).

EMBRACEABLE YOU—D—Dane Clark, Geraldine Brooks, S. Z. Sakall—Interesting programmer—80m.—see Aug. 4 issue—(732).

FIGHTING 69TH, THE—D—James Cagney, Pat O'Brien, George Brent—Reissue has the names and angles—79m.—see April 28 issue—(723).

FLOWING GOLD—OMD—John Garfield, Frances Farmer, Pat O'Brien—Names will help fair reissue—82m.—see July 7 issue—(730).

GOD'S COUNTRY AND THE WOMAN—OD—George Brent, Beverly Roberts, Barton MacLane—Mild reissue—71m.—see July 7 issue—(729).

I BECAME A CRIMINAL—MD—Sally Gray, Trevor Howard, Griffith Jones—Interesting import—78m.—see Feb. 18 issue—(English-made)—Leg.: B—(717).

JEZEBEL—MD—Bette Davis, Henry Fonda, Margaret Lindsay—Reissue has the names to help—93m.—see Nov. 26 issue—(710).

KEY LARGO—MD—Humphrey Bogart, Edward G. Robinson, Lauren Bacall—High-rating thriller—101m.—see July 21 issue—(731).

LIFE WITH FATHER—CD—Irene Dunne, William Powell, Elizabeth Taylor—Picturization of topnotch play will be among top grossers—118m.—see Sept. 3 issue—(Technicolor)—(702).

MY GIRL TISA—C—Lilli Palmer, Akim Tamiroff, Sam Wanamaker—Pleasing comedy—95m.—see Feb. 4 issue—(715).

ROMANCE ON THE HIGH SEAS—ROMCMU—Jack Carson, Janis Paige, Don DeFore—Pleasing entertainment—99m.—see June 23 issue—(Technicolor)—(728).

ROPE—MD—James Stewart, John Dall, Joan Chandler—Impressive psychological thriller—80m.—see Sept. 1 issue—(Transatlantic)—(Technicolor)—(802).

SILVER RIVER—WD—Errol Flynn, Ann Sheridan, Thomas Mitchell—Names should make the difference—110m.—see May 26 issue—(725).

TO THE VICTOR—D—Dennis Morgan, Viveca Lindfors, Victor Francen—Interesting dramatic entry has names to help—101m.—see April 14 issue—(720).

TWO GUYS FROM TEXAS—CMU—Dennis Morgan, Jack Carson, Dorothy Malone—Good comedy has the names and angles—86m.—see Aug. 18 issue—(Technicolor)—(801).

VALLEY OF THE GIANTS—OMD—Wayne Marrls, Claire Trevor, Frank McHugh—Reissue should draw action fans—78m.—see April 28 issue—(722).

WALLFLOWER—ROMC—Joyce Reynolds, Robert Hutton, Janis Paige—Mild program—77m.—see May 26 issue—Leg.: B—(726).

WINTER MEETING—D—Bette Davis, Janis Paige, James Davis—Slow-moving drama for the femme trade—104m.—see April 14 issue—(721).

WOMAN IN WHITE, THE—MYD—Alexis Smith, Eleanor Parker, Sydney Greenstreet—Interesting entry has names to help—109m.—see May 12 issue—(724).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF DON JUAN, THE—Errol Flynn, Viveca Lindfors, Robert Douglas—(Technicolor).

CLEOPATRA ARMS—Jane Wyman, David Niven, Wayne Morris.

DECISION OF CHRISTOPHER BLAKE, THE—Alexis Smith, Robert Douglas, Cecil Kellaway.

FIGHTER SQUADRON—Edmond O'Brien, Robert Stack, Henry Hull—(Technicolor).

FLAXY MARTIN—Zachary Scott, Virginia Mayo, Dorothy Malone.

FOUNTAINHEAD, THE—Gary Cooper, Patricia Neale, Kent Smith.

GIRL FROM JONES BEACH—Ronald Reagan, Virginia Mayo, Eddie Bracken.

HOMICIDE—Robert Douglas, Helen Westcott, Robert Alda.

HOUSE ACROSS THE STREET, THE—Wayne Morris, Janis Paige, Bruce Bennett.

JOHN LOVES MARY—Ronald Reagan, Jack Carson, Patricia Neal.

JOHNNY BELINDA—Jane Wyman, Lew Ayers, Charles Bickford.

JUNE BRIDE—Bette Davis, Robert Montgomery, Betty Lynn.

LOOK FOR THE SILVER LINING—June Haver, Ray Bolger, Gordon MacRae—(Technicolor).

MY DREAM IS YOURS—Jack Carson, Doris Day, Lee Bowman—(Technicolor).

NIGHT UNTO NIGHT—Viveca Lindfors, Ronald Reagan, Osa Massen—(84m.).

ONE LAST FLING—Alexis Smith, Zachary Scott, Douglas Kennedy.

ONE SUNDAY AFTERNOON—Dennis Morgan, Janis Paige, Dorothy Malone—(Technicolor).

SERENADE—Ann Sheridan, Dennis Morgan.

SMART GIRLS DON'T TALK—Bruce Bennett, Virginia Mayo, Robert Hutton.

SOMEWHERE IN THE CITY—Edmond O'Brien, Viveca Lindfors, Virginia Mayo.

SOUTH OF ST. LOUIS—Joel McCrea, Zachary Scott, Alexis Smith—(Technicolor).

UNDER CAPRICORN—Ingrid Bergman, Joseph Cotton, Michael Wilding—(Transatlantic)—(English-made).

UP UNTIL NOW—Ronald Reagan, Viveca Lindfors, Claude Rains.

WHIPLASH—Dane Clark, Alexis Smith, Zachary Scott.

YOUNGER BROTHERS, THE—Janis Paige, Wayne Morris, Bruce Bennett—(Technicolor).

Miscellaneous

(Address of producers and distributors will be furnished on request).

BOB AND SALLY—ED—Gloria Marlen, Ralph Hodges, Rick Vallin—Exploitation show—71m.—see June 23 issue—(Social Guidance).

CHRIST THE KING—BID—Jose Cibrian, Jose Baviera, Aurora Walker—Good religious offering for non-commercial outlets—75m.—see March 31 issue—(Mexican-made)—(Barry-Simpex).

CITIZEN SAINT—DOC—Jed Prouty, Loraine MacMartin, Walter Butterworth—Religious offering has restricted appeal—68m.—see June 23 issue—(Elliott).

DREAMS THAT MONEY CAN BUY—FAN—John Bltner, John Latouche, Valerie Tie—Unique art house offering—84m.—see May 26 issue—(Films Int. of America)—Leg.: B.

FIGHT NEVER ENDS, THE—MD—Joe Louis, Ruby Dee, The Mills Brothers—All-Negro entry with Joe Louis should draw well—64m.—see March 17 issue—(Alexander).

GREAT BETRAYAL, THE—DOC—Produced by Idea Films. Narration by W. S. Gailmor—Good documentary for the specialty houses—72m.—see June 25 issue—(Screencraft).

IRELAND TODAY—DOC—Michael Shannon, Julie Conway—Satisfactory entry for the Irish neighborhoods—80m.—see July 7 issue—(Irish-American)—(Kodachrome).

KILLER DILLER—MUC—Dusty Fletcher, George Wiltshire, Butterfly McQueen—Okeh for the Negro spots—73m.—see July 7 issue—(All-American).

NIGHT AT THE FOLLIES, A—MU—Evelyn West, Rene Andre, Pat O'Shea—Novelty picturization of burlesque show for censorless spots—48m.—see Aug. 18 issue—(Excelsior).

STORY OF LIFE, THE—ED—Joseph Creehan, Wanda McKay, John Parker—Educational sex film requires special selling—62m.—see Aug. 4 issue—(Crusade).

STRANGE VICTORY—DOC—Virgil Richardson, Cathy McGregor, Sophie Maslow—High-rating documentary will need selling—73m.—see Aug. 4 issue—(Target).

Foreign

(Address of producers and distributors will be furnished on request).

ANGELINA—D—Anna Magnani, Nando Bruno, Ave Ninchi—High-rating Italian entry—90m.—see May 12 issue—(Italian-made)—(English titles)—(President).

ANTOINE AND ANTOINETTE—D—Roger Pigaut, Claire Maffei, Noel Roquevert—High rating—88m.—see May 12 issue—(French-made)—(English titles)—(Sirlitzky-Int.)—Leg.: B.

BLIND DESIRE—DMU—Jean-Louis Barrault, Edwige Feuillere, Jean Wall—Mediocre French import—88m.—see June 23 issue—(French-made)—(English titles)—(Discina Int.).

CHAMPAGNE CHARLIE—MUC—Tommy Trinder, Stanley Holloway, Betty Warren—Entertaining British import for the dualers—71m.—see Sept. 1 issue—(English-made)—(Bell).

CONFESSIONS OF A ROGUE—CD—Louis Jouvet, Suzy Delair, Annette Poivre—Good French entry—91m.—see April 28 issue—(French-made)—(English titles)—(Distinguished).

CRIME AND PUNISHMENT—D—Hampe Faustman, Gunn Wallgren, Sigurd Wallen—High-rating Swedish import—105m.—see March 31 issue—(Swedish-made)—(English titles)—(Film Rights Int.).

DAMNED, THE—D—Henri Vidal, Florence Marly, Kurt Kronefeld—High-rating French import—104m.—see May 26 issue—(French-made)—(English titles)—(Discina Int.).

DAY OF WRATH—D—Thirkild Roose, Lisbeth Movin, Sigrld Neiliendam—Slow-moving Danish drama for the art houses—97m.—see May 12 issue—(Danish-made)—(English titles)—(Schaefer).

DIE FLEDERMAUS—MUC—Marte Hareil, Johannes Heesters, Willi Dohm—Good German entry for the art houses—96m.—see May 12 issue—(German-made)—(English titles)—(Artkino).

ETERNAL MELODIES—BIDMU—Gino Cervi, Conchita Montenegro, Luisella Beghi—Fair Italian import—95m.—see March 3 issue—(Italian-made)—(English titles)—(Grandi).

FARBEIQUE—DOC—Conceived and produced by Georges Rouquier, with a French farm family as performers—Unusual French import for the art houses—90m.—see March 3 issue—(French-made)—(English titles)—(Sirlitzky-Int.).

FIRST OPERA FILM FESTIVAL—MU—Tito Gobbi, Pina Malcarini, Vittoria Diocredi—Unique offering for the specialty spots—95m.—see June 23 issue—(Italian-made)—(Classic).

FRIC-FRAC—CD—Fernandel, Arletty, Michael Simon—Entertaining adult fare—90m.—see June 23 issue—(French-made)—(English titles)—(Oxford)—Leg.: C.

FRIEND WILL COME TONIGHT, A—D—Michel Simon, Madeleine Sologne, Louis Salou—Better-than-average French offering—90m.—see Aug. 4 issue—(French-made)—(English titles)—(Lopert).

GELOSIA—D—Luisa Ferida, Roldano Lupi, Elena Zareschi—Average Italian import—87m.—see May 12 issue—(Italian-made)—(English titles)—(World-Wide).

HENRY IV—D—Oswaldo Valenti, Clara Calamai, Luigi Pavese—Entertaining—92m.—see March 17 issue—(Italian-made)—(English titles)—(Superfilm)—Leg.: B.

ILLEGALS, THE—DOC—Teresa Torres, Yankel Mikalovich—Documentary-type drama has limited appeal—77½m.—see July 7 issue—(Palestinian-made)—(Mayer-Burstyn).

LYSISTRATA—CD—Judith Helzmeister, Paul Kemp, O. W. Fischer—Mediocre German offering—85m.—see July 7 issue—(German-made)—(English titles)—(Distinguished).

MARIUS—CD—Raimu, Pierre Fresnay, Charpin—Excellent French import—125m.—see May 26 issue—(French-made)—(English titles)—(Sirlitzky Int.).

MR. ORCHID—MD—Noel-Noel, Nadine Alari, Jose Arthur—Good import—93m.—see May 12 issue—(French-made)—(English titles)—(Lopert).

MURDERERS AMONG US—D—Hildegard Knef, Ernst Borchers, Arno Paulsen—Suspenseful tale of postwar Berlin—84m.—see Sept. 1 issue—(German-made)—(English titles)—(Artkino).

NOT GUILTY—MD—Michel Simon, Jany Holt, Jean Debucourt—High-rating French import—94m.—see May 26 issue—(French-made)—(English titles)—(Lelarge-Ariane)—Leg.: B.

PORTRAIT OF INNOCENCE—CD—Louise Carletti, Gilbert Gil, Pierre Larquey—Good French offering—86m.—see June 23 issue—(French-made)—(English titles)—(Sirlitzky-Int.).

RAVEN, THE—MYD—Pierre Fresnay, Pierre Larquay, Noel Roquevert—French import rates high—90m.—see March 17 issue—(French-made)—(English titles)—(Westport Int.).

RAZZIA—MD—Paul Bildt, Elli Burgmer, Walter Gross—Good German-made offering for the art houses—94m.—see July 7 issue—(German-made)—(English titles)—(Artkino).

REVENGE—D—Anna Magnani, Gino Cervi, Luisa Poselli—Good Italian import—66m.—see Dec. 10 issue—(Italian-made)—(English titles)—(Distinguished).

ROOM UPSTAIRS, THE—ROMD—Marlene Dietrich, Jean Gabin, Jean d'Yd—Above average import—86m.—see June 9 issue—(French-made)—(English titles)—(Lopert).

SHOWTIME—DMU—Richard Greene, Ann Todd, Peter Graves—Minor English entry—90m.—see June 23 issue—(English-made)—(English Films).

SON OF THE REGIMENT—D—Yura Yankin, Alexander Morosov, Gregory Pluzhnik—High-rating Russian import—75m.—see May 12 issue—(Russian-made)—(English titles)—(Artkino).

SPRING—CMU—Lubov Orlova, Nikolai Cherkassov, Nikalal Kononov—Good Russian comedy—104m.—see April 28 issue—(Russian-made)—(English titles)—(Artkino).

THEY ARE NOT ANGELS—DOC—Pierre Blancher, Raymond Bussieres, Jean Wall—Excellent French entry—123m.—see July 7 issue—(French-made)—(English titles)—(Sirlitzky-Int.)—Leg.: B.

TRIUMPH OF YOUTH—DOC—The Athletic and Youth Clubs of Soviet Russia—Good filler for the art houses—44m.—see June 23 issue—(Russian-made)—(Artkino)—(Color).

VILLAGE TEACHER—D—Vera Maretskaya, Dmitri Sagal, Vassili Maruta—Fair Russian entry—97m.—see July 21 issue—(Russian-made)—(English titles)—(Artkino).

WELL DIGGER'S DAUGHTER, THE—D—Raimu, Fernandel, Josette Day—Excellent French entry—120m.—see Oct. 16 issue—(French-made)—(English titles)—(Sirlitzky-International)—Leg.: B.

WHERE WORDS FAIL—ROMDMU—Enrique Muino, Italo Bertini, Linda Lorena—Fair Spanish entry—63½m.—see Sept. issue—(Spanish-made)—(English titles)—(Lopert).

WHO KILLED SANTA CLAUS—CMD—Harry Baur, Raymond Rouleau, Renee Faure—Mediocre French import—95m.—see May 26 issue—(French-made)—(English titles)—(Film Rights Int.).

The Shorts Parade

(Additional listing of 1946-47 shorts product will be found on pages 2225, 2226, 2227, 2244, 2245, 2303, 2304, 2305, 2404, 2405, and 2406 of The Pink Section, another regular service of THE EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season. Uncompleted 1946-47 and 1947-48 series will appear until ended.—Ed.) (Ratings: E—Excellent; G—Good; F—Fair; 8—Bad.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel					
COMEDIES					
ASSORTED AND ALL-STAR (20)					
9421	(Oct. 9)	Wedding Belle (Schilling-Lane)	F	17m. 2287	
9422	(Nov. 13)	Should Husbands Marry? (Herbert)	F	17m. 2302	
9423	(Jan. 29)	Silly Billy (Burke)	F	18m. 2351	
9424	(Feb. 19)	Two Nuts In A Rut (Schilling and Lane)	F	18m. 2360	
9425	(Apr. 15)	Tall, Dark and Gruesome (Herbert)	F	16m. 2375	
9426	(May 13)	Crabbin' in the Cabin (Vernon and Quillan)	F	18m. 2413	
9427	(June 10)	Pardon My Lamb Chop (Schilling and Lane)	8	17m. 2422	
9431	(Sept. 4)	Rolling Down To Reno (Von Zell)	G	16 1/2m. 2262	
9432	(Sept. 18)	Hectic Honeymoon (Holloway)	F	17m. 2271	
9433	(Nov. 20)	Wife To Spare (Clyde)	F	16m. 2302	
9434	(Dec. 18)	Wedlock Deadlock (DeRita)	G	16m. 2328	
9435	(Dec. 25)	Radio Romeo (Von Zell)	F	17 1/2m. 2351	
9436	(Jan. 15)	Man or Mouse (Holloway)	F	18m. 2351	
9437	(Mar. 11)	Eight-Ball Andy (Clyde)	F	17 1/2m. 2369	
9438	(Apr. 29)	Jitter Bughouse (De Rita)	G	17m. 2393	
9439	(May 27)	The Sheepish Wolf (Von Zell)	F	17 1/2m. 2413	
9440	(June 24)	Flat Feet (Holloway)	F	17 1/2m. 2436	
SERIALS (3)					
9120	(Sept. 4)	The Sea Hound	G	15ep. 2241	
9140	(Dec. 18)	Brick Bradford	G	15ep. 2311	
9160	(Apr. 1)	Tex Granger	G	15ep. 2369	
SPECIAL FEATURE SERIAL					
9180	(July 15)	Superman	E	15ep. 2428	
SPECIAL (1)					
9451	(Jan. 15)	A Voice Is Born	E	20 1/2m. 2271	
THREE STOOGES (8)					
9401	(Sept. 11)	Brideless Groom	G	16 1/2m. 2262	
9402	(Oct. 30)	Sing A Song of Six Pants	F	17m. 2287	
9403	(Dec. 11)	All Gummed Up	F	18m. 2302	
9404	(Jan. 8)	Shivering Sherlocks	G	17m. 2375	
9405	(Feb. 26)	Pardon My Clutch	F	15m. 2351	
9406	(Mar. 4)	Squareheads of the Round Table	F	18m. 2360	
9407	(May 6)	Fiddlers Three	B	17m. 2393	
9408	(July 8)	The Hot Scots	G	17m. 2436	
One Reel					
COLOR FAVORITES (8)					
(Re-releases)					
(Technicolor)					
9601	(Oct. 30)	Dreams On Ice	G	6 1/2m. 2271	
9602	(Nov. 20)	Novelty Shop	F	6 1/2m. 2303	
9603	(Dec. 18)	Dr. Bluebird	F	8m. 2302	
9604	(Jan. 22)	In My Gondola	F	7 1/2m. 2329	
9605	(Feb. 19)	Animal Cracker Circus	G	7m. 2336	
9606	(Apr. 8)	Bon Bon Parade	G	8 1/2m. 2375	
9607	(May 6)	House That Jack Built	F	7m. 2393	
9608	(July 15)	The Untrained Seal	F	7 1/2m. 2436	
COLOR PHANTASIES (8)					
9701	(Nov. 6)	Kitty Caddy	F	6m. 2287	
9702	(Feb. 5)	Topsy Turkey	F	6 1/2m. 2352	
9703	(June 3)	Short Snorts On Sports	F	6 1/2m. 2422	
COLOR RHAPSODIES (8)					
(Technicolor)					
9501	(Sept. 11)	Swiss Tease	F	6m. 2263	
9502	(Dec. 4)	Boston Beany	G	6m. 2302	
9503	(Mar. 18)	Flora	G	7m. 2352	
COMMUNITY SINGS (12)					
(Series 12)					
9651	(Sept. 4)	No. 1—Linda	G	10m. 2243	
9652	(Oct. 2)	No. 2—April Showers	G	9m. 2271	
9653	(Nov. 6)	No. 3—Peg O' My Heart	G	9m. 2303	
9654	(Dec. 4)	No. 4—When You Were Sweet Sixteen	G	9 1/2m. 2328	
9655	(Jan. 8)	No. 5—Feudin' & Fightin'	G	10 1/2m. 2352	
9656	(Feb. 12)	No. 6—Civilization	G	10m. 2360	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9657	(Apr. 29)	No. 7—I'm Looking Over A Four-Leaf Clover	G	9 1/2m. 2376	
9658	(June 3)	No. 8—Manana	G	10 1/2m. 2413	
9659	(Aug. 12)	No. 9—California Here I Come		9m.	
FILM NOVELTIES (12)					
9901	(Nov. 27)	Aren't We All	F	10 1/2m. 2328	
	(.....)	Candid Microphone	E	10m. 2437	
SCREEN SNAPSHOTS (12)					
(Series 27)					
9851	(Sept. 4)	Hollywood Cowboys	G	9 1/2m. 2243	
9852	(Oct. 9)	Laguna, U. S. A.	G	9 1/2m. 2303	
9853	(Nov. 27)	Out of This World Series	G	9m. 2328	
9854	(Dec. 18)	Off The Air	F	10m. 2328	
9855	(Jan. 22)	Hawaii In Hollywood	G	10m. 2361	
9856	(Mar. 18)	Photoplay Magazine's Gold Medal Awards	G	9 1/2m. 2376	
9857	(Apr. 1)	Smiles and Styles	G	9 1/2m. 2376	
9858	(May 6)	Hollywood Honors Hersholt	G	8m. 2393	
9859	(June 10)	Hollywood Party	G	9m. 2422	
9860	(July 8)	Hollywood Friars Honor George Jessel	G	9 1/2m. 2437	
THRILLS OF MUSIC (12)					
(Series 2)					
9951	(Sept. 18)	Boyd Raeburn and Orchestra	G	11m. 2263	
9952	(Oct. 30)	Claude Thornhill and Orchestra	G	11m. 2271	
9953	(Nov. 13)	Lecuona Cuban Boys	G	10 1/2m. 2297	
9954	(Dec. 11)	Skitch Henderson and Orchestra	G	10m. 2352	
9955	(Jan. 15)	Charlie Barnet and Orchestra	G	10 1/2m. 2393	
9956	(Mar. 25)	Ted Weems & Orchestra	G	10 1/2m. 2361	
9957	(June 10)	Gene Krupa and Orchestra	F	10m. 2422	
9958	(July 22)	Tony Pastor and Orchestra		10m.	
WORLD OF SPORTS (12)					
9801	(Sept. 25)	Cinderella Cagers	G	9 1/2m. 2263	
9802	(Oct. 23)	Ski Demons	G	9m. 2287	
9803	(Nov. 13)	Bowling Kings	G	10m. 2306	
9804	(Dec. 25)	Navy Crew Champions	G	10m. 2328	
9805	(Jan. 29)	Rodeo Thrills and Spills	G	9 1/2m. 2361	
9806	(Mar. 11)	Net Marvels	G	9m. 2377	
9807	(May 13)	Champions in the Making	F	8 1/2m. 2407	
9808	(June 17)	No Holds Barred	G	9m. 2423	
9809	(July 15)	Aqua Zanies	F	9m. 2437	
Metro-Goldwyn-Mayer					
Two Reel					
SPECIALS (4)					
A-901	(Mar. 27)	Drunk Driving	F	21m. 2360	
A-902	(Apr. 24)	Going To Blazes	E	21m. 2384	
One Reel					
CARTOONS (16)					
(Technicolor)					
(T-J—Tom and Jerry)					
W-931	(Sept. 20)	Slap Happy Lion	G	7m. 2281	
W-932	(Sept. 27)	The Invisible Mouse (T-J)	F	7m. 2256	
W-933	(Dec. 6)	King Size Canary	F	7m. 2297	
W-934	(Jan. 31)	The Bear and the Bean	G	7m. 2336	
W-935	(Mar. 20)	What Price Freedom	F	6m. 2352	
W-936	(Apr. 24)	Make Mine Freedom	G	9m. 2376	
W-937	(May 1)	Kitty Foiled (T-J)	E	7m. 2384	
W-938	(May 15)	Little Tinker	G	8m. 2413	
W-939	(June 26)	The Bear and the Hare	F	7m. 2422	
W-940	(July 17)	The Truce Hurts	G	7m. 2444	
W-941	(Aug. 7)	Half-Pint Pygmy		7m.	
FITZPATRICK TRAVELTALKS (6)					
(Technicolor)					
T-911	(Nov. 29)	Visiting Virginia	G	9m. 2281	
T-912	(Dec. 13)	Cradle Of A Nation	G	10m. 2297	
T-913	(May 8)	Cape Breton Island	G	9m. 2438	
T-914	(July 31)	Chicago, the Beautiful	G	10m. 2444	
GOLD MEDAL REPRINT CARTOONS (7)					
(Technicolor)					
W-921	(Nov. 22)	Goldilocks and the Three Bears	F	11m. 2289	
W-922	(Dec. 20)	The Fishing Bear	F	8m. 2311	
W-923	(Feb. 14)	The Milky Way	E	8m. 2342	
W-924	(Mar. 27)	The Midnight Snack	F	9m. 2360	
W-925	(Apr. 24)	Puss 'N' Toots	G	7m. 2393	
W-926	(June 12)	The Bowling Alley Cat	F	8m. 2428	
MARTIN BLOCK'S					
MUSICAL MERRY-GO-ROUNDS (4)					
M-981	(Feb. 14)	No. 1—Freddy Martin and Keenan Wynn	E	10m. 2342	
M-982	(Apr. 24)	No. 2—Tex Beneke and Orchestra	G	10m. 2352	
M-983	(June 26)	No. 3—Ray Noble and Buddy Clark	G	11m. 2422	
M-984	(July 17)	No. 4—Les Brown and Virginia O'Brien	G	10m. 2444	

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PASSING PARADES (6)					
K-971	(Dec. 20)	Miracle in A Cornfield (Technicolor)	E	8m. 2312	
K-972	(Jan. 10)	It Can't Be Done	E	10m. 2337	
K-973	(Jan. 24)	Goodbye Miss Turlock	G	10m. 2342	
K-974	(Feb. 7)	My Old Town	G	9m. 2342	
K-975	(June 19)	Souvenirs of Death	G	10m. 2428	
PETE SMITH SPECIALTIES (10)					
S-951	(Sept. 6)	Football Thrills No. 10	E	10m. 2250	
S-952	(Oct. 18)	Surfboard Rhythm (Technicolor)	G	9m. 2263	
S-953	(Nov. 8)	What D'Ya Know?	G	9m. 2281	
S-954	(Dec. 13)	Have You Ever Wondered?	G	10m. 2303	
S-955	(Jan. 10)	Bowling Tricks	E	9 1/2m. 2312	
S-956	(Feb. 7)	I Love My Mother-In-Law, But	G	8m. 2337	
S-957	(Mar. 20)	Now You See It (Technicolor)	G	9m. 2361	
S-958	(May 29)	You Can't Win	F	9m. 2393	
S-959	(July 17)	Just Suppose	F	9m. 2444	
	(.....)	Football Thrills No. 11	G	8m. 2444	
Monogram					
Two Reel					
(AnSCO Color)					
4741	(May 30)	Climbing the Matterhorn	E	21m. 2249	
Paramount					
Two Reel					
MUSICAL PARADE FEATURES (6)					
(Technicolor)					
FF7-1	(Feb. 27)	Samba Mania	G	18m. 2336	
FF7-2	(Apr. 9)	Footlight Rhythm	G	19m. 2369	
FF7-3	(June 25)	Gypsy Holiday	F	19m. 2414	
FF7-4	(Aug. 6)	Tropical Masquerade	G	16m.	
FF7-5	(Oct. 1)	Big Sister Blues			
One Reel					
GRANTLAND RICE SPORTLIGHTS (10)					
R7-1	(Oct. 3)	Riding The Waves	G	10m. 2281	
R7-2	(Oct. 31)	Running The Hounds	G	11m. 2287	
R7-3	(Nov. 28)	Five Fathoms of Fun	G	10m. 2306	
R7-4	(Dec. 5)	Stop, Look And Guess 'Em	G	10m. 2312	
R7-5	(Jan. 16)	All American Swing Stars	G	10m. 2337	
R7-6	(Feb. 20)	Double Barrelled Sport	G	10m. 2342	
R7-7	(Mar. 26)	Big Game Angling	G	10m. 2361	
R7-8	(Apr. 30)	Riding Habits	G	10m. 2377	
R7-9	(June 11)	Big League Glory	E	10m. 2414	
R7-10	(July 30)	Her Favorite Pools	G	10m. 2444	
NOVELTOONS (8)					
(Polacolor)					
P7-1	(Dec. 5)	Santa's Surprise	G	9m. 2303	
P7-2	(Jan. 9)	Cat O' Nine Ails	G	7m. 2313	
P7-3	(Feb. 13)	Flip Flap	G	8m. 2360	
P7-4	(Mar. 19)	We're In The Honey	G	8m. 2360	
P7-5	(Apr. 9)	The Bored Cuckoo	G	8m. 2375	
P7-6	(Apr. 23)	There's Good Boo's Tonite	G	9m. 2376	
P7-7	(May 7)	Land Of The Lost	E	7m. 2385	
P7-8	(June 4)	Butterscotch and Soda	G	7m. 2414	
(1948-49) (8)					
P8-1	(Sept. 3)	The Mite Makes Right			
P8-2	(Sept. 3)	Hector's Hectic Life			
P8-3	(Sept. 3)	Old Shell Game			
P8-4	(Sept. 3)	Little Red School House			
P8-5	(Sept. 10)	Hep Cat Symphony			
P8-6	(Oct. 1)	Lost Dream			
PACEMAKERS (6)					
K7-1	(Oct. 3)	It Could Happen To You	G	11m. 2281	
K7-2	(Nov. 14)	Babies, They're Wonderful	G	11m. 2287	
K7-3	(Jan. 2)	Bundle From Brazil	G	11m. 2313	
K7-4	(Mar. 12)	Musical Miracle	G	11m. 2361	
K7-5	(May 28)	A Model Is Born	G	7m. 2403	
K7-6	(July 30)	Neighbor To The North	G	13m. 2437	
POPEYE CARTOONS (8)					
(Polacolor)					
E7-1	(Dec. 19)	All's Fair At The Fair	G	8m. 2302	
E7-2	(Jan. 30)	Olive Oyl For President	G	7m. 2313	
E7-3	(Feb. 27)	Wigwam Whoopee	G	8m. 2360	
E7-4	(Mar. 26)	Pre-Hysterical Man	G	7m. 2376	
E7-5	(June 18)	Popeye Meets Hercules	G	7m. 2414	
E7-6	(July 30)	A Wolf In Sheik's Clothing	F	8m. 2444	
E7-7	(Aug. 27)	Spinach vs. Hamburgers	F	8m.	
E7-8	(Sept. 3)	Snow Place Like Home			
POPULAR SCIENCE (6)					
(Magna-color)					
J7-1	(Oct. 17)	No. 1—Radar Fishermen	G	10m. 2281	
J7-2	(Dec. 26)	No. 2—Desert Destroyers	G	11m. 2303	
J7-3	(Feb. 20)	No. 3—Streamlined Luxury	G	10m. 2337	
J7-4	(Apr. 2)	No. 4—Fog Fighters	G	10m. 2376	
J7-5	(May 21)	No. 5—The Big Eye	G	10m. 2393	
J7-6	(Aug. 6)	No. 6—The Flying Wing	G	10m.	
SCREEN SONG (8)					
(Polacolor)					
X7-1	(Dec. 26)	The Circus Comes To Clown	G	7m. 2312	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
X7-2	(Jan. 23)	Base Brawl	G	8m. 2337	
X7-3	(Feb. 20)	Little Brown Jug	G	8m. 2337	
X7-4	(Mar. 12)	The Golden State	G	8m. 2360	
X7-5	(Mar. 19)	Winter Draws On	G	7m. 2360	
X7-6	(June 4)	Sing Or Swim	G	7m. 2414	
X7-7	(July 16)	Campdown Races	G	8m. 2444	
X7-8	(Aug. 20)	The Lone Star State	F	9m.	

(1948-49) (8)

X8-1	(Sept. 17)	Readin', 'Ritin' and 'Rhythmic			
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SPEAKING OF ANIMALS (6)

Y7-1	(Oct. 3)	Dog Crazy	G	11m. 2281	
Y7-2	(Nov. 14)	Ain't Nature Grand	F	10m. 2287	
Y7-3	(Dec. 12)	Mankey Shines	G	9m. 2306	
Y7-4	(Mar. 6)	Home Sweet Home	F	10m. 2337	
Y7-5	(Apr. 16)	Tain't So	F	10m. 2376	
Y7-6	(June 18)	As Headliners	G	10m. 2414	

UNUSUAL OCCUPATIONS (6)

(Magnacolor)

L7-1	(Nov. 7)	No. 1—Hula Magic	G	10m. 2281	
L7-2	(Jan. 2)	No. 2—Bagpipe Lassies	G	11m. 2313	
L7-3	(Feb. 13)	No. 3—Modern Pioneers	G	11m. 2361	
L7-4	(Apr. 16)	No. 4—Nimrod Artist	G	10m. 2376	
L7-5	(May 14)	No. 5—Feather Fmery	G	10m. 2393	
L7-6	(Aug. 13)	No. 6—Aerial Hot Rods	G	16m.	

RKO

Two Reel

EDGAR KENNEDY COMEDIES (6)

83401	(Nov. 21)	Mind Over Mouse	F	17m. 2311	
83402	(Jan. 2)	Brother Knows Best	F	17m. 2336	
83403	(Feb. 6)	No. Mare Relatives	F	18m. 2351	
83404	(May 14)	How Ta Clean House	F	18m. 2403	
83405	(June 25)	Dig That Gold	F	17m. 2436	
83406	(Aug. 6)	Home Canning		16m.	

LEON ERROL COMEDIES (6)

83701	(Jan. 16)	Bet Your Life	G	14m. 2336	
83702	(Mar. 5)	Don't Fool Your Wife	F	18m. 2360	
83703	(Apr. 9)	Secretary Trouble	F	17m. 2403	

MY PAL (4)

83201	(Oct. 31)	My Pal	G	22m. 2262	
83202	()	Lost Pal			

RAY WHITLEY MUSICAL WESTERN REISSUES (4)

83501	(Sept. 5)	Molly Cures A Cowboy	F	19m. 2256	
83502	(Oct. 10)	Musical Bandit	F	16m. 2280	
83503	(Nov. 14)	Corralling A School Marm	F	20m. 2319	
83504	(Dec. 19)	Prairie Spooners	G	13m. 2328	

SPECIALS

83901	(Dec. 12)	Football Highlights of 1947	G	19½m. 2302	
841	()	Louis-Walcott Fight	G	21m. 2302	
83601	(Apr. 1)	Twenty Years of Academy Awards	E	18m. 2369	
83801	(Apr. 23)	Basketball Headliners of 1948	G	18m. 2384	
842	(June 26)	Louis-Walcott Fight No. 2	G	19m. 2422	

THIS IS AMERICA (13)

83101	(Nov. 14)	Border Without Bayonets	E	16m. 2286	
83102	(Dec. 12)	Switzerland Today	E	18m. 2311	
83103	(Jan. 9)	Children's Village	E	19m. 2319	
83104	(Feb. 6)	Operation White Tower	G	18m. 2336	
83105	(Mar. 5)	Photo Frenzy	E	16m. 2352	
83106	(Apr. 2)	Funny Business	E	18m. 2369	
83107	(Apr. 30)	Democracy's Diary	E	17m. 2384	
83108	(May 28)	Crime Lab	E	17m. 2403	
83109	(June 25)	Letter To A Rebel	G	16m. 2428	
83110	(July 23)	Sport's Golden Age	G	17m. 2436	

One Reel

FLICKER FLASHBACKS (7)

84201	(Oct. 24)	No. 1	G	10m. 2281	
84202	(Dec. 5)	No. 2	G	9m. 2319	
84203	(Jan. 16)	No. 3	F	9m. 2337	
84204	(Feb. 27)	No. 4	F	9m. 2361	
84205	(Apr. 9)	No. 5	F	8m. 2385	
84206	(May 21)	No. 6	F	9m. 2437	
84207	(July 2)	No. 7	G	9m. 2438	

JAMBORES (7)

(Re-Releases)

84401	(Sept. 5)	Enric Madriguera and Orchestra	F	8m. 2256	
84402	(Oct. 3)	It's Tommy Tucker Time	F	8m. 2281	
84403	(Oct. 31)	Johnny Long and His Orchestra	G	8m. 2287	
84404	(Nov. 28)	Duke Ellington and His Orchestra	G	9m. 2319	
84405	(Dec. 26)	Jerry Wald and His Orchestra	G	9m. 2328	
84406	(Jan. 23)	Ray McKinley and His Orchestra	F	8m. 2328	
84407	(Feb. 20)	Dick Stabile and His Orchestra	G	8m. 2337	

SPORTSCOPES (13)

84301	(Sept. 19)	Ski Holiday	G	8m. 2271	
84302	(Oct. 17)	Golf Doctor	G	8m. 2271	
84303	(Nov. 14)	Quail Pointers	G	8m. 2287	
84304	(Dec. 12)	Pin Games	G	8m. 2312	
84305	(Jan. 9)	Racing Day	G	8m. 2319	
84306	(Feb. 6)	Sports Coverage	G	8m. 2337	
84307	(Mar. 5)	Teen Age Tars	G	9m. 2361	
84308	(Apr. 2)	Doggone Clever	G	8m. 2385	
84309	(Apr. 30)	Big Mouth Bass	F	8m. 2437	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
84310	(May 28)	Muscles and the Lady	G	9m. 2414	
84311	(June 25)	Ladies In Wading	G	8m. 2437	
84312	(July 23)	Athletic Varieties			

WALT DISNEY CARTOONS (18)

(Ninth Series)

(Technicolor)

(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro)

(1946-47)

74101	(May 30)	Figaro And Frankie (F)	F	7m. 2131	
74102	(June 20)	Clown of the Jungle (D)	G	6m. 2154	
74103	(July 11)	Donald's Dilemma (D)	G	7m. 2163	
74104	(Aug. 1)	Crazy With The Heat (D)	F	6m. 2187	
74105	(Aug. 22)	Bottle Beetle (D)	G	7m. 2211	
74106	(Sept. 12)	Wide Open Spaces (D)	G	7m. 2187	
74107	(Oct. 3)	Mickey's Delayed Date (M)	G	7m. 2250	
74108	(Oct. 31)	Foul Hunting (G)	F	6m. 2250	
74109	(Nov. 14)	Mail Dog (P)	G	7m. 2271	
74110	(Nov. 28)	Chip An' Dale	G	7m. 2286	
74111	(Dec. 26)	Pluto's Blue Note (P)	G	7m. 2311	
74112	(Jan. 23)	They're Off (G)	G	7m. 2337	
74113	(Feb. 6)	The Big Wash (G)	G	7m. 2271	
74114	(Mar. 5)	Drip Dippy Donald (D)	E	7m. 2360	
74115	(Mar. 19)	Mickey Down Under (M)	F	7m. 2385	
74116	(Apr. 16)	Daddy Duck (D)	G	7m. 2403	
74117	(Apr. 30)	Bone Bandit (P)	F	7m. 2403	
74118	(May 21)	Donald's Dream Voice (D)	E	6m. 2422	

(1948-49) (18)

94101	(July 9)	Pluto's Purchase		7m.	
		Cat Nap Pluto (P)			
		Inferior Decoration (D)			
		Pueblo Pluto (P)			
		Donald's Happy Birthday			

WALT DISNEY REISSUES (6)

(Technicolor)

84701	(Oct. 17)	Hawaiian Holiday	E	8m. 2280	
84702	(Dec. 12)	The Clock Cleaners	E	8m. 2319	
84703	(Feb. 20)	Little Hiawatha	E	9m. 2336	
84704	(Apr. 2)	Alpine Climbers	E	9m. 2329	
84705	(May 14)	Woodland Cafe	E	8m. 2337	
84706	(June 18)	Three Little Pigs	E	9m. 2436	

Republic

Two Reel

SERIALS

791	(Jan. 31)	G-Men Never Forget	G	12ep. 2262	
792	(Apr. 24)	Dangers of the Canadian Mounted	G	12ep. 2311	
793	(July 17)	Dick Tracy Returns (Re-release)	E	15ep. 2319	
794		Adventures of Frank and Jesse James	G	13ep. 2428	

One Reel

CARTOON

(Trucolor)

761	(Dec. 20)	It's A Grand Old Nag	G	8½m. 2297	
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20th Century-Fox

Two Reel

MARCH OF TIME (13)

(Vol. 14)

(Sept. 5)	No. 1—Is Everybody Listening?	F	18½m. 2243	
(Oct. 3)	No. 2—T-Men In Action	E	18m. 2262	
(Oct. 31)	No. 3—End of an Empire	G	18½m. 2280	
(Nov. 28)	No. 4—Public Relations . . . This Means You	G	17m. 2286	
(Dec. 26)	No. 5—The Presidential Year	G	17m. 2319	
(Jan.)	No. 6—The 'Cold War': Act 1—France	G	18½m. 2328	
(Feb.)	No. 7—Marriage and Divorce	F	17m. 2352	
(Mar.)	No. 8—Crisis In Italy	E	17m. 2360	
(Apr.)	No. 9—Life With Junior	G	18m. 2375	
(May)	No. 10—Battle for Greece	G	17m. 2393	
(June)	No. 11—The Fight Game	G	18½m. 2413	
(July)	No. 12—The Case of Mrs. Conrad	E	20m. 2428	
(Aug.)	No. 13—White Callar Girls	G	17m. 2443	

SPECIAL

()	Report For Action	G	17m. 2403	
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One Reel

FEMININE WORLD

(Ilka Chase)

8601	(Feb.)	Something Old—Something New	E	9m. 2337	
8602	(Apr.)	Fashioned for Action	G	8m. 2376	

LEW LEHR DRIBBLE PUSS PARADE

8901	(Nov. 21)	Album of Animals	F	9m. 2250	
8902	(May)	Dying To Live	G	9m. 2403	

MOVIETONE ADVENTURES (12)

(Black and White)

8201	(Sept. 12)	Horizons Of Tomorrow	G	9½m. 2281	
8202	(Nov. 7)	The Three R's Go Modern	G	9m. 2243	
8203	(Mar.)	Sky Thrills	E	9m. 2342	
8204	(July)	Majesty Of Yellowstone	G	9m. 2393	

(Color)

(T—Technicolor; C—Cinacolor)

8251	(Aug. 22)	Holiday In South Africa (T)	G	8m. 2256	
8252	(Oct. 17)	Home Of The Danes (T)	G	8m. 2256	
8253	(Dec. 12)	Jungle Closeups (T)	G	8m. 2342	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
8254	(Jan.)	Copenhagen Pageantry (T)	G	8m. 2342	
8255	(June)	Scenic Sweden (T)	G	8m. 2407	
8256	(July)	Riddle of Rhodesia (T)	G	9m. 2444	
8257	(Aug.)	Bermuda (T)	G	8m. 2444	
8258	(Aug.)	Desert Lights (T)	G	8m. 2444	

SPECIAL

()	Thanks America	E	11m. 2352	
()	Israel Reborn	G	10m. 2437	

SPORTS REVIEWS (6)

(Technicolor)

8351	(Sept. 26)	Vacation Magic	G	8m. 2256	
8352	(Jan.)	Aqua Capers	F	8m. 2297	
8353	(Apr.)	Playtime in Scandinavia	G	8m. 2377	

(Black and White)

8301	(Aug. 1)	Gridiron Greatness	G	10½m. 2243	
8302	(Feb.)	Olympic Class	G	10m. 2342	
8303	(May)	Everglades Adventure	G	9m. 2342	
8304	()	Football Finesse	G	10m. 2444	

TERRYTOONS (24)

(Technicolor)

8501	(Feb.)	One Note Tony	G	7m. 2256	
8502	(Aug. 15)	The Talking Magpies In Flying South	F	7m. 2256	
8503	(Aug. 29)	Mighty Mouse In A Date For Dinner	F	7m. 2256	
8504	(Sept. 19)	The Talking Magpies In Fishing By The Sea	F	6½m. 2281	
8505	(Oct. 10)	Mighty Mouse in the First Snow	F	6½m. 2297	
8506	(Oct. 24)	The Talking Magpies in the Super Salesman	F	6½m. 2297	
8507	(Nov. 14)	Mighty Mouse In A Fight to the Finish	F	7m. 2303	
8508	(Dec. 5)	The Wolf's Pardon	G	7m. 2311	
8509	(Dec. 19)	Mighty Mouse In Swiss Cheese Family Robinson	G	7m. 2337	
8510	(Dec. 12)	The Talking Magpies In The Hitchhikers	F	7m. 2352	
8511	(Dec. 26)	Mighty Mouse In Lazy Little Beaver	F	7m. 2352	
8512	(Jan.)	Felix The Fox	G	7m. 2375	
8513	(Jan.)	The Talking Magpies In Taming The Cat	G	7m. 2376	
8514	(Mar.)	Mighty Mouse and the Magician	F	7m. 2385	
8515	(Mar.)	Gandy Goose and the Chipper Chipmunk	F	7m. 2413	
8516	(Apr.)	Hounding The Hares	F	7m. 2403	
8517	(Apr.)	Mighty Mouse In the Feudin' Hillbillies	F	7m. 2403	
8518	(May)	Mystery in the Moonlight	F	7m. 2403	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
3304	(Mar. 3)	Orchestra	G	15m. 2328	
3305	(Mar. 31)	Tex Beneke and Orchestra	G	15m. 2342	
		Woody Herman and His Orchestra	G	15m. 2369	
3306	(June 16)	Red Ingle and his Natural Seven	G	15m. 2403	
3307	(June 23)	Tex Williams and Orchestra in "Western Whoopee"	G	15m. 2436	
		Jimmy Dorsey and Orchestra			
		Redskin Rhumba			
		SPECIALS (2)			
		(1946-47)			
2201	(Aug. 27)	Fight of the Wild Stallions	G	20m. 2255	
2202	(Nov. 12)	Harnessed Lightning	F	17m. 2297	
		(1947-48)			
3201	(Feb. 18)	Snow Capers	G	19m. 2342	
		One Reel			
		THE ANSWER MAN (8)			
3391	(Dec. 22)	No. 1—Wind, Curves and Trapdoors	G	9m. 2319	
3392	(Jan. 19)	No. 2—Hall of Fame	G	7m. 2376	
3393	(Mar. 15)	No. 3—Men, Women and Motion	G	8m. 2403	
3394	(Apr. 26)	No. 4—Flood Waters	G	8m. 2437	
3395	(June 21)	No. 5—Mighty Timber	G	9m. 2437	
3396	(July 5)	No. 6—Rockets of the Future		8m.	
3397	(Aug. 16)	No. 7—Water Battlers		7m.	
3398	(Aug. 23)	No. 8—Home of the Iceberg			
		SING AND BE HAPPY (8)			
3381	(Mar. 29)	Spotlight Serenade	G	8m. 2385	
3382	(June 14)	Singin' The Blues	F	9m. 2437	
3383	(July 5)	River Melodies	G	8m. 2437	
		WALTER LANTZ CARTUNES			
		(Technicolor)			
2329	(Dec. 15)	Woody, the Giant Killer	F	7m. 2319	
		Pickled Puss	F	7m. 2328	
		(Reissues) (13)			
3321		Knock Knock	G	7m. 2403	
3322	(May)	Syncopated Sjoux	F	7m. 2403	
3323	(July)	Woody Woodpecker	F	7m. 2403	
		VARIETY VIEWS (8)			
3341	(Sept. 29)	Tropical Harmony	G	10m. 2287	
3342	(Nov. 17)	Chimp Aviator	G	9m. 2287	
3343	(Feb. 9)	Brooklyn Makes Capital	G	10m. 2319	
3344	(June 7)	Whatta Built	F	10m. 2407	
3345	(June 28)	Copa Carnival	F	10m. 2423	
3346	(July 12)	Paris On The Plata	F	10m. 2438	
3347	(Aug. 16)	Gaucha Fiesta	F	8 1/2m. 2428	
		Vitaphone			
		Two Reel			
		SPECIAL (1)			
		(Technicolor)			
4101	(Oct. 11)	Power Behind the Nation	G	18m. 2256	
		(1948-49)			
5101	(Sept. 11)	Football Magic			
5102	(Nov. 13)	Grandfather's Follies		20m.	
		TECHNICOLOR SPECIALS (8)			
4001	(Jan. 31)	Celebration Days	B	19m. 2336	
4002	(Oct. 18)	Soap Box Derby	G	20m. 2273	
4003	(Feb. 21)	Teddy, the Rough Rider			
		(Reissue)	E	20m. 2341	
4004	(Apr. 3)	King of the Carnival	E	20m. 2360	
4005	(May 29)	Calgary Stampede	E	18m. 2393	
4006	(July 3)	A Day At the Fair	G	19m. 2414	
4007	(Sept. 4)	The Man From New Orleans	G	19m. 2443	
4008	(Oct. 16)	My Own United States			
		(1948-49)			
5001	(Nov. 20)	Sons of Liberty		20m.	
		One Reel			
		ADVENTURE SPECIALS (6)			
		(Technicolor)			
4801	(Sept. 6)	Land of Romance	G	10m. 2263	
4802	(Nov. 15)	Beautiful Bali	G	10m. 2297	
4803	(Dec. 20)	Dad Minds the Baby	G	10m. 2311	
4804	(Feb. 28)	What's Hatchin'?	G	10m. 2342	
4805	(Mar. 27)	Rhythm of a Big City	G	10m. 2352	
4806	(June 5)	Living With Lions	E	10m. 2415	
		(1948-49)			
5801	(Sept. 25)	Mysterious Ceylon			
		BLUE RIBBON HIT PARADES (13)			
		(Reissues)			
		(Technicolor)			
4301	(Dec. 20)	Dangerous Dan McFoo	G	7m. 2319	
4302	(Jan. 17)	Hobo Gadget Band	G	7m. 2319	
4303	(Mar. 20)	Little Pancho Vanilla	G	7m. 2336	
4304	(Apr. 10)	Don't Look Now	F	7m. 2336	
4305	(Apr. 24)	Curious Puppy	F	7m. 2403	
4306	(May 22)	Circus Today	G	7m. 2403	
4307	(June 12)	Little Blabber Mouse	G	7m. 2422	
4308	(July 10)	The Squawkin Hawk	G	7m. 2436	
4309	(July 13)	A Tale Of Two Kitties	G	7m. 2436	
4310	(Aug. 14)	Pigs In A Polka	G	7m. 2436	
4311	(Aug. 28)	Greetings Bait	G	7m. 2436	
4312	(Sept. 18)	Hiss and Make Up			
4313	(Oct. 2)	Hollywood Steps Out			
		(1948-49)			
5301	(Oct. 30)	An Itch In Time			
		BUGS BUNNY SPECIALS (8)			
		(Technicolor)			
		(1946-47)			
3719	(June 28)	Easter Yeggs	B	7m. 2221	
3720	(Nov. 1)	Slick Hare	G	7m. 2297	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
3721	(Jan. 3)	Gorilla My Dreams	G	7m. 2336	
3722	(Feb. 7)	A Feather in His Hare	F	7m. 2336	
3723	(Apr. 10)	Rabbit Punch	G	7m. 2376	
3724	(May 8)	Buccaneer Bunny	F	7m. 2393	
3725	(June 12)	Bugs Bunny Rides Again	F	7m. 2415	
3726	(July 24)	Haredevil Hare	G	7m. 2438	
		(1947-48)			
4719	(Aug. 21)	Hot Cross Bunny			
4720	(Sept. 25)	Hare Splitter			
		JOE McDOAKES COMEDIES (6)			
4401	(Sept. 13)	So You Want To Be A Salesman	G	10m. 2263	
4402	(Nov. 22)	So You Want To Hold Your Wife	F	10m. 2297	
4403	(Jan. 3)	So You Want An Apartment	G	11m. 2328	
4404	(Feb. 14)	So You Want To Be A Gambler	G	10m. 2337	
4405	(May 15)	So You Want To Build A House	G	11m. 2393	
4406	(June 26)	So You Want To Be A Detective	G	10m. 2415	
		(1948-49)			
5401	(Oct. 23)	So You Want To Be In Politics			
5402	(Nov. 6)	So You Want To Be On The Radio			
		MELODY MASTERS (8)			
		(Reissues)			
4601	(Sept. 13)	Freddy Martin and his Orchestra	G	10m. 2263	
4602	(Oct. 25)	Swing Styles	F	10m. 2281	
4603	(Dec. 6)	Borrah Minevitch and Harmonica School	F	10m. 2319	
4604	(Jan. 10)	Rubioff and His Violin	F	10m. 2337	
4605	(Feb. 7)	Artie Shaw and His Orchestra	F	10m. 2337	
4606	(May 15)	Henry Busse and His Orchestra	F	10m. 2393	
4607	(June 19)	The Saturday Night Swing Club	G	10m. 2422	
4608	(July 17)	Joe Reichman and His Orchestra	G	10m. 2436	
		MEMORIES OF MELODY LANE (6)			
4201	(Sept. 27)	Let's Sing A Song of the West	G	10m. 2263	
4202	(Dec. 27)	Let's Sing An Old Time Song	G	9m. 2297	
4203	(Jan. 24)	Let's Sing A Song About the Moonlight	G	10m. 2337	
4204	(Mar. 13)	Let's Sing Grandfather's Favorites	G	10m. 2352	
4205	(May 8)	Let's Sing A Stephen Foster Song	G	10m. 2385	
4206	(July 17)	Let's Sing A Song From the Movies	G	10m. 2415	
		MERRIE MELODIES (18)			
		(T—Technicolor; C—Cinecolor)			
4701	(May 1)	Nothing But The Tooth (T)	F	7m. 2393	
4702	(May 22)	Bone Sweet Bone (C)	F	7m. 2393	
4703	(July 10)	The Shell-Shocked Egg (T)	F	7m. 2438	
4704	(July 3)	Up-Standing Sitter (C)	F	7m. 2438	
4705	(June 26)	The Rattled Rooster (T)	F	7m. 2415	
4706	(Aug. 7)	You Were Never Duckier (T)	G	7m. 2438	
4707	(Aug. 14)	Dough Ray Me-ow (C)			
4708	(Sept. 11)	The Pest That Came To Dinner (T)			
4709	(Oct. 2)	Odor Of the Day (C)			
4710	(Oct. 9)	The Foghorn Leghorn (T)			
4711	(Oct. 23)	A Lad In His Lamp (T)			
4712	(Oct. 30)	Daffy Dilly (C)			
4713	(Nov. 6)	Kit For Kat (T)			
4714	(Nov. 20)	Stupor Salesman (T)			
4715	(Nov. 27)	Riffy Raffy Daffy (C)			
		SPORTS NEWS REVIEWS			
5601	(Oct. 2)	Roaring Wheels			
		SPORTS PARADE (13)			
		(Technicolor)			
4501	(Nov. 1)	Las Vegas, Frontier Town	G	10m. 2281	
4502	(Dec. 13)	Action in Sports	G	10m. 2319	
4503	(July 31)	A Nation On Skis	G	10m. 2438	
4504	(Feb. 14)	Sun Valley Fun	G	10m. 2337	
4505	(Mar. 6)	Trip to Sportland	F	10m. 2352	
4506	(Mar. 20)	Ride, Ranchero, Ride	G	10m. 2352	
4507	(Apr. 17)	Holiday for Sports	G	10m. 2377	
4508	(June 5)	Built For Speed	G	10m. 2407	
4509	(May 1)	Fighting Athletes	G	10m. 2385	
4510	(June 19)	The Race Rider	G	10m. 2415	
4511	(Aug. 14)	Playtime In Rio	G	10m. 2438	
4512	(Sept. 18)	Sports Down Under			
4513	(Oct. 9)	Gauchos Of the Pampas			
		(1948-49)			
5501	(Nov. 6)	Jungle Man Killers			
		Foreign			
		ARTKINO			
		Human Heart, The	F	10m. 2243	
		Khiva, The City of Four Gates	G	10m. 2246	
		Kindergartens	G	10m. 2385	
		Life and Death in the Desert (Duel to the Death)	G	20m. 2384	
		Lower Depths, The	F	20m. 2297	
		Northern Korea	G	22m. 2243	
		Secrets of Nature	G	19m. 2342	
		Song of Happiness	F	11m. 2337	
		Soviet Science and Technique	G	9m. 2342	
		Soviet Sports	G	10m. 2256	
		Winter Sports In Moscow	G	7m. 2312	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Miscellaneous			
		African Big Game (AF)	G	20m. 2329	
		All American Soap Box Derby (Emerson Yorke)	G	25m. 2384	
		American Heritage, The (NSS)	G	10m. 2256	
		Another 'First' For Mr. Washington (Audio)	F	11m. 2376	
		Assignment-Tel Aviv			
		Bannister Baby Land (Elliott)	F	9 1/2m. 2414	
		(United Palestine Appeal)	G	21m. 2256	
		Borrowing in Subtraction (The World Today)	G	17m. 2336	
		Card Sharps (Target)	F	8m. 2414	
		Children's Republic, The (AF)	E	23m. 2438	
		Church In the Atomic Age, The (Film Program Services—16mm.)	G	19m. 2414	
		Clearing The Way (Screen Guild)	G	32m. 2438	
		Colour (BIS)	G	15m. 2414	
		Colour In Clay (BIS)	G	11m. 2414	
		Crimes of Carelessness (National Board of Fire Underwriters)	G	9 1/2m. 2266	
		Does It Matter What You Think? (BIS)	G	16m. 2281	
		Encores In Music (Sack Amusement)	F	10m. 2256	
		Feeling of Rejection, The (NFB of Canada)	G	23m. 2411	
		First Steps (Film Program Services)	E	11m. 2414	
		Forgotten Children (Hadassah)	G	18m. 2271	
		Fragment of Seeking (Curtis Harrington)	F	14m. 2329	
		Friendship Train, The (Warners)	E	14m. 2352	
		Graziano vs. Zale Fight			
		Picture (Caram)	G	16m. 2413	
		Heir To The Throne (BIS)	F	15m. 2297	
		Hermits of the Sky (AF)	G	11m. 2250	
		High Plain, The (General)	E	19m. 2266	
		Hot Ice (NFB of Canada)	F	9m. 2312	
		House In the Desert (United Palestine Appeal)	G	30m. 2255	
		Indonesia Calling (Brandon)	G	20m. 2297	
		Know Your Baby (NFB of Canada)	F	10m. 2312	
		Lima Family (General)	F	18m. 2250	
		Make Way for Youth (National Social Welfare Assembly)	E	22m. 2342	
		Makers of Destiny (Astor)	G	15m. 2403	
		Matter Of Time, A (Madeleine Carroll Films)	F	20m. 2438	
		Montevideo Family (Bryan)	F	15m. 2414	
		Music in the Wind (NFB of Canada)	F	9m. 2243	
		My Name Is Han (Religious Film Association)	G	27m. 2414	
		O'Voutie O'Rooney (Astor)	G	23 1/2m. 2360	
		Passing Hours, The (AF)	G	12m. 2281	
		People Between, The (NFB of Canada)	G	21m. 2271	
		People's Charter, The (UN Film Board)	E	17m. 2256	
		Penn State vs. S. M. U. (Film Productions Ltd.)	F	6m. 2328	
		Peru (General)	G	20m. 2286	
		Rhapsody Of Saturne (Technicolor) (Srlitzky-Int.)	F	9 1/2m. 2385	
		Rhythm of Africa (AF)	G	15m. 2329	
		Roman Singers of Vatican City, The (Elliott)	G	17m. 2403	
		Round Trip: The USA in World Trade (20th Century Fund)	G	20m. 2266	
		Rudolph, The Red-Nosed Reindeer (Technicolor)			
		(Jam Handy)	G	10m. 2444	
		Scotland Yard At Work (Merlin)	F	22m. 2280	
		Searchlight on the Nations (The World Today)	E	33m. 2336	
		Ski Skill (NFB of Canada)	F	9m. 2312	
		Spanish Gypsies (AF)	G	10m. 2312	
		Tabacca Land (De Rochemont)	G	8m. 2376	
		Twin Tornadoes (Sportsworld)	F	19m. 2352	
		Underground Farmers (RKO Dist. Corp.)	F	9m. 2329	
		Varieties In Music (Sack Amusement)	F	10m. 2250	
		Wheels Turn Again, The (French Information Service)	F	10 1/2m. 2243	
		Woman Speaks No. 7 (Film Studios of Chicago)	F	8m. 2377	
		Woman Speaks No. 8 (Film Studios of Chicago)	G	10 1/2m. 2297	
		Woman Speaks No. 9 (Film Studios of Chicago)	F	8m. 2377	
		Women Wrestlers (United Sports Attraction)	G	9m. 2385	
		Your Children and You (BIS)	G	29m. 2329	

	COLUMBIA	EAGLE-LION	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS	
JULY 30	The Arkansas Swing H. Hotshots, G. Henry Coroner Creek R. Scott, M. Chapman (Cinecolor)	The Spiritualist T. Bey, L. Bari, C. O'Donnell			Big Town Scandal P. Reed, H. Brooke	Berlin Express R. Ryan, M. Oberon, C. Korvin Fighting Father Dunne P. O'Brien, M. Dell Return Of the Badmen R. Scott, R. Ryan, A. Jeffreys Bring 'Em Back Alive F. Buck (Reissue) Guns of Hate, W T. Holt, N. Leslie Race Street G. Raft, W. Bendix, M. Maxwell (End 1947-48)	Daredevils Of The Clouds R. Livingston, M. Clarke	The Showdown, W W. Boyd, R. Hayden (Reissue) Return of Wildfire R. Arlen, P. Morrison, M. B. Hughes (1948-49)	(August releases) The Walls of Jericho C. Wilde, L. Darnell, A. Baxter That Lady In Ermine B. Grable, D. Fairbanks, Jr. (Technicolor) Fighting Back P. Langton, J. Rogers, G. Gray (Wurtzel)	The Time Of Your Life J. Cagney, W. Bendix, P. Draper (Cagney)	(August releases) Tap Roots V. Heflin, S. Hayward, B. Karloff (Technicolor) Mr. Peabody and the Mermaid W. Powell, A. Blyth, I. Hervey Larceny J. Payne, J. Caulfield, D. Duryea	Key Largo H. Bogart, L. Bacall, E. G. Robinson	
AUG 6	Trail To Laredo, W C. Starrett, S. Burnette, V. Maxey	Lady At Midnight R. Denning, F. Rafferty, L. L. Michel Hold That Ghost Abbott and Costello, J. Davis (Reissue)	The Search M. Clift, A. MacMahon, J. Novotna (September releases) A Southern Yankee R. Skelton, B. Donlevy, A. Dahl Luxury Liner G. Brent, J. Powell, L. Melchior (Technicolor)	Michael O'Halloran S. Beckett, A. Roberts, T. Cook Fighting Ranger, W J. M. Brown, R. Hutton, C. Larson	So Evil My Love R. Milland, A. Todd, G. Fitzgerald (English-made) A Foreign Affair J. Arthur, M. Dietrich, J. Lund	Bring 'Em Back Alive F. Buck (Reissue) Guns of Hate, W T. Holt, N. Leslie Race Street G. Raft, W. Bendix, M. Maxwell (End 1947-48)	Out Of The Storm J. Lydon, L. Collier, R. Travis Sons Of Adventure L. Roberts, R. Hayden Code Of Scotland Yard O. Homolka, D. Farr Night Time In Nevada R. Rogers, A. Devine (Trucolor)	Jungle Goddess G. Reeves, W. McKay, R. Byrd (1948-49) S.O.S. Submarine (Semi- documentary) (1948-49)	That Lady In Ermine B. Grable, D. Fairbanks, Jr. (Technicolor) Fighting Back P. Langton, J. Rogers, G. Gray (Wurtzel)	(August releases) The Walls of Jericho C. Wilde, L. Darnell, A. Baxter	Tap Roots V. Heflin, S. Hayward, B. Karloff (Technicolor) Mr. Peabody and the Mermaid W. Powell, A. Blyth, I. Hervey Larceny J. Payne, J. Caulfield, D. Duryea	Life With Father W. Powell, I. Dunne, E. Taylor (Technicolor)	
13	The Strawberry Roan G. Autry, G. Henry, J. Holt (Cinecolor)	Hired Wife R. Russell, B. Aherne, V. Bruce (Reissue)	A Southern Yankee R. Skelton, B. Donlevy, A. Dahl Luxury Liner G. Brent, J. Powell, L. Melchior (Technicolor)	The Golden Eye R. Winters, V. S. Young, M. Moreland The Dude E. Albert, G. Storm, J. Gleason (Allied Artists)	A Foreign Affair J. Arthur, M. Dietrich, J. Lund	Bring 'Em Back Alive F. Buck (Reissue) Guns of Hate, W T. Holt, N. Leslie Race Street G. Raft, W. Bendix, M. Maxwell (End 1947-48)	Out Of The Storm J. Lydon, L. Collier, R. Travis Sons Of Adventure L. Roberts, R. Hayden Code Of Scotland Yard O. Homolka, D. Farr Night Time In Nevada R. Rogers, A. Devine (Trucolor)	Jungle Goddess G. Reeves, W. McKay, R. Byrd (1948-49) S.O.S. Submarine (Semi- documentary) (1948-49)	That Lady In Ermine B. Grable, D. Fairbanks, Jr. (Technicolor) Fighting Back P. Langton, J. Rogers, G. Gray (Wurtzel)	(August releases) The Walls of Jericho C. Wilde, L. Darnell, A. Baxter	Tap Roots V. Heflin, S. Hayward, B. Karloff (Technicolor) Mr. Peabody and the Mermaid W. Powell, A. Blyth, I. Hervey Larceny J. Payne, J. Caulfield, D. Duryea	Life With Father W. Powell, I. Dunne, E. Taylor (Technicolor)	
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27	Lulu Belle D. Lamour, G. Montgomery The Black Arrow L. Hayward, J. Blair, G. Macready	Northwest Stampede J. Leslie, J. Craig, J. Oakie (Cinecolor)	Julia Misbehaves G. Garson, W. Pidgeon, P. Lawford No Minor Vices D. Andrews, L. Palmer, L. Jourdan (Enterprise) The Secret Land Admiral Byrd Adventure (Technicolor)	Joe Palooka In Winner Take All J. Kirkwood, J. E. Knox, S. Clements	Beyond Glory A. Ladd, D. Reed, T. Neal	Station West D. Powell, J. Greer Rachel and the Stranger L. Young, W. Holden, R. Mitchum Variety Time J. Paar The Pearl P. Armendariz, M. E. Marques (Mexican-made) Tarzan's Fountain Of Youth L. Barker, B. Joyce A. Dekker The Best Years of Our Lives F. March, D. Andrews, M. Loy, T. Wright The Twisted Road C. O'Donnell, F. Granger, H. Da Silva Good Sam G. Cooper, A. Sheridan, R. Collins Melody Time (Disney) (Technicolor)	Angel In Exile J. Carroll, A. Mara, T. Gomez Hidden Gold, W W. Boyd, R. Hayden (Reissue) Flirting With Fate J. E. Brown, B. Roberts, S. Duna (Reissue) That's My Boy J. Durante, R. Tauber (Reissue)	Harpoon J. Bromfield, A. Louis (1948-49) Blood And Sand T. Power, L. Darnell, R. Hayworth, (Reissue) I Wake Up Screaming B. Grable, V. Mature, C. Landis (Reissue) The Luck Of The Irish T. Power, A. Baxter C. Kellaway Escape R. Harrison, P. Cummins, W. Hartnell (English-made) Forever Amber L. Darnell, C. Wilde, R. Greene (Technicolor) The Creeper E. Cianelli, O. Stevens, J. Vincent The Gay Intruders J. Emery, T. Geva, L. Erickson	Red River J. Wayne, M. Clift, J. Dru (Monterey) Pitfall D. Powell, L. Scott, J. Wyatt (Regal) One Touch of Venus A. Gardner, D. Haymes, R. Walker (September releases) The Saxon Charm R. Montgomery, S. Hayward, J. Payne For The Love Of Mary D. Durbin, E. O'Brien, D. Taylor, J. Lynn An Act Of Murder F. March, F. Eldredge, E. O'Brien An Innocent Affair F. MacMurray, M. Carroll, C. Rogers (Nasser) Texas, Brooklyn and Heaven D. Lynn, G. Madison, J. Dunn (Golden) Rope J. Stewart, J. Dail, J. Chandler, (Transatlantic) (Technicolor)	Embraceable You D. Clark, G. Brooks, S. Z. Sakall (End 1947-48)			
SEPT 3												Two Guys From Texas D. Morgan, J. Carson, D. Malone (Technicolor)	
10	Gentleman From Nowhere W. Baxter, F. Baker, W. Graff	The Olympic Games of 1948 Commentary by Bill Stern and Ted Husing (Technicolor)											
17	Black Eagle, The Story of A Horse W. Bishop, V. Patton, J. Bell	In This Corner S. Brady, A. Shaw, J. Millican My Son, My Son B. Aherne, M. Carroll, L. Hayward (Reissue) International Lady G. Brent, I. Massey, B. Rathbone (Reissue) Hollow Triumph J. Bennett, P. Henreid Adventures of Gallant Bess C. Mitchell, A. Long, P. Knight											
24	Singin' Spurs H. Hotshots, P. White, K. Grant (End 1947-48)												
OCT 1	Triple Threat (1948-49) R. Crane, G. Henry, H. Wismer Walk A Crooked Mile D. O'Keefe, L. Hayward, J. Lloyd												
8													

HOLIDAYS—SPECIAL EVENTS

Sept. 2—V-J Day
Sept. 6—Labor Day

SELZNICK RELEASING ORGANIZATION

The Paradine Case—G. Peck, Valli, A. Todd
Mr. Blandings Builds His Dream House—M. Loy,
C. Grant, M. Douglas

FILM CLASSICS

Drums—(Technicolor) (Reissue)
Four Feathers—(Technicolor)—(Reissue)
Miraculous Journey—R. Calhoun, V. Gray (Cinecolor)

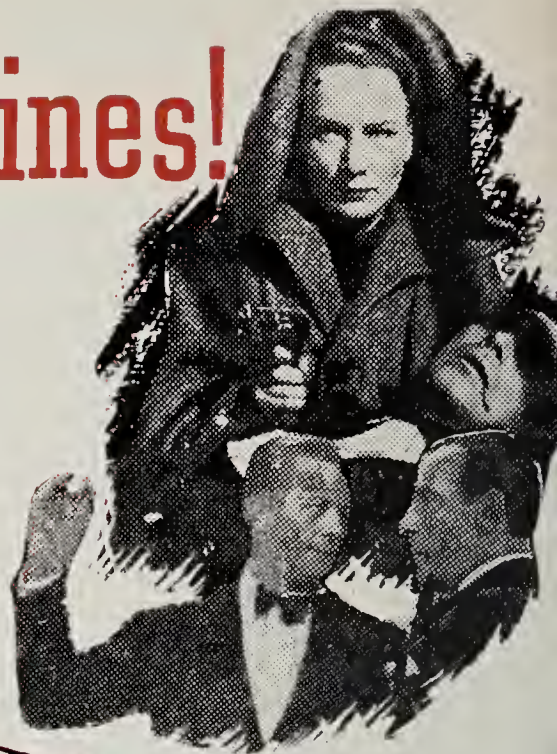
Timely As Today's Headlines!

New York World-Telegram
**FBI GUARDS RED TUTOR
AFTER FREEDOM LEAP**

NEW YORK
Journal-American
BARES TERROR OF REDS

3: Dailymirror 3:
**'I JUMPED TO GET
FREE' FROM REDS,
TEACHER SAYS**

NEW YORK
Herald Tribune LATE CITY EDITION
Mrs. Kosenkina Leaps From Soviet Consulate,
In Hospital After 3-Story Jump to Escape Reds;



Acclaimed

HOLLYWOOD REPORTER

Quote: "Arpi-Film Classics up with a winner 'SOFIA' strong spy melodrama—Balkan intrigue."

VARIETY . . .

Quote: "Enterprising exhibits can make hay with 'SOFIA'!"

FILM DAILY . . .

Quote: "Should bolster box office potential. Rates in the top bracket! Cinecolor at best!"

MOTION PICTURE DAILY

Quote: "F.C. Makes impressive show of strength!"

One of a series of teasers used in the New York Campaign

Announcing

A STARTLING
NEW PICTURE!



FILMED ON A TREMENDOUS SCALE IN COLOR
BY CINECOLOR . . . AND SPARING NOTHING IN THE
FURY OF ITS TELLING—HERE IS THE REMARKABLE
STORY OF A CITY OF SPIES AND SABOTAGE, OF
BEAUTIFUL WOMEN AND RUTHLESS MEN . . . THE
STORY THAT RIPS THE CURTAIN FROM THE EX-
PLOSIVE SECRETS HIDDEN DEEP IN TODAY'S
POWDER KEG OF EUROPE!

Another FIRST
FROM
FILM CLASSICS, INC.



SO FIA

City of Intrigue

color by Cinecolor

Starring

GENE RAYMOND · SIGRID GURIE

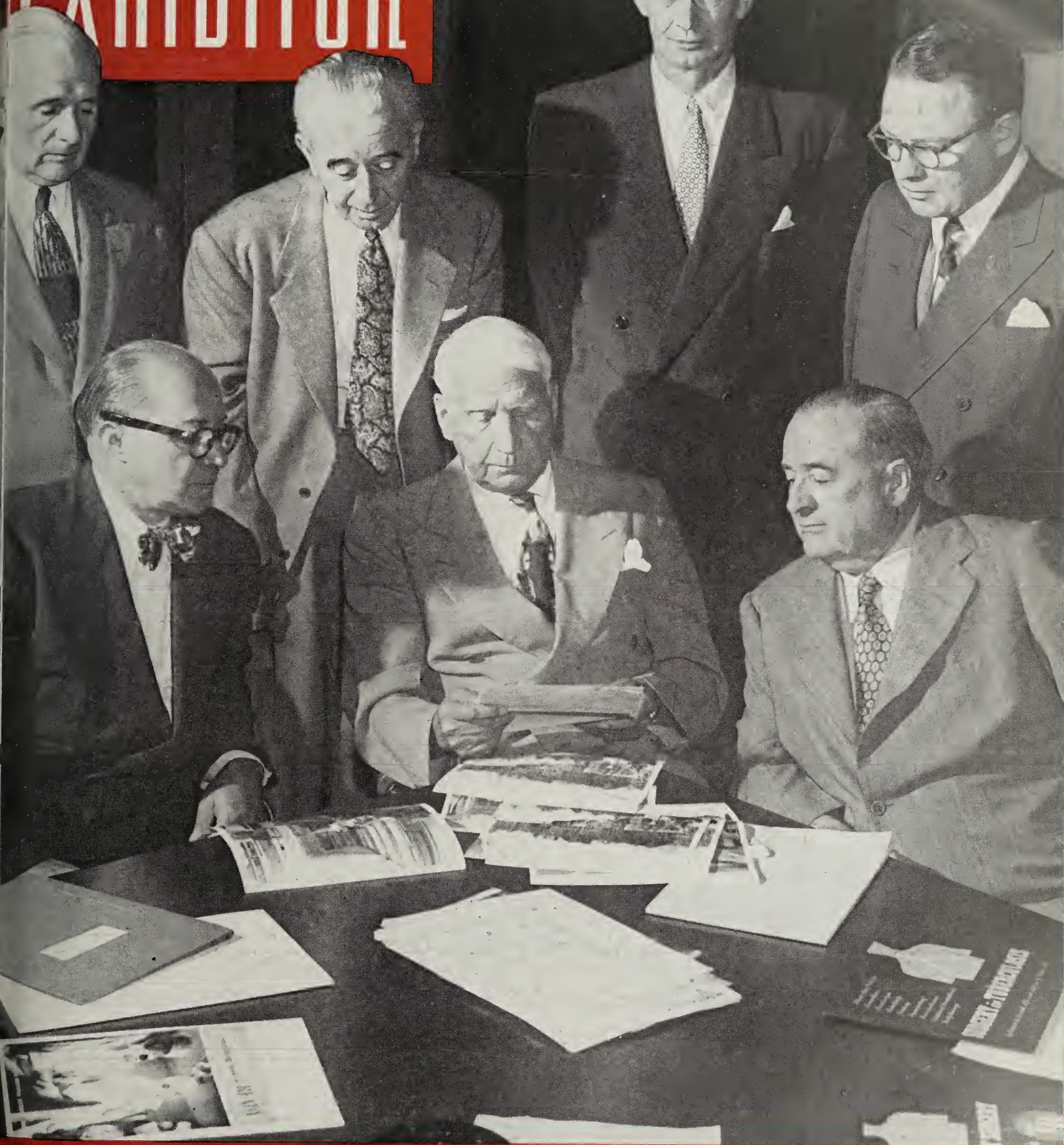
Patricia MORISON · Mischa AUER · John WENGRAF

Directed by John REINHARDT · Produced by Robert PRESNELL, Sr. and John REINHARDT

Screenplay by FREDERICK STEPHANI

Released by FILM CLASSICS, INC.

THE EXHIBITOR



SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE



VOLUME 40
NUMBER 17

SEPTEMBER 1, 1948

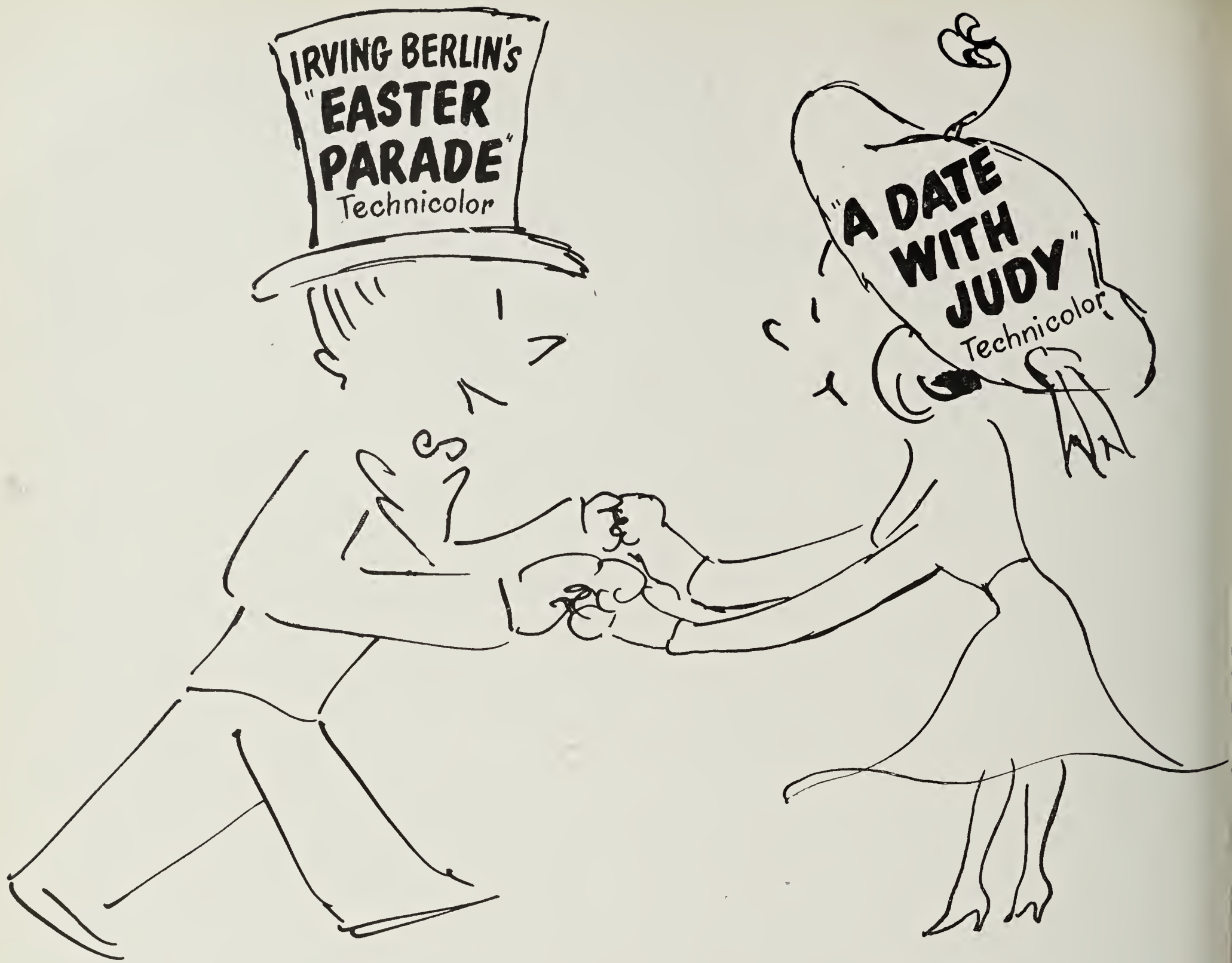
NOT SOLD

Here is part of the committee currently sponsoring the national drive for funds for the Will Rogers Memorial Hospital, Saranac Lake, N. Y. Seen are, left to right, seated, Harold Rodner, Walter Vincent, James H. Grainger, and standing, left to right: Ed Grainger, William F. Rodgers, Robert Mochrie, and Gus Eysell, who have been active in the campaign.

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

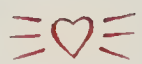
IN THIS ISSUE: *Highlights of the Hollywood scene are again recorded by Paul Manning in*

STUDIO SURVEY



HELLO KID! WELCOME
TO THE BIG TIME!

Yes, it's really wonderful the way M-G-M's "A DATE WITH JUDY" is coming along in the "Easter Parade" manner in all its first engagements. The phenomenal run at Radio City Music Hall, where its FIRST 3 WEEKS SET NEW ALL-TIME M-G-M HIGH, parallels its rousing nationwide boxoffice reception. Have you had your Vitamin M-G-M today?



M-G-M presents "A DATE WITH JUDY" starring WALLACE BEERY, JANE POWELL, ELIZABETH TAYLOR, CARMEN MIRANDA, XAVIER CUGAT and his Orchestra, ROBERT STACK • Color by TECHNICOLOR • Screen Play by Dorothy Cooper and Dorothy Kingsley • Based on the Characters Created by Aleen Leslie • Directed by RICHARD THORPE • Produced by JOE PASTERNAK.



ANYWAY, there is a silver lining. The popcorn crop is greater than it was last year.

★

A SPECIAL REFRIGERATION service occurred in a Denver theatre where the manager put into his ice cream cooler a bottle of cream that a patron had been carrying while the latter saw the show.

★

DRIVE-IN bargain seekers are probably having a field day on the coast where it is reported that two competitive drive-ins are so close to each other that patrons of one can see the screen at the other without too much trouble.

★

HEADLINE—"To Press For Concessions On U. K. Quota"—which shows the effect of extra profits activities on international relations.

★

ONE OF THE merchandising tieups for "A Song Is Born" has resulted in a special wallpaper being created, in which the name of the film and producer, Samuel Goldwyn, are used. However, the film salesmen peddling the show are only selling the film. The purchase of the wallpaper, it is expected, will come from the profits theatremen are likely to make from playing the picture.

★

A CHURCH being constructed in the mid-west is to have a loud speaker system with special outlets for the deaf, a covered entrance similar to a marquee, and a mothers' chapel with glass curtain so that small children may be brought without disturbing the rest of the congregation, all of which shows one effect of exhibition on religion.

—H. M. M.

I N D E X

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THE EXHIBITOR

VOL. 40, No. 17



SEPTEMBER 1, 1948

A Minor Mystery

ONE of the minor mysteries of the business is why some producers still insist that it is impossible for experienced industryites to appraise their pictures in a cold projection room. After 20, or 30, or even more years in the business, one would assume that many traders would have had enough experience to evaluate product without benefit of tittering, guffawing, squirming, or even apathy from laymen in a theatre.

THIS is a custom which seems not to have spread to other industries. For example, a furniture manufacturer does not tell buyers for department stores: "You can't look at the furniture by yourself. We will have it on display at a given spot, and from the reaction of the passers-by you will be able to determine how this set will sell." Or a dress manufacturer does not force a buyer to observe customers' reactions before taking an order.

GENERALLY, whether the producer knows it or not, the effect on the exhibitor is usually the opposite to that which he seeks. Most theatremen get suspicious of a film which can be seen only at a sneak preview. They remember many films seen in projection rooms which have proved strong grossers, and about which the producer had no doubt.

THE SNEAK THEATRE preview, and we are speaking of the producer who prohibits a theatremen from looking at a show in a projection room, finds favor with an exhibitor's in-laws, his maid, friends, etc., because many of the preview invitations wind up in their hands. The percentage of exhibitors who appear at these showings is indeed small.

IT IS MORE or less of an insult to tell an experienced industryite that he cannot judge a picture by himself, and that he needs the help of a packed theatre to evaluate product properly. How would the producer feel, if before making the show, the exhibitor insist that he get hundreds of people to tell him how to cast it, direct it, and cut it? This would make as much sense as the directive which declares: "No industryite is competent to judge my picture without help from the audience."

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Happy-Go-Lucky Horace
says—

**YOU CAN'T
BEAT**



Every Exhibitor says—
YOU CAN'T BEAT

Tyrone POWER



in the kind of role... in the kind
of arms you want him in!

Anne BAXTER



with
CECIL KELLAWAY
LEE J. COBB

Directed by **HENRY KOSTER**

Jame
J. M.

Screen
Based on a



First Time—
First Run at
Regular Prices!

**FOREVER
AMBER**
TECHNICOLOR

September is LUCKY



Jayne Meadows
ian · Phil Brown
Charles Irwin
by Philip Dunne
by Guy and Constance Jones

Produced by **FRED KOHLMAR**



THAT LADY IN ERMINE

Grosses in the Tra-
dition of 20th's Top
TECHNICOLOR
Musicals!



THE WALLS OF JERICHO

Packing them in
to the Walls
Everywhere!



THE STREET WITH NO NAME

July M. P. Herald
Boxoffice
Champion!

Month at 20th Century-Fox . . . September is **YOUTH MONTH** all over America!



A GROUP OF NEW YORK THEATREMEN ARE SHOWN RECENTLY VISITING THE WILL ROGERS MEMORIAL HOSPITAL, SARANAC LAKE, N. Y.

The Will Rogers Memorial Hospital Needs Help

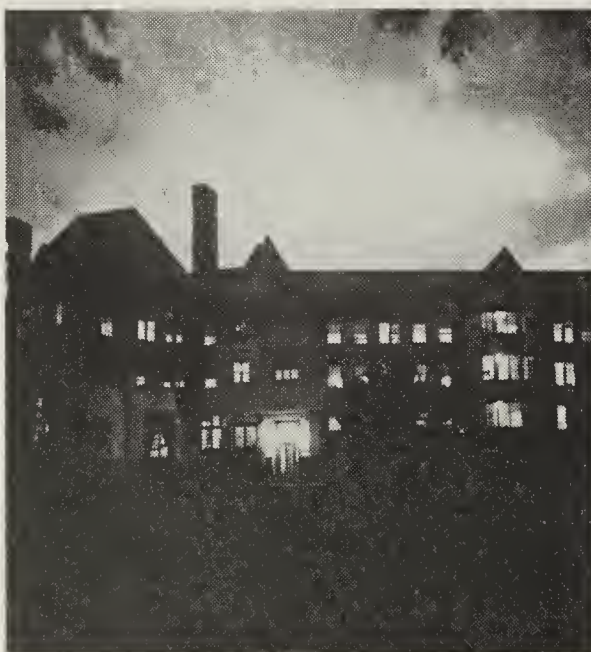
An All-Industry Home, It Deserves Assistance From The Entire Business

STANDING unique among the beneficial organizations maintained by any industry is the producer-and-exhibitor-supported Will Rogers Memorial Hospital.

This million-dollar tuberculosis sanatorium is entirely supported by the motion picture companies and the exhibitors of America. Founded and originally sustained by the old NVA Fund, the Home, as it is called, was known as the NVA Lodge. With the founding of the Will Rogers Memorial Fund in 1936, it assumed its present name.

All services of the hospital, including rooms, meals, medical care, and nursing, are entirely free to the patients. It has been calculated that the cost is \$45 per week for each patient.

In order to keep the hospital open and operating, the representatives of the various industry branches that support it have begun a drive for funds. Sam Shain, 20th Century-Fox, is coordinating the



Silhouetted against the night sky, and blazing with light, the Will Rogers Memorial Hospital is a symbol of health and happiness to everyone.

drive with the help of Harold Rodner, Walter Vincent, James R. Grainger, Ed Grainger, William F. Rodgers, Robert Mochrie, Gus Eyssell, Andy Smith, Charlie Reagan, Abe Montague, Bill Scully, Bill Heineman, Ed Morey, Ben Kalmenson, Joe Unger, and other industryites.

The sanatorium's internal structure is an extremely elaborate affair. Combined with the need for medical care for the patients, there is the necessity of governing the social aspects of the hospital. Many recreational facilities are provided, together with instruction in various business and social subjects. All training is given by professional instructors. To administer this complicated organization, the industry has chosen a board of directors, among whose members are currently Vincent, Rodner, Edmund C. Grainger, Dan Michalove, Senator J. H. Walters, Will H. Hays, Leon Netter, and Herman Levine.

(Photographs by Cosmo-Sileo.)



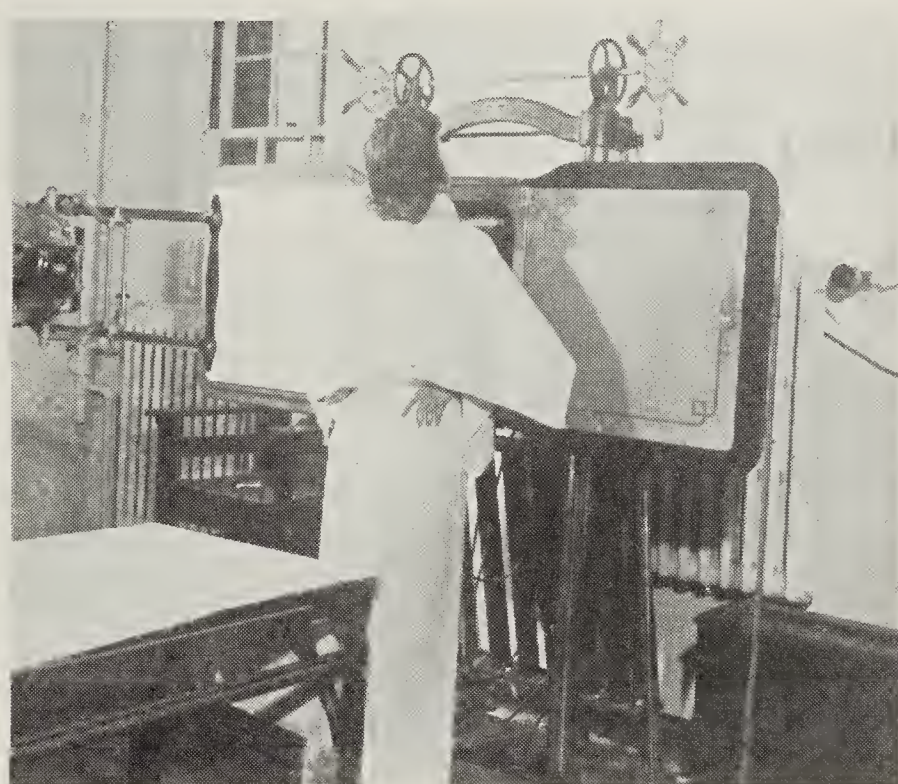
Waiting to welcome a patient to the home are, left to right, E. Serlin, H. Rodner, Dr. E. S. Phillips, Dr. Homer W. McCreary, Dr. Herbert M. Bergamini, and Sam Shain, 20th Century-Fox, the coordinator of the drive.



A patient is admitted to the home, where she will begin a series of treatments that will restore her to good health. The atmosphere, from the very first day, is one of fellow hip, which has a therapeutic value all its own.



A complete history of every patient is taken upon admission. Dr. George E. Wilson, medical director of the hospital, takes a detailed record of a new patient's illness. This case history is being constantly brought up-to-date.



Immediately upon admittance, the patient is X-rayed, and fluoroscoped. At regular periods, thereafter, other X-rays are taken to check on progress. Only an X-ray can determine the condition and extent of any lesion.



During the prescribed rest periods, the patients relax completely, and shown here are two gentlemen who are using this period to discuss subjects of common interest. Such a thing as a friendless patient is practically unknown.



On the spacious sun porches that run around the building, the patients get the fresh air, and rest so vital to them. Since most of the patients have a common background in show business, congenial company is always found.



Potients who are well enough to walk around eat in this sun-lit dining room. A great deal of emphasis is placed on sunshine at the home, and the patients can never get enough of it. The hospital is located on a resort site.



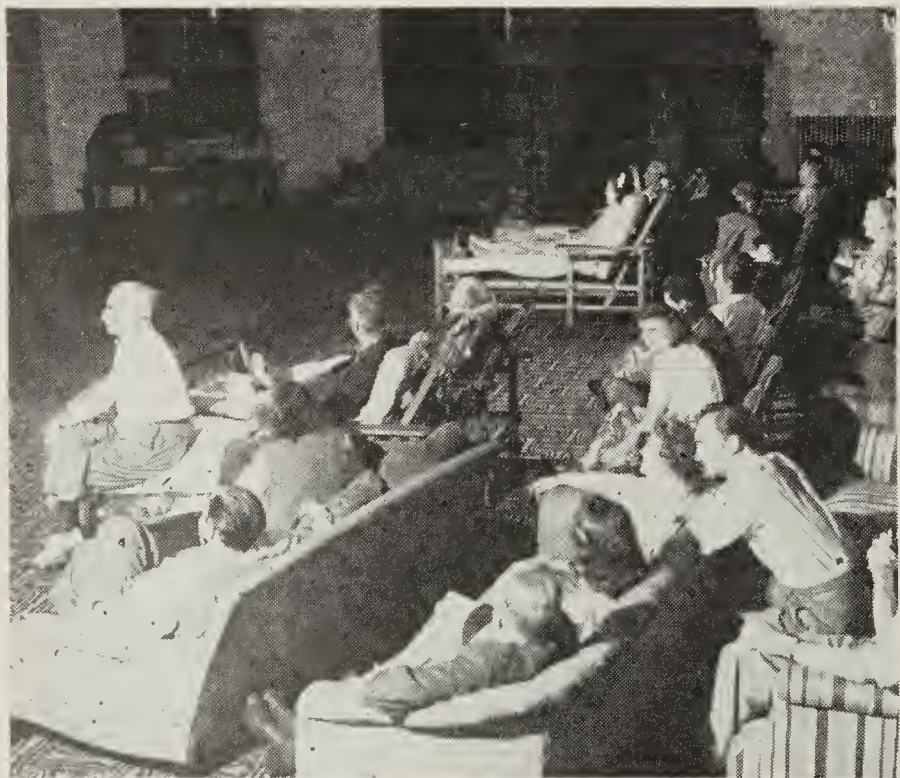
Food is prepared in these large spotless kitchens. Meals are planned by trained dietitians in accordance with doctor's orders, and patients get not only delicious but nutritious meals which contribute greatly to their progress.



Potients well on the road to recovery may take light exercise. The croquet court on the front lawn is one of most widely-used facilities. The grounds are spacious, and laid out in a design that resembles any large park.



Instruction in various subjects is provided by professional teachers. Shown is a class taking shorthand lessons in the well-stocked library, which is provided with many fiction works and all of the industry trade magazines.



Tuesday night is "Movie Night." All of the best and newest features are shown in the living room-auditorium, and all patients who can possibly be there relax and watch the product of the industry to which they all belong.



Shown here is the rear facade of the building. The hospital is located in the healthful Adirondacks, away from noisy traffic and the irritating bustle of big-city life. Patients who have left often call it "a second home."

MEL KONECOFF'S NEW YORK

WHEN HERBERT YATES, Republic prexy, returned from a nine-week tour of Italy, France, and England, he had quite a bit to get off his chest without mincing any words. Of England, he declared that no one there likes the present situation with the possible exception of J. Arthur Rank. British exhibitors feel that they need American pictures to exist, and make a profit, according to Yates, while 90 per cent of the British public, he felt, preferred American pictures to most of their own product, which they consider dull and lengthy.



Yates estimated that in 1949 American distributors wouldn't be able to withdraw more than 25 per cent of what they were able to get out in 1946 or 1947. Even if funds were blocked, Yates felt that they would be insecure according to present day rates of exchange and the insecurity of British currency.

He felt that it was a disastrous situation, and that the moves of the British government should be watched in connection with the whole situation, since they are fully behind the British film industry and Rank, contrary to the little support received by the American industry by the government.

He reported great fear in Britain over the contemplated nationalization of the industry, which is being fought by most exhibitors there. Yates was in favor of pulling out of the country until some normalcy returns as well as actively considering the possibility of withholding American produce from British houses in other parts of the world. He denied the allegation that American film distributors are behind any boycott of British films here by exhibitors or the public.

The Republic prexy reported that his company may open a branch office in Paris to supervise the distribution of product in that country. He stated that communistic elements in the government were in the controlling seat as far as the motion picture industry is concerned, and that they tended to favor local producers and distributors, and to make it difficult for American distributors.

His visit to Italy found that country making good post-war progress with no restrictions on the import or distribution of American pictures, with only export of currency blocked. The Italian government does not show the same antagonism against American pictures as is found in England. He thought that Republic will probably open a branch office in the near future in Rome.

Turning to the domestic scene, Yates announced that Republic will make a total of 50 pix for 1948-49, 22 of which will be westerns while 16 to 20 will be in Trucolor. Four serials will also be turned out in the coming years. He also denied that Republic's controlling stock was for sale, stating that he was having too much fun at present to sell, unless someone came through with the fantastic offer of five millions for his controlling stock.

INTERVIEW DEPT.: The other day we saw Dick Powell, star and co-producer of "Pitfall," backstage in his dressing room at the Capitol, where he is making a personal appearance, and he was really enthused over the way the public was receiving his first independent production, with a near record take at the boxoffice in its first week. He told us that the next film to be made by him and Sam Bischoff and their company, Regal Films, would probably be the Literary Guild selection—best seller, "Mrs. Mike." He will probably star in it, and he would like to get his wife, June Allyson, for the feminine lead. It will probably be budgeted at \$1,400,000,

and will be filmed in Canada in November.

Powell would like to be able to make two every three years for his own company, with several others on the outside. He has several other properties being readied, including "Cry Danger," purchased from Humphrey Bogart's company, and another dramatic entry entitled "Breakaway." He will probably star in all the forthcoming Regal Productions, which are dramatic entries, and he doesn't think that the public is only going in for comedies and musicals, as evidenced by the returns on "Pitfall" throughout the country. Incidentally, while we were talking, the television set was showing a ball game, and he patted it fondly, saying that here was an entertainment medium to watch in the future.

ROSES ARE READ—VIOLETS ARE BLUE; We Love Rita Hayworth; Do You? The other day some gal walked in with a single rose on a long stem (the rose that is) with the following thought engraved: "A rose is a rose belongs to Gertrude Stein. A rose by any other name belongs to Will Shakespeare. This rose belongs to a lady whose reputation could be a great deal better, who might watch the company she keeps, but who's been loving them and leaving them for exactly 100 years, this year. A very beautiful woman, this one. Wouldn't dare to send this flower to your home. One thing is for sure, you'll be seeing her."

Aside to Columbia: If it's from whom we think it's from, we've already seen her, and all we can say is "Carramba."

EUROPEAN REPORT: Irving Maas, MPEA vice-president and general manager, returned from a 10-week swing of France, Holland, Germany, Austria, Czechoslovakia, and Hungary last week, and reported as follows:

Germany: Great strides have been made in the rehabilitation of the country and in currency reform. There is virtually no metal currency around so exhibs find it difficult to make change at the boxoffice. Recovery of German production has been slower than expected.

Holland: Pix made in western European countries, including Britain, receive a minimum of 12 weeks playing time while American films are not guaranteed a minimum, but can receive a maximum of 40 weeks playing time. He believed the discrimination was unfair. The post-war boom has about petered off.

Public Interest Guides "Hamlet" Dates

NEW YORK—The public interest demonstrated in the J. Arthur Rank production of "Hamlet" will be the guiding factor in the release plans for this road show, according to a statement issued last week by W. A. Scully, vice-president and general sales manager, Universal-International Pictures, Inc.

Czechoslovakia: A deal is pending to allow a number of American pix to be distributed here, which would also include aid in distributing their pix in the U. S. He urged American producers to utilize the excellent studios available in that country when considering foreign production. He reported 27 theatres closed down there recently, ostensibly for vacation purposes, but actually because of a product shortage.

Austria: The situation is good, and normalcy seems to be returning. He termed it a competitive market.

Maas hit at random sales of films by independents in Europe of product that is not suitable for export, which, in the long run, will do more harm than good. He opined that American films were being hedged in more and more, and that the future depended a great deal on the political situations in most of the countries. He summed it up by stating that if an open market were permitted that twice as many pix could be distributed, and three times as much money can be made under those conditions.

THE METROPOLITAN SCENE: We like that "idea" brochure sent out by RKO Theatres ad and publicity chief on "Good Sam," which will start playing the circuit shortly. . . . Get Mel Gold, National Screen Service ad and publicity head, to sing the song "I'm The You In The U.S.A.," the words for which he wrote, and which will be used during "Youth Month" on the screens and air waves of the nation. . . . Jules K. Chapman, assistant general sales manager, Film Classics, celebrated his 25th year in distribution. . . . "Key Largo," in its six-week engagement at the New York Strand, rolled up a \$600,000 net. . . . Dave Horne, Film Classics' foreign manager, was recently surprised at his hotel in Cuba by a horde of police seeking a clue to the bank robbers who got away with a half million dollars. . . . The Comerford Circuit resumes its stage show policy in mid-September. The Feinberg Agency will buy and book the talent. . . . That's a good pressbook out on "Red River." . . . The radio show, "Movie Matinee," goes out over the full Mutual Network with "Red" Benson as permanent emcee. . . . While we're on radio, we hate to see "The Robert Q. Lewis Show" fade from its summer CBS spot because it was real pleasant listening.

Carrington On Coast

HOLLYWOOD—G. L. Carrington, president, Altec Service, arrived last week after attending the wedding, in Lincoln, Ill., of his eldest son, G. L., Jr., to Harriett Clare Perry. Carrington's youngest son, Robert J., was his brother's best man.

NOW! FOR THE FIRST TIME

NOTHING EVER HELD
WALTER WINCHELL
LIKE ALFRED
HITCHCOCK'S

ROPE

“It ties you into
knots! Hitchcock at
his big-time best!”



NOTHING
EVER
HELD

J. EDGAR HOOVER
F.B.I. CHIEF

LIKE

ALFRED

HITCHCOCK'S

ROPE

“Never saw
anything like it!
Terrific suspense!
Leaves you
breathless!”



NOTHING
EVER HELD

DOROTHY KILGALLEN
FAMED COLUMNIST

LIKE

ALFRED

HITCHCOCK'S

ROPE

“Nerve-racking
from the opening
until the end!
Audiences will
remain cemented
to their seats!
The fan who doesn't
hurry to see ROPE
is cheating himself
of screen history!”



THE PUBLIC AT THE GLOBE N.Y.

NOTHING EVER HELD YOU LIKE ALFRED HITCHCOCK'S

ROPE

IN COLOR BY
TECHNICOLOR

IT STARS

JAMES STEWART

WITH

JOHN DALL · FARLEY GRANGER · SIR CEDRIC HARDWICKE

AND

CONSTANCE COLLIER · JOAN CHANDLER

Screen Play by Arthur Laurents
From the Play by Patrick Hamilton
Director of Photography,
Joseph Valentine, A.S.C.



PRESENTED BY WARNER BROS. A TRANSATLANTIC PICTURE

"Youth Month" Starts Throughout Industry

NEW YORK—Reports from all parts of the country this week indicated enthusiasm for "Youth Month," set to start today (Sept. 1).

On behalf of "Youth Month," Advertising Council, Inc., sent to national and local advertisers as well as nearly 17,000 exhibitors, copy for a 1,000-line advertisement to be sponsored in local communities by business men or firms on an individual or cooperative basis.

The advertisement contains an attractive picture of a typical American family group on a picnic with the legend, "98% O K" across the face. It contains appropriate type to match the illustration, a panel of questions for parents and the "Youth Month" shield. Keyed at the bottom is the slogan, "The Youth of Today is the Hope of Tomorrow."

Incorporated with the four page brochure containing the ad is a proof sheet outlining last minute news on "Youth Month" activities containing campaign suggestions for use on the local level.

Simultaneously, the "Youth Month" campaign received warm support from a group of California mayors and city managers.

In line with AMPA's recent announcement of cooperation on "Youth Month," a red, white, and blue lobby hanger has been created by Leon J. Bamberger, RKO sales promotion manager and veteran AMPA member. This lobby hanger is being distributed to exhibitors free of charge through National Screen Service. The same design is being used in the NSS trailer and as a cover design for the official song, "I'm The You In The U.S.A."

Governor Thomas J. Herbert, Ohio, sent a letter bearing the "Youth Month" stamp on its envelope to all exhibitors in Ohio, calling on their active support for "Youth Month" in September. The Governor also called attention to "Report For Action," the documentary photoplay financed by Theatre Owners of America as one of the steps in the campaign, and advised its widespread showing to local groups during non-theatrical hours.

As part of its observance of "Youth Month" in September, the Rivoli, New York, will be operated by a "Youth Theatre Staff for a Day." An essay competition is to be held, from which selections for the various positions of the house will be made. Any boy or girl can "apply" for a post by writing, in 100 words or less, a paper on the subject, "How I Would Run A Movie Theatre." The competition ends on Sept. 15, and entries should be forwarded to managing director Montague Salmon.

A committee of judges comprising many theatre execs will determine the best letters, with the quality of the letter determining the importance of the post. The "managing director" will receive a \$25 savings bond, and lesser awards will go to the others. Other "Youth Month" activities at the Rivoli include the showing of the featurette, "Families First."

Plans for the promotion of "Youth Month" in Kansas City territory by Kansas City theatre committee in cooperation with welfare groups were progressing rapidly.

FCC Chairman Set To Address TOA Meet

NEW YORK—Wayne Coy, chairman, Federal Communications Commission, will address the national convention of Theatre Owners of America on Sept. 25 in the Drake Hotel, Chicago, it was announced last week by Gael Sullivan, TOA executive director.

It is expected that Chairman Coy will clarify many of the problems now confronting exhibitors on the subject of possible conflict or cooperation with TV.

Hollander Names Aides

CHICAGO—William K. Hollander, Balaban and Katz, publicity co-chairmen with Thornton Sargent for the national TOA convention to be held in the Drake Hotel, on Sept. 24 and 25, last week listed the Chicago aides who will serve on his committee.

They include W. B. Bishop, MGM; Eddie Solomon, 20th Century-Fox; Lucia Perrigo and Al Weinberg, Warners; Bob Hickey, Wally Heim, and Lou Mayer, RKO; Leon Brandt, Eagle Lion; E. G. Fitzgibbons, Paramount; Ben Katz, Universal-International; Norman Kassell, Essaness Theatres; Jonas Perlberg, Jim Ascher, Jerry Baxter, Leo Zablin, and Joe Essler, Harris Silverberg, National Screen Service; Irving Mack, Filmack Trailer Company, and Jack Garber, Balaban and Katz.

UA, PF In "Israel" Deal

NEW YORK—It was announced last week that distribution facilities of United Artists throughout the world have been placed at the disposal of Palestine Films, Inc., for the release of their news-review series under the general title of "Israel Today." The first issue to be released through United Artists is "Israel In Action," to be followed by one new issue each month. The deal was negotiated between Arthur W. Kelly, executive vice-president, United Artists, and Norman Lourie, president, Palestine Films, Inc. The introductory issue of the series called "Israel Reborn" has been distributed by 20th Century-Fox.

New Coast Contracts Signed

LOS ANGELES—A new five-year contract was signed last week between the major producers and teamsters, electrical workers, hod carriers, building service employees, and plasterers. One provision gives employment preference to those who have had six months or more experience in the film industry in Los Angeles County.

Four committees were set up recently to handle the program, with M. D. Cohn, Paramount, coordinating chairman. "Education Week," Sept. 1-7, was under the supervision of Senn Lawler, Fox Midwest Theatres. Joe Redmond, Esquire, heads the committee on health and physical protection, which will be emphasized the second week. From Sept. 15-21, Jay Means, Oak Park Theatres, will head the citizen and character building campaign, while the last week will find Ted Winn, Orpheum, heading the committee on recreation.

New York Area Backs Rogers Drive

NEW YORK—The drive to save the Will Rogers Memorial Hospital opened here last week with a luncheon attended by more than 150 leaders in the distribution and exhibition field, as well as prominent representatives from allied industries and labor organizations. Clarence Eiseman, president, Film Board of Trade, and president, "Drive To Save The Will Rogers Memorial Hospital, Inc.," the organization set up to handle the fund-raising campaign, acted as chairman.

Among the speakers were A. Montague, general sales manager, Columbia, and an officer of the Will Rogers Corporation; Hank Hearn, Charlotte exhibitor, at one time a patient in the hospital; and Jack Ellis, UA division manager and a trustee of the corporation.

Montague warned the exhibitors present that it was imperative they give complete cooperation, pointed out that New York was the key factor in the entire campaign, and that a failure in this territory would probably mean failure across the country and the loss of the hospital to the industry. Only five admissions to the hospital have been possible since last October, Montague stressed, and added if funds have not been raised by November, it is feared some agency other than the motion picture industry would be forced to take over the financing of the institution.

Ellis outlined the mechanical details of the drive, which will take the form of prize book sales, and set as a goal the sale of at least one book by every employe in each home office, exchange, theatre, and firm connected with the industry. An immediate response to his plea came from many of those present, with pledges totaling hundreds of books placed before the meeting adjourned.

Prizes being offered include two 1949 automobiles, an all-expense trip for two to Hollywood, one \$1,000 bond, two \$500 bonds, five \$100 bonds, and season passes for the 1949 season to the Brooklyn Dodgers, New York Yankees, and New York Giants games.

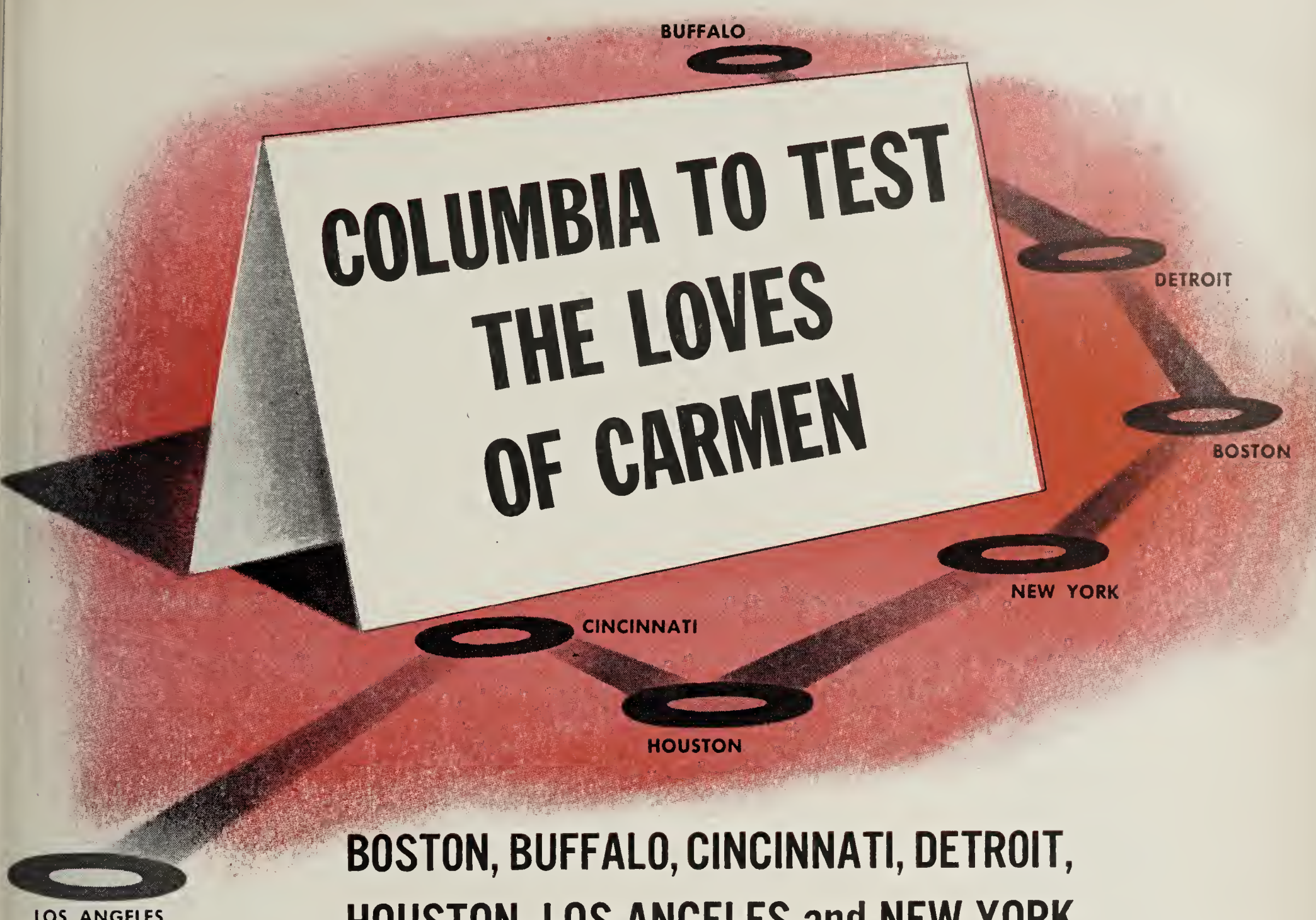
Caballero To Sue

LOS ANGELES—C. A. Caballero, president, Pacific Drive-In Theatres, Inc., last week announced his intention of filing suits against eight exhibitor interests operating or building drive-ins within the territory licensed to Pacific under Hollingshead patent. The area claimed by Pacific includes most of Southern California, and the infringers are said to be operating under a Josseland improvement patent, which is said to be an infringement of the Hollingshead patent.

Fabian Adds Another

NEW YORK—It was announced here last week that Si Fabian had purchased the Brooklyn Strand from Warners effective on Sept. 1. Fabian is already the Fox owner, and at one time operated both the Paramount and the Strand in a pool.

Following the take-over, Fabian Albany Theatres Corporation changed its name to Fabian Strand Theatre Corporation.



COLUMBIA TO TEST THE LOVES OF CARMEN

**BOSTON, BUFFALO, CINCINNATI, DETROIT,
HOUSTON, LOS ANGELES and NEW YORK
SELECTED AS TESTING GROUNDS**

During September, Columbia Pictures will test the box-office draw of its mammoth Technicolor production, The Loves of Carmen, starring Rita Hayworth and Glenn Ford. New York, Boston, Los Angeles, Cincinnati, Buffalo, Detroit and Houston have been selected as a "cross-section" for typical American approval. Campaigns in advertising, exploitation and publicity have been prepared, all aimed at a nationwide effort to acquaint movie-goers with The Loves of Carmen, and to make women Carmen-conscious.

The Loves of Carmen, directed and produced by Charles Vidor, is not the opera, but a dramatic version of the story of Carmen.

*what
every
woman
wants
to see*

Heat Has Effect On B'way Grosses

NEW YORK—Led by the Globe, Radio City Music Hall, and the Roxy, business in the Broadway first-runs was spotty over the weekend, although average, or above, for this time of the year. If anything, the hot spell helped drive people into the air-conditioned spots. According to usually reliable reports reaching THE EXHIBITOR, the breakdown was as follows:

"TWO GUYS FROM TEXAS" (WB). Strand, with stage show including radio's "Winner Take All," claimed \$20,000 for Friday through Sunday, the first week sure to top \$40,000.

"ROPE" (WB). Globe had \$38,000 for Thursday through Sunday, the first week expected to hit a very good \$65,000.

"THAT LADY IN ERMINE" (20th-Fox). Roxy, with stage show and ice show, hit \$105,000 for Wednesday through Sunday, with the first week anticipated at \$130,000.

"A DATE WITH JUDY" (MGM) Radio City Music Hall, with stage show, reported \$83,000 for Thursday through Sunday, the fourth week heading toward \$140,000.

"RACE STREET" (RKO). Mayfair claimed \$25,000 for the second week.

"PITFALL" (UA). Capitol, with stage show, took in \$40,000 for Thursday through Sunday, the second week bound to top \$68,000.

"BEYOND GLORY" (Para.). Paramount, with stage show, claimed \$50,000 for the fourth and last week.

"TAP ROOTS" (U-I). Criterion had a \$42,000 opening week.

"EASTER PARADE" (MGM). Loew's State claimed \$25,000 for the ninth and last week.

"MR. PEABODY AND THE MERMAID" (U-I). Winter Garden reported \$9,000 for the last six days of the third week.

Col. Exploiters Confab

NEW YORK—Columbia field exploitation representatives from east of the Rocky Mountains met last week at a meeting called by Arthur A. Schmidt, director of advertising and publicity, to discuss in detail promotion plans for "The Loves Of Carmen."

Those attending the sessions were Sid Zins, Milton Young, Harry Bernstein, Ed Rosenbaum, Jules Serkowich, and William Shirley. Immediately following this gathering, they left in pairs for those cities in which the film is scheduled to open first. Rosenbaum and Bernstein go to Boston, Shirley and Young to Buffalo, and Serkowich and Zins to Cincinnati.

"Carmen" Doll Sets Record

NEW YORK—Columbia's promotion campaign for "The Loves Of Carmen" received new impetus last week with the announcement by the S. C. Swanson office that orders for the "Carmen" doll, being merchandised by W. I. Gould Enterprises, had already passed the million-dollar mark in the first 20 days of selling. The doll will be backed by a nationwide advertising and promotion campaign tied in directly to Columbia's film.

Ohio Unit Wants Product Answers

COLUMBUS, O.—Preparatory to the annual convention of Independent Theatre Owners of Ohio on Sept. 14-15, the unit last week sent questionnaires to members seeking answers to the following questions:

How often does a salesman of a company call upon you? When was the last time the branch manager came to your town to see you? Check product that you are not using now, but would like to use if you could get together on satisfactory terms? How long has it been since you have been called on by a representative of that company whose product you are not using? What company has the most valuable product for you? What company has the least valuable product for you? What company has the most fair sales policy? Which is the most difficult company to deal with?

Names of the national companies, both majors and independents, are listed.

Johnston Holds Many Conferences

LONDON—Eric Johnston, MPEA head, met with American managers at which time the advisability of setting up a MPEA operation here was discussed. The confab followed a luncheon in honor of Johnston. Although Johnston indicated that his present mission gave him virtually plenipotentiary powers in making this move, he added that he was anxious to discuss the situation with men on the spot.

Under the plan, controlled and limited releases could be established by American firms to counter the effects of the British 45 per cent quota. A meeting with J. Arthur Rank was also on Johnston's schedule with playing time of American films and the possibilities of joint action with respect to the French tax among the topics set for discussion. Meetings with Harold Wilson, president, Board of Trade, as well as other industry leaders and cabinet members were also planned. It was believed that Johnston would attempt to lay the groundwork for lowering the British quota at the close of its first year during this visit, which he termed "purely exploratory."

Following his stay in England, Johnston planned to go on to the continent.

A split in SIMPP ranks was the reason being given by Johnston for failure of Goldwyn prexy James A. Mulvey to accompany him to London. Johnston voiced disappointment that United Artists producers balked at Mulvey's planned trip to "act as their representative. Mulvey was the SIMPP rep in Anglo-American film negotiations, and it was indicated that the split was an aftermath of new British quota, based on the fear that independents will not get a fair share of playing time in England.

Johnston carried a letter from Mulvey to T. Chris and Fayette W. Allport, American members of the Anglo-American control commission, explaining Mulvey's position.

Paramount Profit In Quarterly Drop

NEW YORK—Paramount Pictures, Inc., last week estimated its earnings for the second quarter ended on July 3, 1948 at \$5,810,000 after all charges, including estimated provision for taxes on income. This amount includes \$1,466,000 representing Paramount's direct and indirect net interest as a stockholder in the combined undistributed earnings for the quarter of partially owned non-consolidated subsidiaries. Earnings for the quarter ended on July 5, 1947 were estimated at \$7,885,000, including \$1,489,000 share of undistributed earnings of partially owned non-consolidated subsidiaries.

Earnings for the six months ended on July 3, 1948 on the same basis are estimated at \$13,570,000, including \$3,312,000 share of undistributed earnings of partially owned non-consolidated subsidiaries and approximately \$650,000 of non-recurring income, while earnings for the first six months of 1947 were estimated at \$17,407,000 including \$3,189,000 share of undistributed earnings of partially owned non-consolidated subsidiaries.

Effective with the beginning of the fiscal year 1948, the company has excluded the earnings of all subsidiaries operating outside of the U. S. and Canada, except to the extent that dividends have been received from such subsidiaries. The company has continued its practice of taking up film revenues from subsidiaries operating outside of the United States and Canada only to the extent that such revenues have been received in dollars or are remittable under existing restrictions on remittances.

The \$5,810,000 of estimated combined consolidated and share of undistributed earnings for the quarter represent \$.84 per share on the 6,921,939 shares outstanding and in the hands of the public on July 3, 1948, which compares with \$1.11 per share for the quarter ended on July 5, 1947 on 7,118,872 shares then outstanding. Computed on the same basis, the \$13,570,000 of estimated combined consolidated and share of undistributed earnings for the six months of 1948 represent \$1.96 per share, which compares with \$2.45 per share for the first six months of 1947.

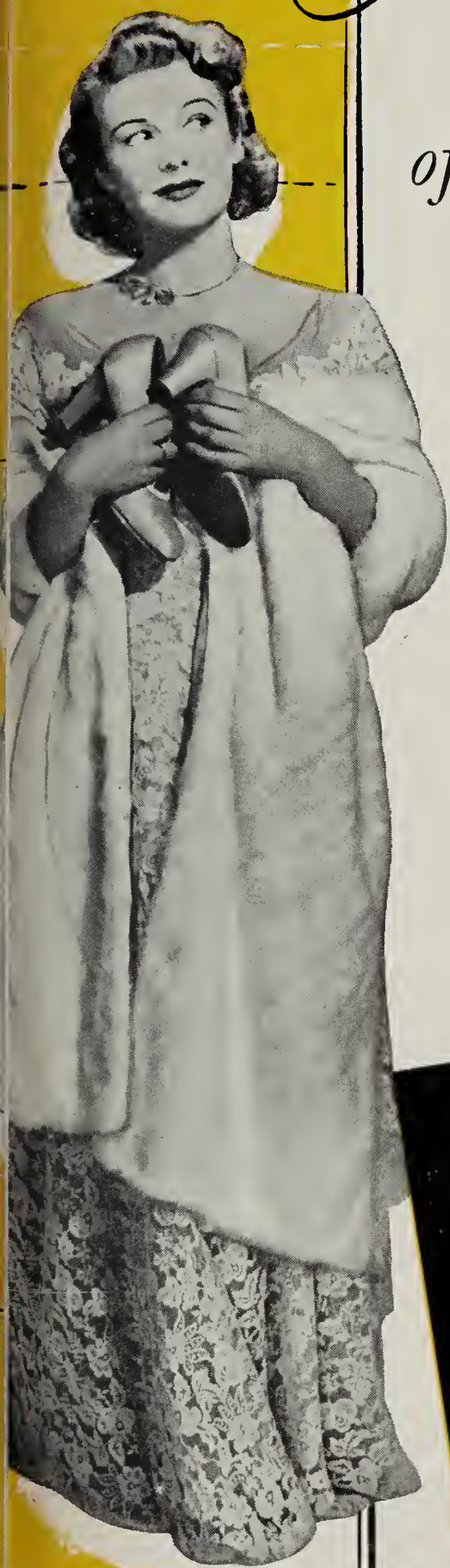
The board declared the regular quarterly dividend of \$.50 per share on the common stock payable on Sept. 24, 1948, to stockholders of record on Sept. 7, 1948.

Hughes Withdraws Action

LOS ANGELES—Withdrawal of a copyright infringement suit against United Artists and Interstate Theatres was announced last fortnight by Howard Hughes after a disputed scene in UA's "Red River" was taken out. Hughes contended that the sequence was taken from "The Outlaw," and had asked an injunction to prevent the showing of the film.

Reade Opening Delayed

NEW YORK—A record rain which flooded parkways and disrupted traffic also forced another postponement in the scheduled opening on Aug. 28 of Walter Reade's Drive-In Number 1, on U.S. Highway 1 at the Cloverleaf, Woodbridge, N. J.



*To that memorable list
of superb romantic comedies
in every exhibitor's
recollection of long runs,
record-smashing
grosses
and huge profits,
Now Add...*



JAMES NASSER'S
presentation of
FRED
MacMURRAY • CARROLL
MADELEINE

*a peach of a pair in that delightful,
justrightful, "not-so-innocent"*

"An Innocent Affair"

with
CHARLES 'BUDDY' ROGERS • RITA JOHNSON
LOUISE ALLBRITTON • ALLAN MOWBRAY
Original Screenplay by Lou Breslow and Joseph Hoffman
Directed by Lloyd Bacon • A James Nasser Production

right now, just right thru U

SIMPP Files Suit Against Detroit Exhibs

DETROIT — An \$8,750,000 treble damage anti-trust action was filed here last week by the Society of Independent Motion Picture Producers, along with many member producers, against United Detroit and Cooperative Theatres of Michigan, large local circuits, demanding their dissolution. The suit was filed in the U. S. District Court of Eastern Michigan under the Sherman and Clayton anti-trust acts, and named managers Earl J. Hudson and James F. Sharkey, of United and Cooperative, respectively, as defendants along with the circuits.

Monopoly, conspiracy, and restraint of trade were the charges levelled. Along with the treble-damage figure, the independents asked for an injunction restraining the defendants from future monopolistic practices, receivership for United Detroit, Paramount subsidiary, and sale of the circuit's 16 theatres to independent exhibitors, and dissolution of the Cooperative group of almost 125 theatres, separately owned but allegedly pooled together as a single buying combine.

Appearing with the Society as plaintiffs were the companies of Walt Disney, Samuel Goldwyn, Benedict Bogeaus, Seymour Nebenzal, Edward Small, Hunt Stromberg, David O. Selznick, William and James Cagney, and Walter Wanger.

The SIMPP complaint accused the two Detroit circuits of damaging both the public and the independent producers through a successful conspiracy to control both the first-run houses in downtown Detroit, as well as the subsequent-runs, and also charged that together the defendants own or control 95 per cent of the most important theatres in the subsequent run field, and 90 per cent of all subsequent-run revenue in the whole Detroit area.

Among other things, the Society alleged that the circuits unlawfully combine and conspire to effectively control the terms and conditions upon which pictures must be shown in the area, that the two groups effectively suppress competition among themselves, that Cooperative, through restrictive membership agreements, denies competitive theatres equal access to films, and that the defendants in concert, by setting releases, control "play-off" of pictures in the entire Detroit area.

The defendants were accused of eliminating competition, resulting in a decline of quality of product, depriving the public of the right to see films at the same time the rest of the country sees them, as well as having a wide variety to choose from, and making the independent producers suffer along with the public by dictating unfavorable rental terms, and delaying the showing of films to get these terms.

The investigation of the alleged conspiracy was made, and the complaint prepared, by Robert J. Rubin, Society general counsel; with Joseph L. Alioto, San Francisco, and A. Stewart Kerr, of the Detroit law firm of Crawford, Sweeny, and Dodd.

Trebled damages sought by the plaintiffs were as follows: Goldwyn, \$1,521,000; Disney, \$974,220; Vanguard Films, Inc., \$836,817; Bogeaus, \$808,896; Cagney, 704,-

Mr. and Mrs. Blankenship Honored On Anniversary

LUBBOCK, TEX.—Employees of the Wallace Theatre Circuit of Texas last fortnight honored Mr. and Mrs. Wallace Blankenship with a 25th anniversary luncheon at the Hilton Hotel. Blankenship was presented with a sterling silver plaque from the more than 100 circuit employees, with L. E. Webb, Levelland Theatres city manager, making the presentation.

Following the luncheon, United Artists' "Red River" was screened at the Plaza through the courtesy of Clark Abbott, Griffith Circuit manager.

Blankenship started his circuit in 1923 at Ropesville, and, after a year, decided to build a house in Levelland, still standing, and known today as the Old Rose. The theatre was completed in 1928, and, in 1935, construction on the Wallace, Morton, began. In 1937, three new theatres went into operation, in Seagraves, Andrews, and Goldsmith. Blankenship moved into Sundown, in 1940, while in 1942, he entered Lorenzo and Ralls, and, in 1945, purchased three theatres in Tahoka. A house in Petersburg was opened in 1946, and, finally, in 1948 the Spade Drive-In, one mile outside of Levelland, was built.

A graduate of electrical engineering from Texas A and M, Blankenship today has 17 houses in 10 different communities, with theatres under construction in Andrews and Morton, with a third in the planning stage at Levelland.

Cohen Buys In N. O.

NEW YORK—Harold F. "Babe" Cohen, veteran salesman of New Orleans, has purchased a partnership interest in Screen Guild's New Orleans exchange franchise, it was announced last week. Former Monogram district manager, and right hand man to Arthur C. Bromberg, Cohen joins Ernest Landaiche, who recently bought out Joy Houck's interest in the Screen Guild franchise in Memphis and New Orleans. Jerry Jernigan continues as Landaiche's partner in Memphis, operating under the latter's supervision from New Orleans.

William Blair Mourned

KANSAS CITY—William Blair, owner, Blair, Osborne, Kans., was buried in that city last fortnight after succumbing to a heart attack in a Neodesha, Kans., hospital. Blair had been visiting the town with his two sons.

Hall-Trotta

NEW YORK — The Reformed Dutch Church, Flushing, L. I., was the scene last fortnight of the marriage of Maria Vincenza Trotta, daughter of Vincent Trotta, National Screen Service, and Mrs. Trotta, and Harold Douglas Hall.

748; Wanger, \$637,500; Small, \$746,844; Reliance Pictures, Inc., \$375,000; Empire Productions, Inc., \$695,880; Mars Film Corporation, \$403,443; Oakmont Pictures, Inc., \$322,968, and the SIMPP, \$724,500.

U Prints Involved In Infringement Move

LOS ANGELES—Forty-one prints of Universal feature pictures in 16mm. size have already been seized by the U. S. marshal under a writ issued in federal court in a copyright infringement action brought last fortnight by Universal Pictures Company, Inc., involving local home movie rental clubs. The complaint filed by Universal in federal court named as defendant Donald Reed, individually, as well as doing business under the trade names and styles of Beverly Hills Motion Picture Club, Donald Reed Motion Picture Service, Donald Reed Library, and J. Eastman Motion Picture Service. Also named as defendants are 99 John Doe defendants, 99 Jane Doe defendants, and 10 Doe corporation defendants. It is claimed that defendant Reed organized the Beverly Hills Motion Picture Club at 8737 Wilshire Boulevard, Beverly Hills, Cal., and that the various Doe defendants are members of the club.

The complaint charges that Reed, in a manner unknown to plaintiff, acquired possession of many pictures, copyrights of which are owned by Universal. Complaint identifies by name and describes in detail the copyrighting of 74 feature films, and also states he may have acquired more copyrighted motion pictures belonging to Universal, the names of which are unknown to it at this time. It is claimed that membership in the Beverly Hills Motion Picture Club was offered to members of the public for payment of monthly fees of \$25. This entitled the members to secure for exhibition purposes four 16mm. feature films in addition to short subjects. An additional charge of \$6 was payable for each additional feature per month over such quota. If less than the monthly quota was taken, the minimum charge was \$12.50 for the first feature and \$7.50 for the second. The charge for only three shows was \$25 with the privilege of taking an extra show the following month without charge.

Immediately after filing the complaint, U. S. Judge Ben Harrison approved a bond of \$11,100 submitted by Universal, and a court order was entered directing the court clerk to issue a writ of seizure to the marshal. The marshal went immediately to Reed's place of business with a writ of seizure, where the 41 feature prints were taken. It was understood that others of the feature films listed in the complaint were in circulation, and the marshal is to be notified when they are returned, for surrender to him under the writ.

Navy In "Land" Tieup

NEW YORK—The U. S. Navy will sponsor 80 simultaneous preview showings of "The Secret Land" on Sept. 13 when members of the press and radio will be invited to attend the special screenings of the Technicolor story of the navy's expedition to Antarctica under Admiral Richard E. Byrd.

The picture will be shown at every naval base in the country. Theatre owners in adjacent cities will also be invited to attend. Some of the screenings will take place aboard battleships or destroyers anchored at the bases.

"SOLID ENTERTAINMENT!"
—MOTION PICTURE HERALD

"WILL WARM THE HEARTS OF ALL!"
—BOXOFFICE

"Worthy of an exhibitor's best exploitation effort!"

—Harrison's Reports



MONOGRAM PICTURES presents
GENE STRATTON-PORTER'S

MICHAEL O'HALLORAN

A WINDSOR PRODUCTION

starring
SCOTTY BECKETT **ALLENE ROBERTS**
Your discovery of "The Jolson Story" You loved her in "The Red House"

with
TOMMY COOK · ISABEL JEWELL
Produced by JULIAN LESSER and FRANK MELFORD
Directed by John Rawlins Screenplay by Erna Lazarus
Based on the novel by Gene Stratton Porter

**TWICE AS THRILLING
AS THE BOOK THAT WON
A MILLION HEARTS!**

Showmen know
that today's
public wants
wholesome
entertainment
for the entire
family...
AND HERE IT IS!

**It's a MONEY HIT
from MONOGRAM!**

PRODUCTION

HOLLYWOOD—Top sportscasters Bill Stern and Ted Husing collaborate on the commentary for "The 1948 Olympic Games," which Eagle Lion will release in this country. . . . At Warners, the Joan Crawford starrer, "Flamingo Road," kicked off, while director Vincent Sherman was prepping "Somewhere In The City." . . . Walter Wanger and United California Productions joined forces for the filming of the Eagle Lion release, "Reign Of Terror," with Robert Cummings, co-head of United California, and Arlene Dahl.

SPENCER TRACY completed his role in MGM's "Edward, My Son," in England. . . . Three of Monogram's next four "Bowery Boys" pictures will be filmed in Europe. . . . Leon Errol will do six more two-reelers for RKO in 1948-49. . . . John Payne's first western stint will be for Pine and Thomas in "El Paso," Paramount release, opposite Gail Russell. . . . Monogram producer Jack Wrather bought an original story by Robert Ryan, "Dallas."

RKO Profit Drops

NEW YORK—Consolidated net profit of Radio-Keith-Orpheum Corporation and subsidiary companies for the second quarter of 1948 was \$556,536, after taxes and all other charges, equivalent to approximately 14 cents per share on the 3,899,914 shares of common stock outstanding at the end of that quarter, it was announced last week. This compares with consolidated net profit for the second quarter of 1947 of \$2,836,663 after taxes and all other charges (including profit of \$1,603,243 on sale of capital assets, before taxes), equivalent to approximately 73 cents per share on the 3,899,914 shares of common stock outstanding at the end of such quarter.

Consolidated net profit for the first half of 1948 was \$1,901,863, after taxes and all other charges, equivalent to approximately 49 cents per share on the 3,899,914 shares of common stock outstanding at the end of the first half, as compared with consolidated net profit for the first half of 1947 of \$5,107,347, after taxes and all other charges (including profit of \$1,605,852 on sale of capital assets, before taxes), equivalent to approximately \$1.31 per share on the 3,899,914 shares of common stock outstanding at June 28, 1947.

At a meeting of the board, a dividend of 15 cents per share was declared on the common stock.

Conn. MPTO Holds Tourney

NEW HAVEN—Many executives from the home office were present on Aug. 24 at the annual Connecticut Motion Picture Owners golf tourney and dinner dance at the Racebrook Country Club. The committee was headed by chairman George Wilkinson, and consisted of Herman M. Levy, Tex Jacocks, Sam Weber, Henry Germaine, Barney Pitkin, Lou Brown, Harry F. Shaw, and Max Hoffman.

Among those present from New York and elsewhere were Ray Moon, 20th Century-Fox; Sam Shain, 20th Century-Fox; George Dembow, National Screen Service; Joel Levy, Loew's Theatres, Tom Duane, SRO, and others.

20th-Fox, RKO Set South African Deal

NEW YORK—Twentieth Century-Fox and RKO last week consummated a deal covering a 10-year period whereby 20th Century-Fox will be the sole and exclusive distributor of RKO product throughout the Union of South Africa. The deal was closed by Spyros Skouras and Murray Silverstone for 20th Century-Fox, with Ned Depinet and Philip Reisman for RKO.

According to the terms of the agreement, which takes effect today (Sept. 1), 20th Century-Fox will distribute in South Africa all product from the RKO studios in Hollywood, also including product from independent producers and from the lineup of English pictures.

SG Holds S. F. Meet

SAN FRANCISCO—The last in a series of weekend regional sales meetings for Screen Guild bookers and salesmen was held in the St. Francis Hotel last weekend.

Representatives from the western exchange group comprised of Los Angeles, Salt Lake City, Denver, Portland, Seattle, and San Francisco conferred.

The meeting was conducted by Francis A. Bateman. Robert L. Lippert, president, Screen Guild, also addressed the meeting, and outlined the company's outlook for the future. Also attending was Arthur Greenblatt, eastern sales manager.

SPG Votes "No"

NEW YORK—Reaffirming its previous position against filing the non-communist affidavits required by the Taft-Hartley Law as a prerequisite to invoking the services of the National Labor Relations Board, the membership of the Screen Publicists Guild, Local 114, UCPWA-CIO, last week voted 125 to 44 against complying.

Richard Walsh Again Heads The IATSE

CLEVELAND—The IATSE wound up its convention last fortnight by unanimously reelecting its officers, headed by President Richard Walsh.

Only two changes were made in the entire lineup. James B. McNabb, Local 154, Seattle, succeeds Eugene J. Atkinson as AFL delegate, and D. B. McKenzie is succeeded by Oliver M. Lynn, Local 210, Edmonton, Alberta, Canada, as delegate to the Dominion Trades and Labor Congress.

The convention adjourned one day ahead of the scheduled closing date.

Edward Arnold, Screen Actor's Guild exec, proposed a plan to solve industry labor disputes by an arbitration board, consisting of representatives of the various coast unions, and claimed that the SAG would be the first to approve such a proposal. Arnold termed the jurisdictional overlapping of crafts in film production as "stupid and a waste of time," and went on to discuss the effect of television on trade unions.

TELEVISION

NEW YORK—Television's major advance in 1948 lies in the widespread adoption of instantaneous transcriptions of television programs on 35mm. or 16mm. motion picture film, and Paramount recently issued new video transcription rates which range from \$18 each for one to nine prints for 10 minutes on 16mm. to \$108 for 60 minutes for one to nine prints, with the price for 10 or more prints ranging considerably lower. On 35mm. prints, the price for one to nine prints for 10 minutes is \$45 each, and goes up to \$270 for the same number of prints for 60 minutes, with the price for 10 or more prints ranging considerably lower. Negatives can be delivered one minute after the program is off the air, and prints can be delivered as rapidly as the most modern equipment will allow. Paul Raibourn, Paramount vice-president in charge of television, explained that "Paramount recordings were designed to meet the competitive test of theatrical 35mm. pictures. This means that the quality has to be good when enlarged 117,600 times as it is when the Paramount video transcriptions are projected on the Paramount's big screen. When broadcast to the smaller TV screen, the quality is even better. A complete transcription is made in 60 seconds."

ADDITIONS to several of the working committees of National Television Film Council were announced by Melvin L. Gold, chairman. Gold announced that secretary-treasurer Robert W. Wornhoudt, executive vice-president, Telecast Films, is currently engaged in selecting a membership committee to pursue NTFC's hypoed membership drive. Jack Glenn, chairman, production committee, announced that J. A. Maurer, president, J. A. Maurer, Inc., and vice-president, Society of Motion Picture Engineers, will head the "Production Clinic," which will provide a service to members of NTFC by providing answers to all known production problems concerning films and television which may arise.

U-I Winners Announced

NEW YORK—Winners in the second lap of the current Universal-International Presidential Sales Drive last week began to receive their prizes as the third and final lap got underway.

M. M. Gottlieb, district manager, Chicago, was the leading district manager in the second lap. Eugene Vogel, Albany, was the winning branch manager in the east; Irving Sochin, Cincinnati, was the winner in the south, and L. R. Berman, Chicago, was the winner in the west. Winning salesmen were Arthur Rose, Buffalo, in the eastern division; Harry Hynes, Jr., St. Louis, in the southern division, and Ted Reisch, Chicago, western division leader.

R. C. Bruce Passes

HOLLYWOOD—Robert C. Bruce, 61, pioneer travelogue producer, died last fortnight at Queen of Angels Hospital, a victim of pneumonia. His one-day-old daughter, Roberta, died on the same day in the same hospital. Double funeral services were held at Forest Lawn Cemetery.

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Washington: "Axis Sally" returned for trial.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 31, No. 68)
Tokyo: "Tokyo Rose" brought home for trial. New York: U.S. demands recall of Russian consul in teacher case. Australia: Australia supports UN appeal to aid war orphans. Virginia: Armed forces take part in amphibious maneuvers. Chicago: Cardinals beat College All-Stars (except Cincinnati). Charleston, W. Va.: All-star high school game (only Cincinnati). Paris: France defeats U.S. in dual swim meet. Seattle: Boat regatta held.

NEWS OF THE DAY (Vol. XIX, No. 302)
Washington: Forrestal confers on defense measures. Virginia: Armed forces take part in amphibious maneuvers. New York: U.S. demands recall of Russian consul in teacher case. Tokyo: "Tokyo Rose" is returned for trial. China: Chinese boys set up Boystown. Chicago: Chicago Cardinals beat College All-Stars (except Cincinnati). Los Angeles: Sheriff's show a great success (except Cincinnati). Charleston, W. Va.: All-star high school game (Cincinnati only).

PARAMOUNT NEWS (No. 1) Virginia: Armed forces take part in amphibious maneuvers. Cologne: Cologne cathedral's 700th anniversary. Ottawa: Forrestal arrives to discuss defense. Newport, R. I.: Forrestal arrives to discuss policy. Tokyo: "Tokyo Rose" is brought home for trial. Chicago: Cardinals beat College All-Stars. Seattle: Boat regatta held.

WARNER PATHE NEWS (Vol. 20, No. 3)
Virginia: Armed forces hold amphibious maneuvers. Frankfurt, Germany: Crowds protest high prices. England: Glubb Pasha arrives. Ontario, Canada: "Miss Canada" selected. Beverly Hills, Cal.: Fur fashion show held. Chicago: Cardinals beat College All-Stars. Paris: U.S. beaten by French swimmer.

UNIVERSAL NEWSREEL (Vol. 21, No. 172)
Newport, R. I.: Forrestal meets with top defense heads. New York: U.S. demands recall of Russian consul in teacher case. Los Angeles: Outstanding daughters chosen. Hamilton, Ontario: "Miss Canada" chosen. Beverly Hills, Cal.: Fur fashion show held. Chicago: Cardinals defeat College All-Stars. Tacoma, Wash.: Motorcycle races. Los Angeles: Sheriff's rodeo

TELENEWS DIGEST (Vol. 11, No. 35)
Nyack, N. Y.: Countess Tolstoy hails Lomakin dismissal. New York: Babe Ruth laid to rest. Indiana: Comic books said to incite boys to crime. West Virginia: Contest winners take over railroad. New York: "Miss Australia" visits. Washington: "Axis Sally" arrives from Germany for trial. Japan: "Tokyo Rose" is also returned for court test of her guilt. Palestine: A review of the truce. Germany: Cologne Cathedral rededicated. Holland: Throne ready for new Queen. Libya: Tobruk memorial to war dead. England: New "Brabazon I" airliner displayed. Germany: American fliers who gave lives supplying blockaded Berlin with food honored by population. France: Post-Olympic swim meet. England: International horse show.

Clearance Changes Due In NY District

NEW YORK—There were indications last week of a change in clearance in the New York territory after notice was served on RKO Theatres by distribs that the circuit would no longer have clearance over four houses in the Bronx, Brooklyn, Long Beach, and Lynbrook, L. I. It was also a possibility that this overhauling of clearance may go into effect elsewhere.

The four houses, the Earl, Bronx, operated by the Julius Joelson Circuit; the Walker, Brooklyn, Randforce house; Century's Lynbrook, Lynbrook, and a Century house in Long Beach will now get day-and-date availability with RKO houses in their respective areas.

Following the agreement among Max Cohen and 20th Century-Fox and Warners in Cohen's anti-trust suit, which gave Cohen's New Amsterdam day-and-date runs with the RKO Circuit, Century, Metropolitan Playhouses, and Skouras Theatres asked the majors to terminate seven-day clearances now held by RKO and Loew theatres in the areas where the three circuits operate.

ALL AMERICAN NEWS (Vol. 6, No. 305)
Fort Bragg, N. C.: ROTC students in summer training. New York City: Behind the scenes in making all colored movie musical. Richmond, Va.: Hardwell Mace, talent search winner, stars in first stage appearance. London: Actor Frank Silvera welcomes family after Atlantic flight.

IN ALL FIVE:

New York: Babe Ruth lies in state at Yankee Stadium. Seoul, Korea: MacArthur attends Korean independence ceremonies. Alberta, Canada: Gigantic oil-well runs wild.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 31, No. 67) National grandmother contest held. Palisades Park, N. J.: High diver makes sensational leap.

NEWS OF THE DAY (Vol. XIX, No. 301)
Ocean Park, Cal.: Beautiful legs contest held.

PARAMOUNT NEWS (No. 104) England: Olympic fadeout.

UNIVERSAL NEWSREEL (Vol. 21, No. 171)
Palisades Park, N. J.: High diver makes sensational leap. Ocean Park, Cal.: Beautiful legs contest held.

WARNER PATHE NEWS (Vol. 20, No. 2)
Boston: Little kids beauty contest held.

NATIONAL BOARD OF REVIEW

Aug. 21, 1948

SELECTED FEATURES: "Code Of Scotland Yard" (Rep.); "Embraceable You" (Warners); "One Touch Of Venus" (U-Int.); "A Southern Yankee" (MGM).

Tax Collections Down

WASHINGTON—The Bureau of Internal Revenue reported last week that general admission tax collections in July were almost \$2,000,000 below the figure of the same month last year. This year's total, which includes boxoffice receipts for June, was \$33,054,712, is compared with \$34,972,435 in 1947.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"The Secret Land"—Good documentary.

RKO

"A Song Is Born"—Will depend on the Kaye draw.

Jersey Censor Bill Up

TRENTON, N. J.—Assemblyman Stephen J. Bator, Maplewood, is sponsor of a bill, A-557, to create a Board of Motion Pictures Censors within the Department of Law and Public Safety, introduced last week in the New Jersey legislature.

The measure, referred to the Judiciary Committee, is designed to curb juvenile delinquency, and provides for appointment by the governor of a board of seven members with an executive director at a salary of \$7,500 yearly. The board would consist of one child psychologist, one welfare worker, an educator, a Parent-Teachers Association member, a clergyman, and two other citizens.

The bill would give the proposed board or commission the power to decide what pictures would be shown in theatres and other places of amusement, for juveniles under 18, and provides for imposition of a \$25 fine for theatre owners or employees or others who sell tickets of admission to juveniles where pictures not approved by the board are shown. Parents or relatives who falsify the ages of children would be subject to a fine of \$25 for each offense. The advocates of the bill attached a statement declaring that numerous crimes by juveniles and teen-agers are impelled by what they view on motion picture screens.

NJ Seeks Meeting

NEW YORK—The membership of Allied Theatre Owners of New Jersey last fortnight requested the group's film committee to arrange a meeting with MGM in order to lodge an official protest; and seek clarification of Metro's sales policy on "Easter Parade."

Ed Lachman presided over the membership meeting where the controversy was aired. The film committee includes Lou Gold, Irving Dollinger, and Wilbur Snaper.

More action in its fight to prevent passage of a bill legalizing "Bingo" in the state was taken by the ATONJ, and protests were sent to legislators in Trenton, N. J.

Cohn To Coast

NEW YORK—Ralph Cohn, president, Pioneer Pictures, Inc., left last week for Hollywood to begin casting his two forthcoming productions, "Kingsblood Royal" and "Broadway Story." Although production dates have not yet been set, present plans call for New York shooting on "Broadway Story."

"Kingsblood Royal" will be Cohn's first production for Pioneer Pictures following "Sleep, My Love," in which he was associated with Mary Pickford and Buddy Rogers.

PEOPLE

NEW YORK—It was announced last fortnight that Norman E. Gluck had joined United World films in an executive capacity after resigning as manager, Park Avenue. Succeeding Gluck at the house is Mrs. M. Esberg, formerly assistant manager, while Albert Fisher takes over as Mrs. Esberg's aide. UW is the 16mm. subsidiary of Universal-International, which leases the theatre.

NEW YORK—Mort Blumenstock, Warners' vice-president in charge of advertising and publicity, last week announced the promotion of Harold "Buddy" Kornheiser to the post of art manager. Kornheiser has been a member of the company's art department for the past nine years, with four years of army service intervening.

NEW YORK—It was announced here last week by Andy W. Smith, Jr., 20th Century-Fox general sales manager, that Peter Myers has been appointed manager of the company's Toronto branch, succeeding Harry J. Bailey, who resigned. Prior to this position, Myers was branch head for Monogram and Eagle Lion in Canada.

NEW YORK—Marcello Girosi, president, Superfilm Distributing Corporation, and Bernard Jacon, sales manager, importers of leading Italian and French productions, last week appointed Harry Stern supervisor of company activities for the western division, embracing Coastal and Rocky Mountain districts.

NEW YORK—B. G. Kranze, world sales chief, Film Classics, Inc., last week announced the appointment of Matt Sullivan as branch manager, Milwaukee exchange, replacing Max Mazur, resigned. Sullivan, for more than 18 years branch manager in Buffalo for United Artists, takes over the post immediately.

NEW YORK—Victor J. Hoare was last week appointed executive director of Selznick Studio, Ltd., according to an announcement by SRO's European director, Louis Lewis. All releasing arrangements for Selznick films in the UK as well as the continent will be supervised by Hoare.

NEW YORK—Robert B. Spafford, Jr., last week joined RKO-Pathé as assistant to Phillips Brooks Nichols, manager, RKO-Pathé commercial and television department. Spafford will serve in contact, sales, and creative capacities.

HOLLYWOOD—Les Peterson, MGM, was last week elected chairman, radio and television sub-committee, Studio Publicity Directors Committee. He succeeds Bill Winter.

NEW YORK—Everett Walsh, director, Warners' home office art department, resigned, effective on Sept. 10, to free lance. He has been with the company for three years.

Babb Offers Prizes

WILMINGTON, O.—Kroger Babb, president, Hygienic Productions, Inc., announced last week that \$1,000 in cash prizes will be awarded this year to the exhibitors submitting the best advertising and exploitation campaigns on their "Mom And Dad" engagements.

Reports Circulating On New Consent Decree

NEW YORK—After a closed meeting last week of industry execs, it was learned that major defendants in the government anti-trust suit agreed generally on the basic proposals for a consent decree to be submitted to the Department of Justice.

Participating in the confab were representatives of Metro, Warners, 20th Century-Fox, RKO, and Paramount. It was indicated that some form of partial divorcement of theatre holdings will be agreed to by the "Big Five," although details of the plan are still unknown.

RKO L. A. Men Report

NEW YORK—RKO films are setting a good pace in Cuba and Brazil, reported the company's Cuban and Brazilian managers, Ned Seckler and Pedro Saenz, at a press conference last fortnight. The two managers agreed that while business in general did not measure up to the grosses of last year, RKO product is doing considerably better. Seckler, Brazil manager, reports that RKO is 35 per cent ahead of 1947 for the first 26-week period, although there is a general decline in boxoffice receipts of 20 per cent.

Saenz, in summing up the Cuban situation, stated that no restrictions have been placed on theatre construction, and, as a result, seven theatres have been constructed in Havana during the last two years. American and Spanish films are the only product that obtain playing time in Cuba, with the former utilizing Spanish titles, dubbed versions being unpopular. Saenz estimated that American companies will wind up with grosses totalling two millions for 1948. Saenz further stated that he is experimenting with a day-and-date policy for first-run openings.

Seckler estimated the net earning of the American companies in Brazil at between seven and eight millions, approximately equalling the grosses of the previous year. Brazilian production amounts to 10 features annually, with theatres required to allot local product at least three weeks playing time each year.

Seckler reported that import restrictions, high rate of interest paid on local capital, and the low admission prices curtail any extensive building.

Tri-State Sub. Withdraws

WASHINGTON—Tri-State Meredith Company, 50 per cent owned by Paramount subsidiary, Tri-State Theatres, was permitted last week by the Federal Communications Commission to withdraw its application to purchase KSO, Des Moines. The withdrawal action was asked when the FCC asked what effect Paramount's interest in the station should have in view of the U. S. Supreme Court's Paramount trust suit decision.

Theatres' Jackpot Looms

NEW YORK—Harry Brandt, head, ITOA, announced last week that his organization, through a plan originally suggested by Dave Weinstock, was prepared to meet the competition of giveaways by radio, theatres, etc., by the establishing of a \$100,000 jackpot in which each of the 230 theatres of the organization will benefit.

George F. Dembow Honored By Drive

NEW YORK—Herman Robbins, president, National Screen Service, announced last week that Sept. 13-Dec. 31 has been designated as the "George Dembow Tribute Drive," in a salute to George F. Dembow, vice-president in charge of sales.

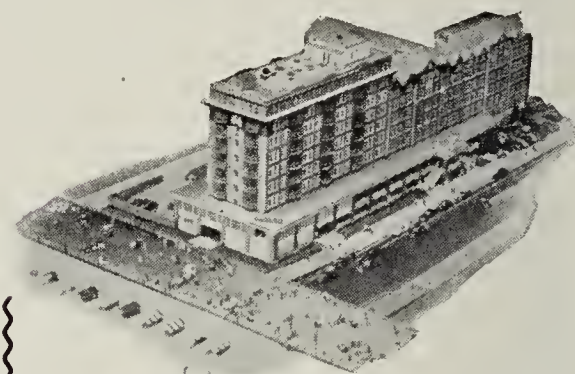
Theme for the drive is the need for "Getting Back To Showmanship" as a means of increasing present boxoffice traffic.

NSS Salesmen will encourage the use of increased bill-posting, larger newspaper ads, more window cards, heralds, and other away-from-theatre advertising.

William Bein, central district manager, National Screen Service, and Ben Ashe, Los Angeles branch manager, arrived for preliminary meetings with Dembow with regard to the drive. Bein and Ashe, appointed by President Robbins, as eastern and western drive captains, for the tribute, conferred with Dembow regarding concentration of sales force efforts on "Get Back To Showmanship" movement.

Royal Distributes "Nanook"

NEW YORK—Robert Flaherty's "Nanook Of The North" is the first release of the newly formed Royal Pictures, Inc., Paramount building, it was announced last week.



HOTEL STRAND

ATLANTIC CITY'S HOTEL of DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel.

Spacious Colorful Lounges — Sun Tan Decks atop — Open and inclosed Solaria — Salt Water Baths in rooms — Garage on premises. Courteous atmosphere throughout.

FAMOUS FIESTA LOUNGE RENOWNED FOR FINE FOOD

Under Ownership Management

EXCLUSIVE PENNA. AVE. AND BOARDWALK

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**OUTDOOR
REFRESHMENT
CONCESSIONAIRES**

*from Coast to Coast
over 1/4 Century*

**Now Specializing
in Refreshment
Service for
DRIVE-IN THEATRES**

SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

The Editor Speaks

HERE is a sad, yet unfortunately familiar, New York story. A solid entertainment film, devoid of any confusing social theme, and designed for broad appeal, opens to



PAUL MANNING

big business after being backed by huge and costly ads in the newspapers. The next day, the film is given the verbal axe by reviewers, who insist that it is strictly for the lowbrows. As a result, the second day's grosses are lower, only to revive on the third day as word-of-mouth boosts help the picture along. From

that point on, as has many a picture blistered by the critics, it goes on to register substantial grosses.

SOME Hollywood producers have taken these reviews so much to heart as to produce pictures definitely slanted in the direction of the reviewers' suggestions. Many of these have become sacrificial offerings that have taken a thumping prat-fall at the boxoffice.

Isn't it about time, then, that the majors and their advertising departments conceive a well-planned maneuver to bring these certainly unrepresentative reviews to the attention of the powers that be of the publications.

IN THIS CRITICAL DAY of movie shopping, it is public response, and not narrow personal opinion, that will have to dictate what pictures Hollywood must produce. The wide-spread ramifications of this practice suggest that New York be the logical place to get started. From there, the wire services spread the ugly words that often bias the small-town reviewer into watching the film with prejudice. Especially during short-run engagements, this can be extremely damaging.

How long must it be before intelligent action finally adopts some effective counter-measure aimed at this long-active thorn in the side of the industry?

Studio Survey appears every fourth Wednesday as a regular special feature department of THE EXHIBITOR, and is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 923 Alondale Avenue, Los Angeles 36, California. For all other information, address THE EXHIBITOR, published weekly by Joy Emanuel Publications, Inc. Publishing offices: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every United States film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 1, No. 10

September 1, 1948

STUDIO SURVEY

The Exhibitor Laurel Award Nominations

RKO's

GOOD SAM

Starring

GARY COOPER, ANN SHERIDAN

With

RAY COLLINS, EDMUND LOWE, JOAN LORRING, CLINTON SUNDBERG, MINERVA URECAL, LOUISE BEAVERS, DICK ROSS, LORA LEE MICHEL, BOBBY DOLAN JR., MATT MOORE, NETTA PACKER, RUTH ROMAN, CAROL STEVENS, TODD KARNS, IRVING BACON, WILLIAM FRAWLEY, HARRY HAYDEN

A Rainbow Production. Produced and directed by Leo McCarey. Screenplay by Ken Englund. Story by Leo McCarey and John Klorer.

UNITED ARTISTS'

RED RIVER

Starring

JOHN WAYNE, MONTGOMERY CLIFT

With

JOANNE DRU, HARRY CAREY, SR., HARRY CAREY, JR., HANK WORDEN, WALTER BRENNAN, JOHN IRELAND, CHIEF YOWLACHIE, MICKEY KUHN, HAL TALIAFERRO, COLLEEN GRAY, NOAH BEERY, JR., PAUL FIX, RAY HYKE

A Monterey Production. Produced and directed by Howard Hawks. Executive producer, Charles K. Feldman. Screenplay by Borden Chase and Charles Schee. From The Saturday Evening Post story by Borden Chase.

PARAMOUNT'S

SORRY, WRONG NUMBER

Starring

BARBARA STANWYCK, BURT LANCASTER

With

ANN RICHARDS, WENDELL COREY, HAROLD VERMILYEA

Produced by Hal Wallis and Anatole Litvak. Directed by Anatole Litvak. Original screenplay by Lucille Fletcher. Based on the radio play by Lucille Fletcher.

He's Come A Long Way With Clean Entertainment

Republic's Roy Rogers Knows His Public, Which Explains His Enormous Screen Success

"HEIGH-HO, Trigger, away!"

ROY ROGERS, Republic's "King of the Cowboys," gets a little hot about the collar whenever he hears someone throwing unwarranted criticism at westerns as screen fare. He steps right up and proceeds to give a cowboy's viewpoint, and a cowboy knows only one loyalty, the loyalty to their west, whether he be a lonely cowpoke ridin' some wild range in Wyoming, or being its celebrated ambassador of good will in front of a Hollywood movie camera.

"I don't cotton much to hoppin' on any soap-boxes," says Rogers, "but it seems to me that westerns have always been good, clean family entertainment. Sure, they may get a bit dusty now and then, but it's only dust, and not dirt like some of these complicated social themes with their censor-skirting inferences. Why, I would never appear in a picture which I wouldn't allow my own children to go and see. The upswing at the boxoffices of better theatres now playing westerns clearly indicate their entertainment value solidly, and are constantly creating a bigger and better market for this type of product."

THE ROY ROGERS of today, economically speaking, is a long way removed from the little boy of years ago, who spent most of his boyhood on a farm in Duck Run, O. Yes, in monetary terms, Rogers has indeed come a long way, and has brought along

with him Republic, his first and only home lot, and also thousands of happy exhibitors.

When Rogers first came to Hollywood, cowboys who could ride, rope, and shoot were a dime a dozen with few takers, and the Hollywood streets near the western studios teemed with all varieties of western characters, and could readily have been mistaken for the bawdy main street of some wild and woolly western town. The situation was discouraging, but fortunately Rogers had come well-equipped to take full advantage of the first opportunity. Several years spent knocking about in Montana had taught him how to ride, rope, and handle shooting irons with the best of these cowboys, and, in addition, he had his quiet good looks, easy smile, and that soon-to-become-famous natural singing voice, which he accompanied on his "gitter."

In Hollywood, unusual happenings frequently take place. And if the powers that be at Republic could find that cop, who back in 1938, allowed a strange cowboy carrying a guitar to slip into the lot mixed in with a group of cowboy extras, they might well reward him for his lack of perceptance, for such were the circumstances surrounding the grand entrance into the movies of Roy Rogers.

Some place Rogers' weekly earnings from his movies, rodeos, and records at



ROY ROGERS AND TRIGGER

around \$10,000. "Out of which, of course," says Roy, "Uncle Sammy takes a penny or two; but as long as I can keep my little family, healthy, happy, and together, keep ahead of Trigger's feed bill, and get away occasionally to see my many friends all over the country, it's okee-doakee with me."

SPEAKING of his family, Rogers was destined to learn the full meaning of some of those sad western ballads he sings so well, for, a year or so ago, with everything he had ever dreamed of seemingly come true, his wife died, shortly after giving him their third child, and so he was left with two tiny daughters, Cheryl and Linda, and the newly-born infant.

As FAR as Trigger, his palomino, is concerned, Rogers said he is, perhaps, the greatest scene stealer in the business. This tickles Rogers, who doubles up whenever they look at a day's rushes, and he sees Trigger in the background of some scene capturing everyone's attention by rolling his eyes, giving out with an actionful toss of his beautiful head, or any one of the tricks taught him to do on command.

We, too, have noticed the increase of interest, particularly in metropolitan centers, in western films, western music, and western mode of dress. Who will deny the credit for this influence to those famous screen heroes like Bronco Billy Anderson, Dustin Farnum, Tom Mix, William S. Hart, Hoot Gibson, Buck Jones, others, and, last, but not least, Roy Rogers, who leaves us with the time honored adios of the cowboy, "Many happy trails for you."—P. M.



Always along with Rogers in his gun-totin' exploits is faithful, gravel-voiced Andy Devine. Both the boys confer here in Republic's "Night Time In Nevada".



Hard riding cowboy Roy Rogers has his tender moments, too, with Lynne Roberts getting some mild romantic treatment here in the Republic oater, "Eyes of Texas".

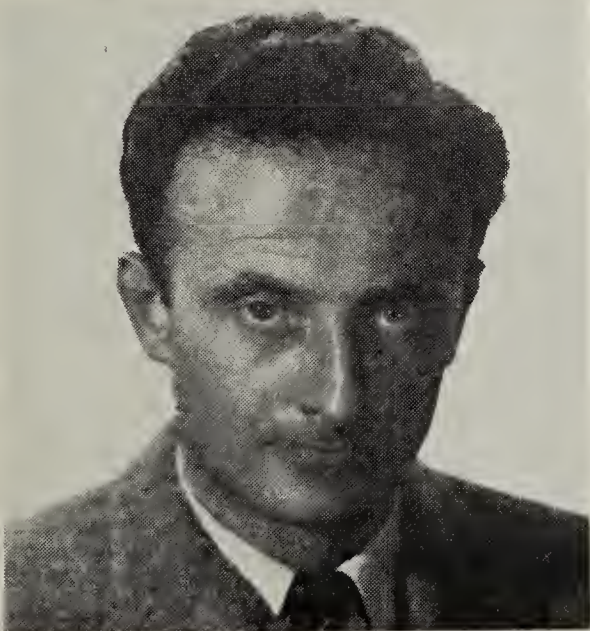


Woman Of The Month

Topping a long and arduous climb to stardom, Jane Wyman has finally come out with one of her greatest roles, the femme lead in Warners' "Johnny Belinda." She demonstrates that she is able to portray deep and warm human emotion as well as sparkling comedy. Coming after a series of failures that might easily have broken any one else's self-confidence, her latest role is well deserving of a girl who has become, in a relatively short time, one of Hollywood's leading personalities. We are proud to feature Miss Wyman as our "Woman of the Month," and are confident that the Academy award potential in "Johnny Belinda" will be duly appreciated by her millions of ardent fans and admirers.

Man Of The Month

If there is anything a Hollywood director could value more than his "Oscars," it would have to be a fairly valuable possession. Director Fred Zinneman does value something more than he does the Academy Award he won for his short, "That Mothers Might Live." He is inordinately proud of the citations he has received for his work in improving youth conditions, and solving the youth problems of the world. Now this modest and kindly man has produced another masterpiece, MGM's classic "The Search." Taking the view that one must walk before one can run, he first secured an Award for a short, and is now a good bet for another Award, this time for a feature. "Man of the Month," our hat is off to you!



PRODUCTION

LINE S

Lester Cowan's production for Universal-International release, "One Touch Of Venus," certainly shapes up as one of the most delightful and disarming fantasies of the season. Previewed in the Cathay Circle, Hollywood, this correspondent viewed with satisfaction the super critical movietown audience leave the theatre wearing smiles as big as old-fashioned griddle cakes. Cunningly fashioned to appeal to every class in any situation, this film adaptation of the Broadway hit musical, is perhaps one of the smoothest jobs of its type to date.

Hold everything, Brooklyn town! Producer-director Maxwell Shane will soon be headed your way to grind his Universal-International cameras on his independent production, "The Amboy Dukes." Having finally received an official shooting okeh from Judge Edward C. McGuire, New York City's coordinator for motion pictures, Shane is now swinging his prepared plans into action, and a camera crew will soon be enroute to the city of the Dodgers.

Republic studios western star Bill Elliott is literally itching all over to get his teeth into a role which, according to most of the Hollywood brains and Elliott's many fans, is right up his alley, or should we say, canyon? This muchly desired role is that of William S. Hart in the filmization of the life story of that famous screen personality of silent western days. Elliott, currently starring in Republic's high budgeted Trucolor production, "The Missourians," is regarded by the entire industry as the most logical actor to bring the great William S. back to the screen, as their physical features and personalities are identical.

Samuel Bischoff, United Artists' producer, feeling that it is about time for the screen to handle another of those picturesque stories concerning the exploits of that famous band of men, the French Foreign Legion, has started full scale production on "Outpost In Morocco," which will star George Raft, with Akim Tamiroff and Marie Windsor. Working well in advance of Hollywood production, Raft and a camera crew spent several months on actual Moroccan locale last winter gathering many scenes with Raft and the troops of desert tribesmen. Insuring further authenticity, producer Bischoff engaged as technical advisor Louis Van den Ecker, who acted in a similar capacity in the unforgettable "Beau Geste."

Humphrey Bogart, the screen's number one tough guy lover, dips into independent production, shoving off his Santana Productions with their initialler, "Knock On Any Door," which will be released by Columbia on a one-picture deal. Says Bogie: "We've got the organization, the story, the enthusiasm, and the boys prom-

ise to work me plenty hard!" The Santana organization is headed by producer Robert Lord, formerly with MGM, who has been associated with Bogart on many of his Warner releases, and Bogart makes no bones about stating that he's out after a few of those bucks he put into Warner coffers. Nick Ray, on loanout from RKO, rounds out their tight little unit.

(Continued on next page)

THE BELOVED BAMBINO, WHO
PROVED HIMSELF THE GREATEST
BOXOFFICE ATTRACTION IN THE
HISTORY OF BASEBALL, NOW
BRINGS HIS FABULOUS
POPULARITY TO THE SCREEN

IN

"THE BABE RUTH STORY"

Produced and
Directed by

ROY DEL RUTH

starring

WILLIAM BENDIX as The Babe

and

**CLAIRE TREVOR as
Mrs. Babe Ruth**

Technical Director
BABE RUTH

Screenplay by
BOB CONSIDINE

Roy Del Ruth Productions, Inc.

(Allied Artists Release)

In Preparation: "RED LIGHT"

JOE KAUFMAN
Associate Producer



Shown here are Shirley Temple as "Philadelphia Thursday", and her screen father, Henry Fonda, as "Colonel Thursday", in a scene from the John Ford-Merian C. Cooper production, "Fort Apache", made by Argosy, and released by RKO.



These three badmen in Argosy's forthcoming "Three Godfathers", MGM release, are Harry Carey, Jr., John Wayne, and Pedro Armendariz, all casting apprehensive glances over the wide expanses of desert as they try to escape the law.

It Wasn't A Matter Of Luck.....

John Ford And Partner, Merian C. Cooper, Have Shown That Experience And Economy Go Hand In Hand In Production

OVER at Argosy Pictures, where John Ford and partner Merian C. Cooper hold forth, the current boxoffice slump was strictly news. For the company was still busy counting record returns from its "Fort Apache," while several rivals were moved to comment, "Just the luck of the Irish."

But luck can go so far. When a film like "Fort Apache" comes in \$800,000 under the budget, there's plenty of skill and good management involved. For both these boys are well schooled in the know how of making films, and this is the basic ingredient of the constant gain in prestige of their Argosy product.

Ford, already winner of three "Oscars," directed such outstanding films as "Stagecoach," "How Green Was My Valley," "The Informer," "Grapes Of Wrath," and "The Long Voyage Home." Starting in the business as a prop boy, he learned to do any chore on the set, and pictures which he directs bear the mark of his wide knowledge of the cinematic art.

Through the production of such low-budgeted, but potent, films as "Four Feathers," "Grass," and "Chang," Cooper learned the value of economy in shooting films. Many industryites consider Cooper

the saviour of RKO, for he rescued the studio from threatening bankruptcy with the unforgettable "King Kong," paying employes with script redeemable from the film's profits. The sensational grosses not only paid the loyal help, but put RKO right back on the map as a leading major.

BOTH Cooper and Ford served in the two World Wars, with Cooper serving as a pilot in the first struggle, and twice going down in flames. In one of the biggest news stories of that year, Cooper escaped from the Bolsheviks, after leading the famed Kosciusko Polish Squadron against the Russians, trekked 1,500 miles across desolate and frozen wastelands, and finally reached safety in Latvia.

In the old days, these two pioneers worked together in grinding out silent one-reelers in a day and feature length films in a week, sometimes less. Two years ago, Ford and Cooper, both back from extensive war service, resumed their partnership. They announced the making of profitable entertainment through sensible management as their cardinal objective,

maintaining the highest quality at all times.

Achieving this objective requires close supervision. Ford literally breathes down the neck of his scripters and musical directors. He casts pictures himself, and his reputation enables him to attract top names at reasonable prices. Partner Cooper qualifies as quite a star-maker, having introduced Katharine Hepburn to the screen.

Currently finishing "Three Godfathers," a Technicolor special for MGM, their talent for economical production once more is paying off, with the high rating film expected to be brought in for less than \$1,000,000, including color charges.

So FAR these partners have ably demonstrated that they know what the public wants. In doing so, they have shown that quality, economy, and popularity can go hand in hand, and "luck" has had very little to do with that.—P. M.

Production Lines

(Continued from preceding page)

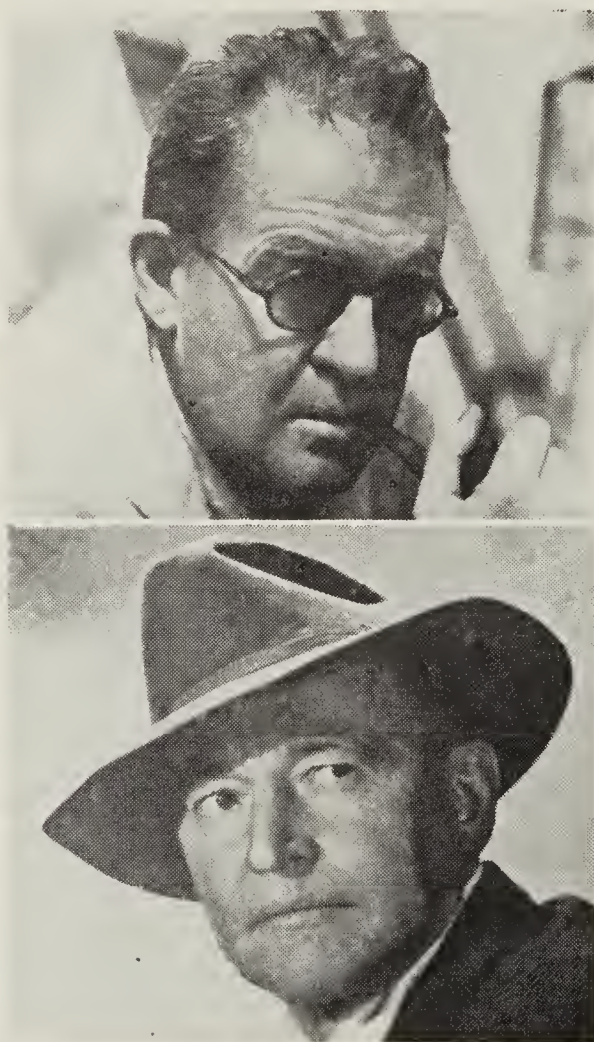
Producer Jules Levy has signed that intrepid world adventurer, Frank "Bring 'Em Back Alive" Buck, to star in "The Adventures Of Frank Buck In Africa," to be filmed in color as his next picture. Taking a full crew into the interior of Africa's south Sudan for a six-month safari, will mark the first time any film company has been allowed by the British Government to operate in that area.

* * *

Producer Jack Wrather, whose "Strike It Rich" for Allied Artists caused him to spend quite some time recently in the oil fields of Texas, has indicated his intentions of building a motion picture studio in Dallas. Judging from the influx of these fabulous Texas oil men into the Hollywood film scene, the Dallas studio seems to be based on pretty sound logic. With oodles of surplus millions to play around with, these men, according to Wrather, a native Texan, who has more than a passing interest in "black gold," find the making of motion pictures both an interesting and profitable enterprise.

* * *

Harry Popkin, whose Cardinal Pictures has completed the \$1,000,000 "My Dear Secretary" for United Artists release, says that although banks are tightening up on their loans to independent producers, those with solid backgrounds will have no trouble if their story properties are sound.



JOHN FORD
MERIAN C. COOPER

NEWS OF THE

Territory

BRANCHES

Atlanta

W.E. Drunbar, the Knoxville, Tenn., showman, was in for the first time in over a year....Other recent visitors to Film Row were Mr. and Mrs. Fred Weis, Weis Theatres, Savannah, Ga., and Macon, Ga.; and Forman Rogers, the Alabama showman....Mrs. Lovie Howell, wife of Oscar Howell, Capital City Supply Company, returned home after a spell of illness.

Colonel T.E. Orr, wife and daughter were visiting friends...Visiting were Carl Floyd, his wife, and kiddies.... Patricia Maree, daughter of Mr. and Mrs. C.D. Durmeyer, was christened. Her paternal grandparents were present from New Orleans.

Tommy Reid, Georgia Theatres, Inc., is walking on crutches as the result of a fall....Burton J. Jerrel, producer, Southland Newsreel, visited with Kay Exchange, local distributor.... W.H. Rudisill, Kay Exchange, branch manager, was back from a trip to Nashville, Tenn. Kay special representative John Jarvis was off on a trip to Alabama....Back from the Kay Charlotte exchange was Harry Katz, while Ike Katz, Kay, made a trip to New Orleans.

J.H. Thompson, president, Martin and Thompson Theatres, was in holding a meeting....J.M. Richardson, president, Astor, was confined to his home ill, but is now back on the job.... In from Brighton, Ala., was H.G. Moore, owner, Fox. He was passing out cigars in honor of the arrival of a new baby boy.

WSB-TV received enthusiastic approval recently from Stanley J. Glaser, radio and television manager, Crosley division, AVCO Corporation. Frank D. O'Sullicann, Crosley southeastern regional manager, told the dealers that this city is far ahead of all southern cities in television promotion and development.

Martha Willoughby, Columbia, was hospitalized....Howard Schussler, booker, Lam Amusement Company, Rome, Ga., with President O.C. Lam, was in visiting, as was Abe Soloman, Independent Theatres, Chattanooga, Tenn.

Visiting and booking were W.G. Willoughby, Hueytown, Hueytown, Ala. Abe Levowitz, Grand Amusement Company Chattanooga, Tenn., and M.C. Moore, Riverside, Jacksonville, Fla....John W. Mangham, president, Ken Smith, office manager, and all of the Screen Guild sales representatives were back after attending a sales meeting in Memphis.

Merritt Davis, manager, Republic, checked in after visiting in Tennessee

....Marie Pinkston, booker, Republic, returned from her vacation....G.A. Johnson, owner of theatres in Center, Ala., and Mayor C.P. Ward, were on Film Row visiting with Oscar Howell, Capital City Supply Company....Sidney Laird and L.J. Duncan, Al-Dun Amusement Company, were in.

John T. Ezell, for years with many of the major exchanges, returned to his home in Daytona Beach, Fla., after visiting with friends here....Alfred Sack, president, Sack Amusement Enterprises, Dallas, returned home after visiting with Howard Wallace, branch manager....Charles L. King, for many years booker with the Bach Circuit, left to go with Tom Jones, Exhibitors Service, replacing Buck Roebuck, who went with SRO as special sales representative.

Emily Franco, former secretary to O.S. Barnett, Monogram Southern Exchanges, returned home from the hospital.

Mel Brown, manager, Peachtree Art, returned from New York City, and said that he has booked many British pictures....Ben Jordan, popular sales representative, Monogram, was in at the local office for a few days....Seen on Film Row were P.L. Taylor, Lixie, Columbus, Ga., and E.D. Martin, Jr., and E.D. Martin, Martin and Thompson Theatres.

WSB-TV signed a television affiliate contract with NBC. Until inter-connecting facilities are available, the station will transmit NBC television programs by kinescope film taken directly from 16mm. films, which will be rushed from sending point to Atlanta by air mail for local transmission the following day.

Free movies are being shown each week on the grounds of the Alabama Polytechnic....Ralph McCoy, branch manager, Film Classics, was back from a visit to Florida.

R.V. Graber, home office representative, Monogram, was in visiting....Oscar Howell, Capital City Supply Company, checked in after a visit to Alabama....Clyde Sampler, booker, Duncan and Richards Theatres, Georgia, was in.



Shown here is J.E. Hobbs, recently appointed Atlanta branch manager for Monogram, who started in the motion picture business as branch manager for Educational Films back in 1925.

Carl Floyd, Stein and Stein Circuit, Florida, was on the row for a booking and pleasure trip....W.G. Baynard has been added to the booking department of Warners, replacing Rube Joiner, who moved over to Republic.

Lee Castleberry, Crescent Amusement Company, Nashville, Tenn., was another welcome visitor on Film Row....Off to Cuba were Mr. and Mrs. Claughton with their kiddie....Off to Hollywood for a screen test was Glenda Sue Shuman, five-years-old. She was selected "Little Miss Miami Beach, Fla.," and may get a contract with Roy Rogers at Republic.

Sam George and family, he's manager, Paramount, was back on the job after a swell Florida vacation....William Pichardson, president, Astor Pictures, was confined due to illness....Jimmy Hobbs, manager, Monogram, was back after a trip to Tennessee.

Charlotte

H.F. Kinney, treasurer, North Carolina Theatres, Inc., and Ben L. Strozier, theatre owner of Rock Hill, S.C., have been named North Carolina and South Carolina chairmen, respectively, of "Youth Month", in September. Mrs. Walter Griffith, secretary, Theatre Owners of North and South Carolina, in making the announcement of the Carolinas' part in the nationwide movement, said that a comprehensive campaign book and free lobby hangers are available at National Screen Service. Since children of the Carolinas have been barred from movies for many weeks due to polio epidemic, says Mrs. Griffith, the theatre owners welcome this opportunity to serve Young America by joining this national movement.

Al Burks has been named publicity director for the H.B. Meiselman Circuit, and beginning on Aug. 18 the veteran theatre man was devoting his best efforts to plans for the opening of the new Center, a first-run house, which will be completed in September. It has a seating capacity of 900 and parking space for 300 cars. A feature of the Center will be a crying room. Burks says the Meiselman Circuit, which operates theatres Wilmington, Waynesville, Fayetteville, and Rockingham, is to build two more in Charlotte, not including the Selwyn, Selwyn Avenue, contract for which was let recently to the Goode Construction Company. Burks was formerly nine years branch manager, MGM, and prior to coming here was district manager for the Balaban and Katz theatres, Chicago.

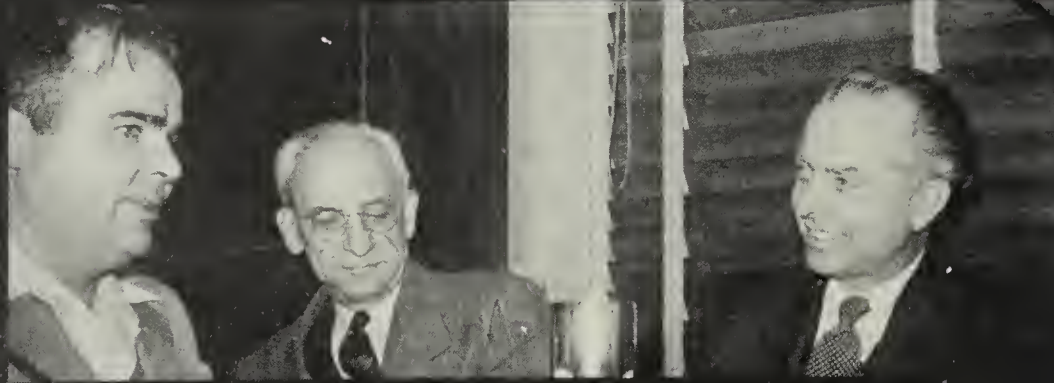
Memphis

Neighborhood theatres were eyeing one of the largest wage requests in the city's labor history. The motion picture projectionists' union seeks a new contract with neighborhood houses which would increase the pay from \$86.90 to \$131, nearly 50 per cent. And one source said that most of the increase would be for Sunday shows. It was reported that some of the smaller neighborhood houses might

A Page from LEW HERB'S SCRAPBOOK



Saw a nice display at the Ritz, Brunswick, Ga.; manager B.F. McCullough and C.F. Smith pose.



R.L. Bailey, Eagle Theatres, Blountstown, Fla., having coffee with Joe Fieldman, Screen Guild exchange, and Al Rook, Columbia exchange, at Film Row Restaurant, while on a trip to Atlanta.



E.D. Martin, general manager, Martin Theatres, is shown in his office in Columbus, Ga.



Hudson Edwards, city manager, Lucas Theatres, and John A. Cunningham, president of the organization, posing in Edwards' office in the Avon, Savannah, Ga. The day was hot, but they kept cool.

be forced to close on Sundays if the new contract is settled on that basis. Negotiations have been going on since the old contract expired last April, between Local 144 and a committee of three representatives of the owners' group. The new contract will effect about 30 white and Negro houses. Chairman of the committee is J.A. West, owner, Hollywood, and president, owners' group. E.L. Hurt, Loew's State, business manager, union, is representing the union in the negotiations. A meeting between the two groups was scheduled to take place on the return to the city of Ed Sapinsley of the M.A. Lightman interests. Under the proposed contract, the projectionist would, in addition to the increased pay, get a minimum of 43 hours work, three of which is overtime. The rewind men would get an increase from \$30 to \$48 a week, and the pact would run up to five years. One owner estimated that the Union's proposed contract would cost theatre owners about \$16,000 over a five year period. According to the union, all neighborhood houses have union men but the two Suzore theatres, the Royal and the De Soto.

Walter L. Sawner, who recently acquired the De Soto, and reopened it, was already having trouble with the union. Sawner, a railroad man and member of the AFL Railroad Brotherhood, learned to operate a projector while in the Navy. He serves as projectionist at his showhouse from 7 to 11, when he goes on the night shift as clerk at the Illinois Central railroad. His wife is the ticket

seller. Sawner bought the theatre from R.C. Middleton after it had been closed two months. Middleton said he could not afford to hire two projectionists, which is the rule in Memphis. Sawner said that he applied for membership in the projectionists' union, but they returned his check without an explanation. The union was picketing the De Soto. Sawner said he would hire projectionists if they would give him a chance to get on his "feet." For the second time, the De Soto closed its doors after 22 days of picketing. Mrs. Sawner said that they would try to get an injunction against the union to stop the picketing.

However, one theatre man untangled his troubles. The Shelby County Board



RKO's field man Fred Ford and the Orpheum, Memphis, recently promoted this eye-catching frame around the front entrance of the city's main Walgreen drug-store for RKO's "Melody Time", Walt Disney's latest.

of Adjustment granted a permit to H. H. Roth to build a new drive-in on the outskirts of the city. It had been under consideration by the board for several weeks due to opposition from landowners in the vicinity. The Tri-State Theatre Service, equipping the new drive-in, said that it will be ready to open on Sept. 1. It will accommodate 670 cars.

Other theatre news in the territory include the change of ownership of the Tower, Sardis, Miss. This house was formerly owned by the Flexer Theatre, Inc., and was sold to Dave Labovitz....Charles C. Boren, Jr., is the new owner, Gem, Saltillo, Miss. He bought the house from J.H. Barnes.

Allan N. Smith, house manager, Warner, is the proud father of a baby girl, the first child for Mr. and Mrs. Smith. The baby has been named Barbara La Verne.

Film Row folks on vacation were: Mrs. Roberta Maulding, office manager, Tri-State Theatre Service, in Cuba; Mrs. Lauline Carothers, supplementary clerk, Warners; Billy Smith, shipping clerk, and Amanda Hale, inspectress, Monogram, and head shipper Frank Davis, U-I.

Booking on the Row were: Jerry Axley, Ingram, Ark.; Jeff Singleton, Tyronza, Ark.; Mr. and Mrs. Floyd B. Peek, Little Rock, Ark.; Horace Stanley, Bebee, Ark.; J.R. Jameson, Bald Knob, Ark.; Clifford Nicks, Swifton, Ark.; W.H. Gray, Rutherford, Tenn.; O. Buress, Jackson, Miss., W.A. Rush,

Houston, Miss.; W.F. Ruffin, Sr., and Junior, Covington, Tenn., and Roy Cochran, North Little Rock, Ark.

Doak Roberts, district manager, Warners, Dallas, was in....Bailey Prichard, branch manager, Monogram, was attending a sales meeting in Atlanta of Monogram Southern.

Max Youngstein, vice president, Eagle Lion, and Herman Beirsdorf, division manager, Dallas, visited the local branch.

On the sick list were: Henry Hammond, salesman, Monogram, in Methodist Hospital, and Sue Piercey, general clerk, U-I.

Visiting the Row were: Miss Emma Cox, Osceola, Ark.; Whyte Bedford, Hamilton, Ala.; Sam Kirby, Little Rock, Ark.; Gordon Hutchins, Corning Ark.; Gail Miller, Helena, Ark., and Horace Collins, Paragould, Ark.

Alabama

WETUMPKA

John R. Moffitt announced that he has taken over the Coosa from Mrs. Phil Enslec.

Arkansas

OSCEOLA

Emma Cox, owner, Joy, recently installed air-conditioning at this house. New rest rooms have been provided, and the theatre has been reseeded and

redecorated throughout with new carpet, a controlled screen curtain, etc. The outside will be face-lifted as soon as a new marquee is constructed. Her Gem has also been redecorated, with new panic lock back-doors and an emergency lighting system installed. Both houses were recently equipped with new booth equipment.

Florida

AUBURNDALE

M.R. Hensler announced plans for a new theatre.

CORAL GABLES

A baby girl was recently born to Mr. and Mrs. Alfred Waldron at Victoria Hospital. Waldron formerly was a photographer for Movietone News.

GAINESVILLE

The Lincoln, a colored house, closed.

MIAMI

Walton Oakerson, manager, Center, is justifiably proud of his theatre's part in the "Edison Center Trade Festival", wherein over \$10,000 in prizes and merchandise are being distributed. The theatre has been sponsoring a contest to judge a "Miss Edison Center", and on Aug. 10 held an elimination, selecting eight gals out of 20, to participate in the finals. Judges included Harry Elmore, the Daily News staff photographer; Walter Frederichs, merchant; Miss Billy O'Day, radio interviewer; Miss Bayes, daughter of Nora Bayes, and M.L. Todd, executive secretary, Edison Center

Board of Trade. The finals are to be held today (Sept. 1) and the winner receives a four-day trip to Cuba, for second, a set of matched luggage, complete wardrobe and costume jewelry. The finale of the festival will be in the evening of Sept. 7, when the "Miss Edison Center" and her second runners-up will be the fairy godmothers to the many eager shoppers who have patronized the neighborhood stores, and saved the tickets entitling them to participate.

Wometco District manager Harvey Fleischman is back in the mines after a satisfying vacation....Ditto manager Sonny Shepherd, Miami....Manager Flynn Stubblefield, State, may think it is his return from vacation that is boosting attendance, but scouts say 'tis due to "Superman".

California papers please don't copy, but Wometco's office is sending out the annual memos to managers on what to do in case of "The Big Blow".

We hear the little boy with the bow and arrow has made a bull's eye in his aim at manager Gordon Spradley, Capitol, who's making goo-goo eyes at Doris Erwin. Rumors are that they will middle-aisle it soon....Manager Phil Masters, Rosetta, was off on a well-earned vacation after a successful popularity contest to select "Miss Little River". The event finished to a capacity house....Bob Venn, manager, television station WTVJ, filed a for-



Perspective drawings of a group of theatres, built, under construction or to be built by John F. Wicker, architect, Greensboro, N.C., are shown above. They are, left to right, top to bottom: Modern Enterprises', Modern, Greensboro, a 1,000-Seat, air-conditioned colored house with a Mo-Sai architectural stone front; Everett Enterprises', Whiteville, Whiteville, N.C., with a main floor of 493 seats, a colored balcony seating 271, and a stucco and structural glass front; the Stewart, Dunn, N.C., Everett house, seating 509 in the main floor, 203 in the colored balcony, and having Mo-Sai, structural glass and glass

brick construction; Standard Amusement Company's Gem, Greensboro, a 365-seater for colored, with construction of selected common brick, cast stone, and glass brick; Everett's Wadesboro, Wadesboro, N.C., with a front construction of Mo-Sai precast stone, and seating 489 on the main floor and 242 in the colored balcony; Everett's Farmville, Farmville, N.C., seating 450 on the main floor, 200 in the colored balcony, and having a front made out of white stucco with structural glass trimming, and Everett's Lillington, Lillington, N.C., with a 400-seat main floor capacity, and an 185-seat colored balcony.



Impressive ceremonies recently marked the opening of the Thompson, Martin and Thompson, Hawkinsville, Ga. J.H. Thompson, partner in the firm, addressed a full house during stage ceremonies, left. Almost 1000 patrons had to be

turned away even though the SRO sign was out, the house being packed, center. Atright is a shot of the exterior of the new theatre, built in accordance with the new Georgia Building Safety Law and having the latest in equipment.

mal application for a hearing in connection with a recent order revoking the license of the station.

Claughton Theatres, Inc. announced the opening date, Sept. 1, for the new 945 seat Trail. Cecil Tuggle, former manager, Variety, will be in command....The drive-in theatre rush is on its merry way with several more scheduled. W.L. McComas, Miami Beach, has plans completed for a drive-in at Bird and Palmetto Roads, a location muchly protested by the Tropical Race Track. The Gables Racing Association, operator of the race track, announced plans to build a \$200,000 drive-in with a capacity for 1000 cars on Bird Road immediately opposite the race track. The two theatres will be about 300 to 400 yards apart unless other compromise action is effected. John M. Wolfberg, president, Wolfberg Theatres, which operates about 20 theatres throughout the west and midwest, will manage the theatre on the 20-acre tract owned by the Gables Racing Association.

Giving the nurses at the Pratt General Hospital a treat was Walter Leech, assistant manager, Dixie. His satisfied customers were all looking forward to his return....Ryt Suez, former assistant, Beach, is now top man at the Colony.

Variety Club members were very willing hosts to the 35 "Radio Queens" of the south here for the semi-finals prior to competing in the finals in Cuba.

Assistant manager Joseph Hagerty, Tivoli, was off for a six-week vacation, which is to include a visit to the old homestead and his parents, Marion, Ind....When Walton Oakerson, manager, Rosetta, was on vacation, the "Izaak Walton" being prominent in his character, he travelled a good 300 miles up into the Ocala section of Florida, lured by the tall tales of fishing. He fished, yes, but the most successful bit of angling was found on Route 25, only a few short miles from Miami, on his return.

There's been an "accent on youth" where exhibitors are concerned, and Nat Bernstein, owner Bernstein Circuit, followed suit. His mirthful Saturday matinees provided fun and

prizes for the young' uns, with Bozo the clown as chief entertainer. Free bicycles were given away to the winners of various contests. The Dixie was, and still is, the scene of fun and merriment for the kiddies, with manager George Wendahl assisting Bernstein with the production of those festivities. But, the mommas and grandmommas figured the accent was in the wrong place, so they suggested something just for them on the same par, with prizes as well. Bernstein was quick to offer a local "Breakfast in Hollywood" stint. The female contingent jumped at the chance. The shows are done in memory of Tom Breneman, whose shows offered women something unique and new, when he started some years ago. Ted Anthony, program director, Wometco Theatres' WMIE, emcees the Wednesday morning shows now in that embryo stage. The Dixie will be joined by two new theatres, one a drive-in, in a few months, since Bernstein has enlarged his circuit. The theatres extend throughout Florida, Illinois, and Indiana.

ST. AUGUSTINE

C.P. Cohen, owner of several theatres in Florida, opened his new house.

TAMPA

J.E. Laird, branch manager, Republic, returned after a visit to Atlanta.

Georgia

HAWKINSVILLE

J.H. Thompson, Martin and Thompson Theatres, said he was well pleased with the new Thompson, and said that work will start on the company's other planned theatres.

Spearheaded by an official proclamation by the city of "Thompson Day" in honor of J.H. Thompson, the new Thompson opened in gala holiday atmosphere. The entire business district was decorated with pennants, flags, and banners. The new 1,000-seat house, which incorporates the home offices of Martin and Thompson Theatres in the theatre building, is the first completion in the company's \$850,000 building program. The house was acclaimed as one of the finest in the state, and complies 100 per cent with the new Georgia building safety law. Open house was held for out-of-town visitors of the firm, including exhibi-

bitors, distributors, businessmen, etc. Dedication services featured the unveiling of a bronze plaque in memory of the late R.E. Martin, Sr., Thompson's long time friend and partner. The lobby and foyer were banked high with floral pieces, and large display boards were covered with telegrams of well wishers. Brief stage ceremonies helped dedicate the house with Roy Martin, Jr., and Thompson turning over to localites "your new theatre". The social feature of the opening followed the stage ceremonies when the out-of-town guests and others were entertained with an elaborate party at the home of Mr. and Mrs. J.H. Thompson. This lovely home, considered one of the most beautiful in South Georgia, was resplendent with colored floodlights and other illuminating effects playing on the lawns and gardens. In this lovely setting, came forth music floating from concealed speakers as an elaborate buffet supper was served in the gardens.

North Carolina

GREENSBORO

Work is to start immediately on the construction of a new theatre at 305 State Street, which will cost an estimated \$35,000. To be built by the Starr Theatre Company, and to be called the Starr, the building will seat around 500 persons, and will measure 52 by 100 feet. J.N. Coe is the contractor.

South Carolina

FLORENCE

City Council ordered the city's four theatres that henceforth they must be closed by Saturday midnight.

RIDGE SPRING

Simplex sound system and Simplex mechanisms have been installed in the Ridge Springs.

Tennessee

NASHVILLE

Crescent Amusement Company filed a petition with Judge Elmer Davies in U.S. Circuit Court for the right to expand in eight towns in this state, Alabama, and Kentucky. The company is seeking to meet the recent federal court requirements of the decree in the U.S. Crescent Amusement Company anti-trust suit.

NEWS OF THE

Territory

Chicago

Leonard Utecht, manager, and James L. Smith, assistant manager, Lake, Oak Park, got results with standout campaigns on "The Miracle Of The Bells", "Homecoming", "I Remember Mama", and "Melody Time". They have started work on a full program for "Youth Month" in September.

Chicago Maurice Mawrer, managing director, Astor, New York, was tendered a luncheon by MGM executives during a stopover.

Ludwig Sussman, theatre owner and Illinois Allied Theatres director, is improving at Sacred Heart Sanitorium, Milwaukee.

Included in the modernization of the Nortown and Norshore are new popcorn and candy stands

A \$100-a-month pension and illness and death payment plan has been set up, beginning today, Sept. 1 for members of Local 110, which has an enrollment of 700 working in 360 theatres. The benefit idea was made possible when theatre owners agreed in a five-year contract to match 10 per cent annually the establishment of a fund which will be administered jointly by management and the union. It is expected \$400,000 will be raised yearly. The owners were represented by Eddie Silverman, Essaness president, and Morris Leonard, B and K attorney, and the union by James Gorman, president, Gene Atkinson, business manager; Clarence Jalas, secretary-treasurer, and Dan Carmell, attorney. The older men who average 30 years of service, with some as high as 45 years, may retire on the pension any time after Sept. 1.

A 100-foot snack bar, serving hamburgers, other eatables, and soft drinks, is located in the center of the new North Avenue Outdoor. Frank Fink and Irving Gandall, partners in the enterprise, are veterans in the amusement field. Their first outdoor venture, Irving Park Boulevard and Harlem Avenue was successful from the outset. Gandall has been operating Southern Ohio theatres since 1937, and opened a drive-in at Toledo, O., in 1940.

A bandit who held up Agnes Stromberg, Woods and took \$400, was captured by police.

Harry Mandel, veteran theatre electrician, celebrated his 37th wedding anniversary....Louis F. Jelnick opened his Sky-Hi Drive-In at Roosevelt and Butterfield Roads.

A 94-year-old woman baby sitter, arrested at the American for creating a disturbance, was sent home from

court when she explained she whacked some boys with her purse when they put their feet on the back of her seat....Leo Goldman acquired the Cuba, Cuba City, Wis.

The city comptrollers office has concluded the three million dollar amusement tax goal set for 1948 will not be reached. July collections were \$157,045, bringing the total to but \$1,030,932....In an \$85,000 deal, RKO-Singer Waterloo Corporation bought the Orpheum and building at Waterloo, Ia. G.E. Bertsch and son, Peter, bought the Lyric, Farina, Ill., from J. Robert Harrell, Louisville, Ill. Paul Farrell was made assistant, United Artists....Jerry Cohen, Palace assistant manager, vacationed in Northern Wisconsin

Dallas

Plans for the eventual installation of a studio with four stages were being made by Joe Rock, producer, following his leasing army buildings at Camp Wolters, Mineral Wells, Tex.

Denver

Frank Childs resigned as manager, Selected Pictures Exchanges, and intended taking a vacation before announcing plans. He had been succeeded by H.D. George.

William Dassou, partner in drive-ins in Illinois and former National Theatre Supply manager in Chicago, was vacationing in Colorado....William Stober, General Register general sales manager, was in....Bernard Newman, owner, Gem, Walsh, Colo., has been named president, Chamber of Commerce.

Jake Lutzer, southern division manager, Film Classics, was in Colorado to see Pat McGee, Denver, and Larry Starsmore, Colorado Springs. Both of the men have theatres in Oklahoma City, in Lutzer's territory.

Claude Newell, Metro booker, went on a non-stop trip by plane from Salina, Kans., to New York and return as part of his two weeks air corps training. He was in the air for 14 hours.

James Morrison, retired 20th Century-Fox branch manager, and charter member Rocky Mountain Screen Club,

was given an honorary life membership Jerry Safron, Columbia district manager, was conferring with Robert Hill, branch manager.

Due to lack of rental space on Film Row, Western Union may be compelled to close its branch office. The landlord wants the space....Harry Green, Fox Intermountain Theatres treasurer, is a champion fisherman. While vacationing on the Gunnison River, he caught a 16-inch trout, said to be the largest in that region this year.

Des Moines

Larry Geer, Fort Dodge, Ia., president, Midwestern Ballroom Operators Association, disclosed that ballroom operators are watching closely the federal court decision on ASCAP. Ballroom men maintain their situation is similar to the movies, as musicians have to pay ASCAP fee for arrangements, and operators have also to pay license fee for performance rights.

The Iowa tax commission reported theatres paid in a total of \$154,643 for the two per cent state sales tax which was collected by the houses during the first three months of 1948. The tax collected represented box office receipts of \$7,700,000 for the three-month period....Mr. and Mrs. Dayle Allen, Redding, Ia., purchased the Winfield, Winfield, Ia., from Harold Hill, Burlington, Ia., and will close the house for redecoration....Max Youngstein, vice president, Eagle Lion, and Herman Beiersdorf, southern sales manager, conferred at Des Moines with Mike Lee on the sales drive.

Kansas City

Edward Hogle, Orpheum, Wichita, Kans., received honorable mention and an MGM "Good News" record album in the recent MGM "Good News" record album-window display contest.

Howard Burkhardt, Loew's Midland, and Frank Burgard, Jenkins Music Company, were second prize winners in MGM's recent "Good News" record album-window display contest. They received \$25 each.

Mr. and Mrs. Willis Shaffer, Orpheum, Wichita, Kans., who won the "Adventure Island" contest, went to the coast and Honolulu as guests of the producers.



Shown here at their recent regional meeting at Cape Girardeau, Mo., are the officers of Mid-Central Allied: top row, standing, left to right, Charles Niles, National Allied secretary; William T. Zimmerman, Charles Beninati, E.H. Wieck, Earl Vandiver, directors; bottom row, seated, left to right, Andy Dietz, director; Hugh Graham, secretary-treasurer; H. Holloway, president, and Jeff Jefferson, vice-president, all of whom actively identified with the organization.

Los Angeles

Elmer Rhoden, president, Fox Midwest Theatres, here for a meeting of a meeting of National Theatres' executives and film buyers, predicted a bumper crop will up theatre business this fall and winter.

UA continues to deal with Four Music Hall Theatres for first-run release of product instead of booking elsewhere.

Lt. Charles P. Skouras, Jr. was off for active duty in the army air force at Roswell Field, N.M....The Pine-Thomas "Adventure Island" contest winners, Mr. and Mrs. Willis Shaffer, were here from Atchison, Kans., where Shaffer is the owner, Orpheum. He won first prize for his exploitation campaign on the color film, and headed for the prize trip to Honolulu as guests of the producers.

John Ettlinger left a job with the San Francisco Paramount publicity office for a television berth down here.

Judge Hanson ruled that the Building Safety Commission would have to reinstate the board under civil service. Early in January, the examining board of three for motion picture projectionists, was dissolved. The board, composed of George Shaffer, Fred Borch, and Art Schroeder, had handled all examinations for motion picture licenses in Los Angeles since 1934 when they took civil service examinations. All are members of local 150.

Columbia's Mel Klein's brother went to San Francisco to start a theatre premium office....B.J. Crandall sold his interest in the Huntington and Park, Huntington Park, a suburb four miles out, to Milt Hossfelt and associates.

Ind. theatre owners, members of the SCTOA agreed to a new wage system for janitors. Harry Vinnicof negotiated, and set individual theatre wage figures with Local 399, whereby exhibitors agreed to a weekly instead of an hourly wage.

September 14, 15, and 16 will be the annual meeting of trustees of PCCITOA to be held at the Ambassador Hotel....Glenn McCarthy, who recently started film production, announces he will build a new deluxe theatre in Houston, Tex., to be operated by the Inter-State Circuit. He will name the house, The Shamrock.

Reservations for Hollywood's Sept. 4 benefit premiere of the Ringling Brothers Circus may be had at any Fox West Coast theatre or Owl-Rexall drug store in Southern California, according to Mrs. Sven Lorkrantz, president, Saint John's Hospital Guild. More than 200 stars and socialites will augment the regular circus cast, and appear in the ring as performers on this one night.

Jim Harris assistant to Realart's vice-president, Budd Rogers, was visiting the exchange.

An attempt to enlarge the suburb of Westchester seems assured, with four new theatres planned in that section. The Griffith-Coleman outfit, headed by William J. Kupper, Jr., general manager, plans a 1900-seat house at the corner of Sepulveda and Will Rogers boulevard beside the two new houses already getting under way. Kupper intends to have one theatre ready for Thanksgiving Day at Imperial and Crenshaw, which will seat 1350....Alex Schrieber, Detroit, intends to build an amusement center which will include a theatre...Another Griffith-Coleman theatre is past the groundbreaking stage on La Tijera Boulevard....FWC owns a first-run house in the same district.

Minneapolis

The Star-Lite Drive-In has been started on a tract of land lying south of highway 38, opposite the air base, Sioux Falls, S.D. It is being built by Welworth Theatres, under the supervision of Roy Runyeon, with a September opening date hoped for. Capacity will be 650 cars on ramps with cushioned theatre seats near the screen for 200 pedestrian patrons.

A pre-designed theatre, ranging from 300 to 800 seats, planned, built, and equipped completely, is being offered by the newly-formed Anderson-McCarthy Company. The theatre was originated by Charles McCarthy, veteran exhibitor, distributor, and pioneer in the film transfer field. McCarthy's partner in the project is Arthur Anderson, Jr., son of Arthur Anderson, manager, Warners.

Exhibitors attending a regional meeting of North Central Allied at Fargo, N.D., voted to combat any admission tax proposal which may come before the January session of the state legislature. NCA president Ben Berger named a committee to handle the lobbying. The meeting also praised Judge Leibell for his decision in the ASCAP for failing to comply with the music copyright registration law of North Dakota. Berger urged exhibitors to refuse to pay license fees to ASCAP pending final decision of his case now in Minneapolis district court and the New York case.

Application for a theatre license by the new owners of the neighborhood Vogue, Joseph M. Podoloff and Wilfred Wolfson, was protested by the former operators, Mrs. Evy Engquist and Paul Mans, at a meeting of the Minneapolis City Council license committee. Podoloff and Wolfson recently purchased the theatre building, which has been empty since July 31, when the lease held by Mrs. Engquist and Mans expired. Mans has asked that they be permitted to transfer their license, which expires on May 31, 1949, to a new location. The new owners requested that the license be transferred to them, so that the house will not have to remain empty. Mrs. Engquist said that her family had operated the theatre for 40 years, and asked the committee not to grant a license to the new owners.

New on Film Row is Juanita Haarstad,

biller, 20th-Fox....Martin Winnant, Columbia travelling auditor, was in....Vaimar Sharp, exhibitor, Draper, S.D., was a recent visitor....Earl Perkins, salesman, Warners, who has been on leave of absence since last May, is back....Charlotte Olerud, booker, NSS, is in the hospital....The exchange staff of NSS had a picnic at Theodore Wirth Park....Vacationing in northern Minnesota was Marilyn Harrington, stenographer, Columbia; Chuck Bliss, booker, U-I; Al Stern, office manager, RKO, and LeRoy Miller, branch manager, U-I, who was at the cabin of Roy McMinn, owner, Beacon, Superior, Wis....Helen Manion, branch manager's secretary, U-I, was vacationing in Canada....Julia Proctor, prevue shipper, NSS, was in Milwaukee and Detroit.

Oklahoma City

The proudest man in town last fortnight was Basil Lowery, ingenious display artist. Lowery received a glowing report of his latest job, two phony palm trees for the center lobby. The grinning delivery man reported the trees were a complete artistic success. As the trees were delivered, one of the aides walked up in disgust. "Look at those trees", he snorted, "guess I'll be told to water them daily".

Omaha

Drive-ins continue to spring up. Newest is that of Slaughter and Butcher at Yankton, S.D. All equipment for the 500-car outdoor theatre was supplied by Western Theatre Supply Company. The place is called Movie-land....Mrs. Ed Kugel, Holstein, Ia., represented her husband on Film Row. He is busy with their new State, a quonset house.

Murray Greenbaum joined the sales staff of Eagle Lion....EL branch manager Ed Cohen marked his 25th wedding anniversary. The Cohens have two daughters, one 21 and the other 9. Dad has been a Film Row denizen for more than his married years....Bill Wink, Warner salesman, entered a hospital for a gall bladder operation. There, salesman Leon Mendelsohn spied Ruth Cogley, former Warner office employee, also a patient.

Film Row is commenting about the increased offerings of area houses for sale....Morris Smead, Stram, Council Bluffs, Ia., returned from an extended California stay....Milt Overman, Eagle Lion publicist, was confined to an Omaha hotel after he suffered an arthritic attack. He finally was put on a plane to go to his Kansas City home.

William Miskell, Tri-States Theatres district chief, was vacationing in Colorado....Frank Cook, new owner, Crest, David City, Neb. introduced himself to Film Row....Frank Van Husan, Western Theatre Supply chief, had a trade showing of RCA equipment. The firm installed all new equipment in the Business Men's Organization house at Monroe, Neb., new mechanisms and carpet in Elmer Tilton's Rivoli, Seward, Neb., and new equipment in the Crystal, Arapahoe Neb.

Max Youngstein, Eagle Lion vice-president of publicity, and H. Beiersdorf, western division manager, conferred here on the Bill Heineman Drive....MGM has a new lounge for its employees....Nate Galbreath, Universal-International salesman, was sick....Orville Eby is new assistant shipper at Paramount, replacing Richard Anderson....Mort Eichenberg, Sr., formerly salesman at Columbia, went to Des Moines, as U-I salesman. His son, Mort, Jr., is a salesman for Columbia.

Phoenix

Filming of Argosy's "She Wore A Yellow Ribbon" is scheduled to get under way soon near Flagstaff, Ariz., with cast headed by Ward Bond and Ben Johnson.

Los Angeles authorities arrested a former Tucson postal-clerk who confessed to the recent \$2,238 holdup of the Orpheum and the slugging of the theatre's assistant manager.

The Fox celebrated its 17th birthday anniversary by giving away 1,000 orchids to its women patrons. The audience also shared in the theatre's huge five-tier birthday cake.

The Rowena, Chandler, Ariz., closed for an indefinite period for a complete program....The newly opened Oasis, Ajo, Ariz., includes such theatre staples as bubble gum, popcorn, candy, ice cream, peanuts, and all other refreshments...."Mr. Blandings Builds His Dream House" was given a special midnight press preview at the Fox....Will Osborne and his orchestra were penciled in for feature billing at the Star, Nogales, Ariz.

A film recently made by the Winslow, Ariz., Chamber of Commerce will be shown at the Rialto on Sept. 8 and 9.

Portland

James Beal, branch manager, Columbia, left for Vancouver, B.C., on vacation....Peter Thorne, salesman, RKO, transferred to the San Francisco branch....E.H. Dickenson, Hollywood, Salem, sold his theatre to J.C. Hasenstab....P.H. Littlepage purchased part interest in E. Slaney's Colonial, Delake....Chuck Wilkins, booker, Republic, is leaving to take a salesman job for Film Classics....Marian Crawford, RKO cashier, was vacationing at the beach.

St. Louis

H. Paul Stroud, president, World Theatrical Enterprises, Inc., announced that construction will begin within the next 30 days on a 750-car drive-in on the Missouri side of the Mississippi, across from Quincy, Ill. It is expected to cost approximately \$75,000. A long range program includes a plan for building 10 additional drive-ins.

Voiding of the permit issued by the St. Louis County Court last November for construction of a drive-in in St. Louis County was sought in a suit filed in Circuit Court at Clayton, suburb of St. Louis. Thirteen owners of prop-

erty in the vicinity of the proposed theatre at the intersection of State Highway 99 and St. Cyr Road asserted in the suit that the county's zoning ordinance prohibited construction of any structures but one-family dwellings in the area. The property owners asserted construction of the theatre would damage their properties.

Donation to the Boonville Training School for Boys of a moving picture projector by Ruby S'Renco brought enthusiastic thanks from Bert E. Fenenga, school superintendent. S'Renco, Art, sent an experienced projectionist to the school to instruct school personnel in operating the unit.

Christ Zotos, Roosevelt, was slashed by a strong-arm man, and robbed of \$200. He was taken to the City Hospital, where it was found the knife had cut his upper lip.

An ordinance to impose a five-percent tax on daily gross receipts of the two theatres in Richmond Heights was adopted by the Richmond Heights, suburb of St. Louis, City Council. Mayor Lee M. Duggan said the new ordinance will become effective on Sept. 1, and estimated it will bring in \$10,000 a year from the two theatres. At present, he said, a total of only \$300 a year is paid to the municipality by the theatres.

San Antonio

More than 2,200 Catholic youths reprimanded the Hi-Ho in a scorching letter to Douglas Askey, its manager. Miss Florence Ehrler, apostolic committee chairman, Antonio Sodality Union, stated that the youths placed the theatre under interdict for one year, advising Catholic youth to abstain from patronizing the theatre until June 30, 1949. She disclosed that the letter signed by Leo Ehlinger, president, San Antonio Sodality Union, charged that the theatre management had on several occasions "attempted to offer its public motion picture entertainment that was offensive and often immoral"

The Broadway and Woodlawn, two Interstate suburban houses, are showing first-run British films on a three day basis same date each week....Melton Barker was expected in to produce three two-reel comedies, one each for the Uptown, Harlandale, and Highland, with all local children in the cast....Gustavo Mohme and his son, G.J., both of Los Angeles, visited Gordon B. Dunlap, manager, Clasa-Mohme.

Melvin Asher is new at the Majestic....Robert Lucchese, International Amusement Company, was married to Winifred Watts...Claude Morris, United Artists publicity representative, was a visitor....Seen at the Interstate city office were Raymond B. Willie, Dallas, assistant general manager; William Smith, RKO, Dallas, and Milt Linder, National Screen Service, Dallas.

San Francisco

A coloring contest was a feature of the recent successful campaign staged

by the Golden Gate for Walt Disney's "Melody Time" in cooperation with The San Francisco News, which broke with liberal art and credits before the opening.

Chinese films for export to China are being produced here but their location is being kept secret until the film currently being shot, starring Beatrice Tom, is completed. According to Miss Tom, a 21-year old Oriental beauty, the company has been in operation here more than six months.

Stacy Keach, former RKO megger and casting director, has plans for turning independent producer....L.J. Mason, manager Interstate Theatres, McAllen, Tex., has been transferred to Dallas, where he has been named manager, Wilshire....Members of the Houston, Tex. Variety Club, operating as a branch of Dallas, applied for a charter of their own. John Paul Goodwin is Chief Barker of the Houston tent, which would be Tent 34....The Plaza, Houston, Tex., owned and operated by L.C. Baxley and W.J. Lytle, closed, with the equipment being put up for sale, and the building up for long term lease.

Richard H. Cornelison, manager, Laurel, joined the 56th Cavalry Group Headquarters....It's no longer just popcorn and candies for movie-goers. The newest thing is ice cream cones. The Palace is the first in town to put them on sale.

A percentage of the first day's receipts at the Empire of the showing of "16 Fathoms Deep" was destined for donation to the Marion Davies Foundation Clinic for Children, West Los Angeles, Cal., according to Henry Bergman, manager....Back at his desk following a business trip to Colorado and New Mexico was Jewel Truex, manager, Azteca....Robert Brew is new floor manager at Interstate's Majestic....Ramon Weaver opened a 16mm. "open airer", the La Colonia, outside the city limits....Among the recent exhibitors in were: Frank Martinez, Gary, Ind.; Leon D. Broughton, Tex-La, Sugarland, Tex.; C.O. Donaldson, Community Theatres, Fort Worth, Tex., and Santana Villerreal, who recently opened a 16mm. open air house at Berg Mill, Tex.

The Film Forum has been organized here under the auspices of the Temple Beth El Men's Club. Working on a non-profit basis, the new organization will provide classic films of the past and present (both American and foreign), these to be exhibited in the newly remodeled Temple Beth El auditorium on each second Wednesday over a 26-week period starting on Oct. 20. The subscription fee, entitling the holder to one ticket to the complete 13 week series, will be \$5.

Pulling a pistol from his belt, an unidentified man dressed in cowboy hat, red plaid shirt, jeans, and boots told Norman Jurvig, assistant manager, Metro, to "stand still" while he looted

the box office in the manner of a western film bandit. The "cowboy robber" escaped with less than \$50.

To head the film distribution set-up for the American Army Motion Picture Command in Tokyo, Japan, Buck Smith, former office manager, United Artists, left for a two-year stay in the Orient. Mary Elise Kopetzke, secretary, Film Classics, is Smith's assistant.

A walking theatrical phone number guide is Don Krull, veteran theatre display man on the Call Bulletin. Krull, carrying all his phone files in his head, is well known for his ability to call off from memory the exact numbers of all theatres, circuits, and film exchanges in the city.

With Jerry Collins, former city booker, Fox West Coast, moved over to the booking berth with Golden State Circuit, Jack Frazier, former peninsula booker, Fox West Coast, now holds Collins' spot. Jack Foley, former manager, San Mateo house, is at the peninsula post. Walter Shenson, producer, MRS Pictures, visiting his family, reported that "Inner Sanctum", his company's first release, will be ready for display soon.

Ted Galenter, west coast publicity head, MGM, returned here with his bride, the former Mildred Blatt. They were party guests of Greer Garson, film actress.

Favorable response to the series of shorts being produced by Gerald Karski, president, Motion Picture Service, has prompted further productions including the Klamath Falls Round-Up and Santa Barbara celebration. The variety Club distributes Karski's films throughout theatres in northern California.

Sam Sobel, branch manager, Film Classics exchange, was back from the New York sales meeting. Art Kloth, manager, Parkside, Golden State Circuit, returned from vacation.

Mark Alling, manager, Golden Gate, is back to his remodeled house after a vacation.

Executives of the Mutual Don Lee network checked into the San Francisco television situation at a meeting headed by Sid Stotz, administrative vice-president in charge of television and west coast head, AM operations.

Gerald Milner, film buyer, attended the National Theatres conference in Los Angeles headed by Charles Skouras, president.

San Francisco exhibitors launched "Youth Month" with a city-wide theatre party free for every youngster when pictures donated by the exchanges were shown at all houses. George Nasser, circuit operator, Nasser Brothers, is Northern California exhibitor chairman, and Irving M. Levin, divisional director, San Francisco Theatres, Inc., is city chairman. The National Youth

Program activities started when all civic, welfare, social, and service club leaders attended a buffet luncheon and preview of "Report For Action" at Mayor Elmer Robinson's special invitation. The two-reel subject was shown to local leaders at the Fox preview room prior to the extensive campaign.

The Portola Trek, dramatic enactment of Don Gaspar de Portola's expedition from San Diego, Cal., to the discovery of San Francisco, was being shot at Santa Barbara, Cal., by Gerald Karski, president, Motion Picture Service, and his crew of camera men. In addition to the Portola filming, with its San Francisco carnival on Oct. 17, Karski's mobile photography unit is shooting scenes at the State Fair, Sacramento, Cal.

"Back to School" matinee is the theme for a managerial contest set up by W.W. Covert, district manager, Golden State Circuit, for 24 houses in the San Francisco group. A portable radio is being offered the manager whose promotion shows the greatest originality, results, and economy of cost. The contest will be held on Sept. 11.

Seattle

Keith Beckwith, who operates theatres in North Bend and Issaquah Wash., and interested in the operation of the Ritz, Spokane, Wash., has taken over the Liberty, Spokane, which has been under lease to the Gamble Theatre Enterprises. Before their departure for California, William Gehring, assistant general sales manager, 20th-Fox, and Buck Stoner, western district manager, were dinner guests of Mr. and Mrs. Frank D. Drew. Drew, former branch manager here, is slowly recovering from illness. Chilton Robinette, 20th Century-Fox branch manager, and Mrs. Robinette left for a vacation at Seaside, Ore.

Ralph Scofield, theatre operator of Sumas, Wash., and Mrs. Scofield are back from a motor trip to Michigan. They stopped at Willow Run, and drove home in a new car. Loren and Margie Olson are parents of a baby son. Mrs. Olson was formerly secretary to Maurice Saffle when he was branch manager for MGM, and later for Sam Davis, who succeeded Saffle. Harry Ulsh, now an apartment house owner in Hollywood, but formerly a theatre operator in Washington, was booking and buying for the Anacortes, which he still owns. Before returning to California, he visited his son, Norman Ulsh, who operates a theatre in Tonasket, Wash.

Truman Nelson has been appointed assistant to Chris Casper, manager Blue Mouse. He succeeds Joe Furfaro, transferred to Everett, Wash., as assistant to William Cooley, city manager, Evergreen Theatres. A.C. Brown, auditor from the New York office, Paramount, was visiting the branch. Walter Coy, Hi-Line and White Center, returned from a cruise in Canadian waters with his family.

William Shartin, newly-appointed Northwest manager for Film Classics,

accompanied by Jack Partin, Portland, branch manager, left for New York. William Gehring, assistant general sales manager, 20th Century-Fox, was here accompanied by "Buck" Stoner, western district manager. Mary Milligan, Film Classics, left for Portland on her vacation. Clara Nicholson, U-I, with her husband, spent her vacation at Seaside, Ore.

Among state out-of-town exhibitors on The Row were: E.J. Stierwalt, McCleary; Ernie Thompson, who flew in from Port Townsend; E.J. Rice, Port Gamble, and Ed Johnson and Joe Rosenfield, Spokane.

Altec signed sound servicing deals with the Harriet, Hardin, Mont.; Montana, Miles City, Mont.; Embassy, Seattle; Tower Drive-In, Yakima, Wash., and Empire, Tekoa, Wash.

G.O. Spencer, Proctor Street, Tacoma, Wash., and his family left on a vacation trip to California. Also off on vacations were Jo Furse, booker and office manager, Film Classics, and L.C. Tomlinson, booker and office manager, Republic and wife.

Bob Parnell, salesman for Columbia, left by plane for Fairbanks, Alaska, on a trip through the territory. Helen Sullivan, Cincinnati, was visiting her brother, A.J. Sullivan, United Artists branch manager, and Mrs. Sullivan. William Shartin, recently appointed Northwest manager for Film Classics, is back from New York and Chicago. He will be joined by Mrs. Shartin in September. Fred Mercy, Jr., was here on his way to Yakima, Wash., from Southern California. Mrs. Mercy and their three sons were still vacationing in California. Dorothy Brainard, U-I contract department, is back from a Sun Valley vacation.

Walter Graham, theatre operator of Shelton, Wash., left with a party of friends for a cruise in Canadian waters. Back from a cruise with the Arthur Slaters, Northwest Film Service, L.A. Gillespie, Okanogan, Wash., exhibitor, was vacationing with his family at Cama Beach, Camano Island. Corbin Ball, associated with John Lee in the operation of theatres in Ephrata, Moses Lake, Coulee City, and Soap Lake, Wash., was on The Row from Eastern Washington. Buck Seale, Columbia, was over from Spokane, as was Glenn Haviland, Eastern Washington salesman for Warners.

Jack O'Bryan, salesman in the Portland district for United Artists, has been handling exploitation for the East-West Oregon baseball game to be played at Portland for the benefit of the Shrine's Crippled Children's Fund. Morrie Nimmer, manager, Evergreen Theatres, Wenatchee, Wash., was on The Row.

State out-of-town exhibitors included: G.O. Spencer, Proctor Street, Tacoma, now vacationing in California; Mr. and Mrs. Ed Darby and daughter, Naches; Ed Zabel and son, Ken, Olympia; Ernie Landry, Pix, Cheney; Charles Schuler and son, Tacoma, and O.R. Hartman, Coulee Dam.

NEWS OF THE

Territory

Cleveland

Sol A. Schwartz, RKO Theatres vice-president and general manager, made a "July Stunt of the Month Showmanship Award" to Max Mink, RKO Palace, for his special department store tieup with "Melody Time." The award was a showmanship certificate and a check for \$25.

John Spurlock, 70, one of northern Ohio's veteran showmen and owner, Rex, Ottawa, O., died in his sleep. He had apparently been in good health, and was active on the day of his death. His 93-year old mother survives, his wife having died several years ago.

All of the major circuits had representatives attending the International IA convention including Frank Phelps, Warners; Major Leslie Thompson, RKO, and Orville Crouch, Loew's.... Sanford Leavitt, Washington Circuit, and Mrs. Leavitt celebrated their ninth wedding anniversary.... Victor Amster, father of 20th-Fox's Selene Amster, died recently.

Phil Smith, president, Phil Smith Drive-In Circuit, was a visitor, and conferred with Milton Mooney, head, Co-operative Theatres of Ohio, which books for the northern Ohio Smith outdoor theatres.

Ellie Staub, Delphos, O., theatre owner, and Robert Boyd, Leipsig, O., took to the airways to come to Cleveland for their film buying. They came in Staub's plane, which he pilots.... Ronald Gamble, Palace, Akron, O., is northern Ohio chairman for "Youth Month", while Maurice White, Cincinnati, heads the southern Ohio group.

Burton Robbins, son of Herman Robbins, National Screen Service president, was a visitor... Among the week's vacationists were Dorsey Brown, MGM office manager, who took his family to Alberta Beach, and Otto Braeunig, RKO office manager, roughing it in northern Michigan.

"Mom and Dad" on 16mm. film, distributed nationally through Major Films, has been booked for September showings in West Virginia.... Irving Dreeben, Nu-Art Films, Inc., distributors of 16mm. sound and silent films and equipment was in calling on all local 16mm. outlets.

Cincinnati

Madeline Ciuccio, telephone operator, MGM, took a trip to Gaylord, Mich. Tom McMahon, MGM booker, and his wife were vacationing in Cleveland.... MGM has a new employe, Gloria Menke, clerk. Harry Sheeran, MGM, was enjoying a fishing trip in Michigan.

Mickey Meale, 20th Century-Fox, is the proud possessor of a sun tan, result of a week off to relax in local pools.

Recently Nathan Blank, Alliance Circuit, Chicago, came to Cincinnati to see the big drive-ins, comparing RCA equipment with that installed by competitors. Imagine his surprise at finding that no competitive equipment was to be found. Midwest Theatre Supply had outfitted all drive-ins surrounding Cincinnati with RCA equipment.

Among the theatres recently outfitted by Midwest Theatre Supply is the Bellefontaine Drive-In, Bellefontaine, O., which opened on Aug. 14; the Regal, Dayton, O., supplied with new sound and projection equipment following a destructive fire at that theatre; Starlight Drive-In, Mt. Holly, O., with new RCA in-a-car speakers; the Forest Auto-In, fully equipped by Midwest, owner, Fitzwater; as well as an equipment contract with Messrs. Louis D. and Clark F. Olt, who are opening a new drive-in at Hamilton, O.

Robert W. Amos is a new representative of Midwest Theatre Supply. Amos was with RCA as RCA field engineer for over 15 years, later as theatre equipment salesman. He will make his headquarters in Charleston, W. Va. Amos takes the place of Woodrow Breasler, who recently resigned so as to give time to his own drive-in, Dayton, Ky., which is being equipped by Midwest Theatre Supply.

The first display of a Jeepster in any Cincinnati theatre was completed at the Paramount, 930 East McMillan, of which Florence Kiop is manager. For three weeks, she held the Jeepster display in connection with "On Our Merry Way". Miss Kipp announced a dahlia display to be held in the same theatre on Sept. 25 and 26, when the Ohio Valley Dahlia Growers Association will set up the arrangements. Advertising displays have been booked for this feature in windows at the Fifth Third Bank and in the Public Library.

Earl Graham, manager, Orpheum, has become affiliated with the Maurice White Circuit, and is the new manager, for the Majestic, Columbus, O.



Here is a recent photograph of Guthrie C. Crowe, president, Kentucky Association of Theatre Owners, active in community affairs as well as those connected with the theatre business.

Two of U-I's office force spent their vacation in Cleveland, Mr. and Mrs. Robert Banker. He is in the shipping room, and she is head, contract department. They spent time at the union convention in Cleveland... Otelia Becker, U-I, was taking a tour of Canada, going all the way to California. She is secretary to Miss Shumaker, cashier's department... Rosemary Meyer, U-I stenographer, booking department, was spending her vacation week at Mackinac Island.

On nationwide interest are the developments in the arbitration case involving the consent decree, Section VIII, under which Maurice Chase and Herman Hunt, Vogue, charge that Metro is showing discrimination. The complainants stress that MGM is discriminating against the Vogue by releasing films to the Emery with clearance over the Vogue. Judge Anthony B. Dunlap, arbitrator, ruled that there is no substantial competition between the Vogue and Emery. Therefore, neither should have clearance over the other, and the Vogue is entitled to the same availability as the Emery, the 29th day. The arbitration, initiated in February, 1947, was decided on Feb. 27 this year. It was followed by an appeal before the appeal board by Metro. The appeal board did not completely reverse, but substantially changed, the Dunlap decision. The attorney for the Vogue, George Fee, filed a request for a review by the appeal board, and was given until Aug. 20 to file his brief. MGM had until September to file the company's brief prior to the review by the appeal board.

Detroit

Film Classics has moved to the Fox building, 2211 Woodward Avenue. The branch formerly was located at 2310 Cass Avenue. George Lefko is branch manager.

Funeral services were held last fortnight for Mrs. Louis Schlusel, wife of the owner, Farnum, who died recently at her home here at the age of 71.

Oscar Gorelick, owner, Carmen, Dearborn, Mich., is a candidate for state representative on the Republican ticket from the Detroit district.... Harry Berns was remodeling the Bijou front.

Alex Schreiber and associates are planning a new Drive-In at Grand River and Eight Mile Road... Gertrude Applebaum, branch manager's secretary, Monogram, flew to Washington on her vacation.... Jack Lothamer, United Artists office manager, returned from his trip in northern Canada.

David Newman announced the sale of his circuit of three east side theatres to Arnold Wisper who was Newman's general manager up until the time of the sale.... James Nederlander, formerly manager, Shubert-Lafayette, has gone to Minneapolis, where he will manage the Lyceum.

Walter Bradley, Warfield, was back after spending vacation on his 32-foot cabin cruiser...Variety Club Tent 27, Grand Rapids, Mich., had a very successful golf tournament at Silver Lake Country Club, with about 150 attending.

David Idzal was in charge of the "Miss Michigan" contest at his Fox Theatre. "Miss Grand Rapids" won the title, and appeared at the Majestic, Grand Rapids, Mich., with Walter Norris as m.c.

Clive Waxman has taken over the booking and buying for the Owego, Mancelona, Mich....Harold Kortess has opened his new theatre in White Pigeon, Mich. It is a 450-seater....Harry Rubin, Michigan City, Ind., bought the City and State, Benton Harbor, Mich., from Harold Foder.

Indianapolis

Exhibitors visiting during the week included: Harry Van Noy, Van Noy, Middletown, Ind.; I.T. Sollers, Lyric, Covington, Ind.; William T. Studebaker, Logan, Logansport, Ind.; Fletcher Brewer, State, Windfall, Ind.; Kenneth Law, Cozy, Argos, Ind.; R.L. Hudson, Sr. and Jr., Hudson Circuit, Richmond, Ind.; Harry Douglas, Dana, Dana, Ind.; E.E. Smith, Devon, Francisville, Ind.; Pete Panagos, and Herbert Sullivan, Gregory Circuit, Chicago, and Walter Weil, Weil, Greenfield, Ind.

Construction of a \$160,000 theatre at 3733 North Keystone Avenue by C. Everett Green was vetoed by the City Zoning Board after 30 residents of the area protested that it would bring increased traffic hazards and noise to the neighborhood. Green indicated he would appeal the board's decision to Circuit Court.

Ed Campbell, out-door operator in Indiana and Louisville, Ky., is building a new deluxe colored house in Lexington, Ky., to be known as the Lyric. The formal opening is scheduled by Oct. 1....Joe and John Barr, the former general manager, Williston Circuit, Indianapolis, open their 500 car capacity Open-Air in Champaign, Ill., this week...Fred Dolle, Fourth Avenue Amusement Company, Louisville, Ky., spent several days in Terre Haute, Ind., inspecting the remodeling of the Hippodrome.

Mrs. Ann Craft, secretary, ATO of Indiana, Inc., was spending her vacation at Atlantic City....Jack Van Borssum, Savoy and West, Terre Haute, Ind., attended the Elks convention in Richmond, Ind. The father of Abe Kaufman, Fountain, Terre Haute, Ind., 90 years old, is a distinguished visitor at the Kaufman home....Harry Douglas, Dana, Dana, Ind., was visiting relatives in Ill....Louisa Ritz, stenographer, U-Int., was on the sick list.

Exhibitors on Film Row: William Wallace, "V", Veedersburg, Ind.; Harry Van Noy, Van Noy, Middletown, Ind.; Isaac T. Sollers, Lyric, Cov-

ington, Ind.; Fletcher Brewer, State, Windfall, Ind.; Kenneth Law, Cozy, Argos, Ind.; E.E. Smith, Devon, Francisville, Ind.; Herbert Sullivan, Gregory Circuit, Chicago; Harry Douglas, Dana, Dana, Ind.; F.W. Buxton, LaDon, Roachdale, Ind., and Don Ben-nett, Rex, Terre Haute, Ind.

At the recent business meeting and election of officers of the Terre Haute Theatres Association, the following officers were chosen to serve for one year: President, J.B. Stine; vice-president, Mrs. Grace Reinking, and secretary and treasurer, Abe Kaufman. The legislative committee chosen included James H. Adamson, attorney, and Kaufman. The negotiating committee consists of Stine, Jack Van Borssum, Clyde Brant, and Kaufman....K.E. Maurice, Clinton, Ind., exhibitor, was fishing in the lakes of Wisconsin.

The Niles Outdoor, five miles north of South Bend, Ind., on Road 31, had its formal opening. Alex and Jack Manta own the project....Gordon Craddock, manager, Eagle Lion, was shopping for a house while his wife and daughter were vacationing on the west coast....William Carroll, executive secretary, ATO of Indiana, Inc., went to Philadelphia to confer with Sid Samuelson, and arrange moving the Caravan office to Indianapolis....Boyd Sparrow, manager, Loew's, went to Washington to spend his vacation with his parents.

The Savoy, West, and Fountain, Terre Haute, Ind., raised admission prices five cents....Monogram installed a new lighting system....Mrs. Jane Beard, formerly with Y and W Management Corporation, joined Monogram....Sam Abrams, manager, Film Classics, was a visitor at Gregory Circuit offices, Chicago.

Joe Million, Drive-In, Veedersburg, Ind., was compelled to add 100 additional car speakers of the RCA type due to an increase in his business....Gail Lancaster, Huntington, Ind., exhibitor, is the only male inhabitant in Huntington who isn't growing a beard for the centennial celebration....Claude McKean, Burdette Peterson, John Barrett, and Tom McCleaster scored a best ball score of 69 strokes at Pleasant Run golf course.

Pittsburgh

Wide newspaper feature coverage, seldom accorded a motion picture, was recently extended on behalf of RKO's "This Is America" short subject, "Letter To A Rebel", in connection with its recent showing at the Stanley. A special screening was arranged for leading executives of manufacturing companies, schools, Carnegie Institute, others, all of whom indorsed the MPA sponsored film in highest terms.

Out-of-town visitors: Tom and George Anas, Weir-Cove Theatres, Weirton, W.Va.; Edgar E. Shaffer, Roxy, Slippery Rock and Penn-Lake, Sandy Lake, Pa.; Steve Manas, Victoria, Wheeling, W.Va.; Leo Galanis, Ford and Ritz, Ford City, Pa.; Leon Reichblum, State,

Charleroi, Pa., Andy Biordi, Majestic, Ellwood City, Pa., and A.P. and J. Marlin Way, Avenue and Carlton, DuBois, Pa.

Mayor David L. Lawrence, in his city's fiscal financial report, refused to forecast a city tax cut for 1949. Among the other taxes discussed, the mayor said that the amusement tax is producing revenue "at about the estimated monthly rate, but that the city will lose one month's income from this source because December's tax will not be payable until January." This amusement tax item is more of a bookkeeping than an actual loss. The City Controller keeps the December books open until Jan. 18 in order to balance off outstanding revenue accounts. The mayor was quoted as saying, "I can't honestly say that there will or that there won't be a tax cut." New budget requests for 1949 must be submitted no later than Sept. 15.

The Morris Finkels were enjoying their vacation at their cottage at Deep Creek Lake, Maryland, where they remain until after Labor Day, while Fred J. Herrington, Allied Motion Picture Theatre Owner's of Western Pennsylvania, vacationed at Geneva-on-the-Lake with his daughter and her family at their cottage.

Dan Meyers is the new Eagle Lion salesman. He comes from Philadelphia....John McGreevy, Harris Amusement Company, his wife, and son, Tommy, were enjoying a fishing vacation in Canada.

Note for out-of-town exhibitors: The Keystone Hotel has changed its name to the Sheraton.

Johnny Mack Brown, Monogram western star, and former All-American from the University of Alabama, has been playing stage appearances throughout this territory.

Joan Caulfield was recently a guest of Universal-International at a buffet luncheon held in the Variety Club to to introduce her to the press and trade in connection with the publicity campaign for "Larceny", Harris

Joe DeMann, head projectionist, Warner Theatres, has been one of the projectionists who has helped to maintain a summer schedule of weekly Friday night 16mm. shows in the wards of the Veterans' Hospital, Aspinwall, Pa. The summer schedule will end on Sept. 10, and then the winter schedule of two shows a week, Monday and Friday, will start due to the cooperation of William Thompson, business agent, Local 171, and Paul Mach, president. These screenings are very popular with the many boys confined to their beds.

Manager Eddie Wappler, manager, Nixon, returned to have this legitimate house in ship shape for its opening attraction on Sept. 6, "A Street-car Named Desire"....George Jaffe's Casino, Pittsburgh's only burlesque house, opened its doors on Aug. 28 with a combined stage and film show.



Seen at the recent Variety Club golf tournament, Tent O, Pittsburgh, were "Dolly" Baker, Moody-Dickinson Circuit, who shot the low score, 74, and won first prize; second from left, George G. Corcoran, left, and Joseph Gellman, right, both of the MPTO of western Pennsylvania; Harold V. Cohen, the Pittsburgh Post-Gazette film and drama critic, who came in on No. 18 just as the storm broke; and Maurice Spitalny, music director of KDKA. The tourney was a big success.

A large turnout of exhibitors industry leaders, and well-wishers were in attendance at the Morris E. Lefko testimonial banquet held at the William Penn Hotel. The occasion was in celebration of Lefko's recent promotion from the position of Pittsburgh manager of RKO to district manager for the same company for the following territories: Detroit, Cleveland, Cincinnati, and Indianapolis. Hatton Taylor, Harry Walters, and Russ Brentlinger, of the above cities, attended to honor their former fellow branch manager. Stanley Jacques, Cincinnati, was unable to attend. Heading the list of important out-of-towners was Nat Levy, eastern division sales manager, to join in paying honor on the big night.

All the exchange personnel at RKO joined with Morris Lefko in an informal dinner party held in downtown Pittsburgh. The Variety Club is now canvassing its members concerning the progress in the distribution of tickets on the car giveaway.

Here is a reminder to all exhibitors using Route 19 entering and leaving Pittsburgh from the north. The Duquesne Way ramp is now open for automobile traffic after being closed for several years, and all drivers coming into Pittsburgh over the Manchester Bridge will be forced to turn down the ramp because a barrier has been erected at the south end of the bridge, where it meets the traffic entering and leaving the Point Bridge. Drivers who are headed north, and approach the Manchester Bridge in the old way, will be forced to go over the Point Bridge and down Carson Street to the West End Bridge, which is being re-surfaced, only two lanes and congested for several weeks, in order to get to the North side to Route 19 and so on north and northeast.

The Variety Club committee in charge of Camp O'Connell instigated a plan whereby members were invited to visit the camp, and become acquainted with the camp and its surroundings, and, at the same time, enjoy a nice swim in the pool. It was possible to do this due to the fact that some boys had finished their stay, and had already gone home and the following week's groups of boys would not arrive until later.

In this manner, quite a few members of Tent 1 and their families became well acquainted with the camp's activities.

STATES Kentucky

CAMPBELLSVILLE

Paul Sanders, head, Sanders Theatres, announced plans for the construction of a 400-car drive-in to be built just outside of Campbellsville on the Lebanon Highway. While plans have been completed, and construction will start at once, the theatre will not be ready for opening before next season. The new enterprise will be named Paula after Saunders' younger daughter. Sanders Theatres' now controls the Cozy and Alhambra.

ELIZABETHTOWN

Bob Enoch's new drive-in near here will be called the Star-Lite. It will not be opened until next season, although construction has already begun on the project. Enoch, who heads the Elizabethtown Amusement Company, also controls the State and Grand. The Star-Lite will have a 500-car capacity.

FRANKFORT

Mayor Jones lifted the ban against children attending public gatherings which had been in effect here since July 20 as an anti-polio measure. Movies, playgrounds, and other public gathering places had been affected.

LOUISVILLE

"One World Or None" was scheduled for showing in five Kentucky cities under the auspices of the local chapter of United World Federalists, Inc. Showings were scheduled for Mount Sterling, Winchester, Paris, Frankfort, and Lexington.

A charter has been granted to Southway Movie Parks, Inc., with capital stock of \$10,000. Incorporators are Ben Hopkins and Mary L. Hopkins, Indianapolis, and F.L. Sieveking, New Albany, Ind.... A number of local neighborhood theatres increased admission prices from 26 cents for adults and 12 cents for children to 30 cents for adults and 15 cents for children.

Out-of-towners seen on Film Row recently were: Roland Foster, Bloom, Bloomfield, Ky.; W.H. Hahn, Bardstown

Drive-In, Bardstown, Ky.; J.B. Dale, Clay, Celina, Tenn.; A.N. Miles, Eminence, Ky.; C.O. Humston, Lyric, Lawrenceburg, Ky.; Oscar Hopper, Arista, Lebanon, Ky.; R.L. Harned, Empire, Sellersburg, Ind.; George Lindsey, Lindsey, Brownsville, Ky.; Reach McAllister, Theatair Drive-In, Jeffersonville, Ind.; G.M. May, Dream, Corydon, Ind., and Robert Enoch, Elizabethtown Amusement Company, Elizabethtown, Ky.

New Motiograph Model "AA" projectors and Strong high intensity lamps are to be included in the new equipment to be installed in the Parkland, owned by Wally Greer.

Edgar Barnett, a dealer in general merchandise, has purchased equipment for his new theatre, which he expects to have in operation by Sept. 10. Included in the installation are Holmes projectors, and Strong lamps and rectifiers, with Altec Lansing speakers. The equipment was furnished and installed by Falls City Theatre Equipment Company, Louisville, Ky.

VIRGIE

Pharoah Johnson added new popcorn concession equipment at his Virgie.

Ohio

ARCANUM

Rex, one of the oldest film houses in Ohio, is being given a complete remodeling by its owners, the Chancellor brothers.

COLUMBUS

The New Corpus Christi Roman Catholic Church to be constructed here will have several architectural features modeled after theatres including a covered entrance similar to a marquee, loud speaker system with hearing outlets for the deaf, and a mothers' chapel with glass curtain so that small children may be brought to church without disturbing the rest of the worshipers. Plans also call for

MARQUEES

BY

SUPERIOR SIGN

SYSTEM INC.

ELIZABETHTOWN PENNA

radiant heating and diffused lighting. Ramsey and Croce are the architects.

George Kirby, manager Republic, Cincinnati, was in....Mr. and Mrs. J. Real Neth returned from a trip to New York....Gertrude Zweig, secretary to Martin C. Burnett, Loew's central division manager, was back from a Florida vacation....Ward Farrar, United Artists representative, was in arranging for display of giant pinball machine which plugs "The Time Of Your Life", with proceeds going to the Damon Runyon Cancer Fund.

The mother of Gene Hazelton, Film Transfer Service, is dead....Competition in the form of the Majestic showboat, staffed by 24 Kent State and Hiram University students, has been greeting theatremen in river towns along the Ohio and Kanawha this summer. The showboat will wind up its summer season of old and new melodramas at Cincinnati on Sept. 15. Prof. G. Harry Wright is in charge of the showboat, and is writing a thesis on the subject of showboats and their place in American history and culture.

Honor carriers of The Columbus Dispatch and Ohio's typical farm family were guests at a screening of "The Search", Loew's Broad, on invitation of Carl Rogers, manager...."Shifty" Bolen, manager, Arlington, has been on vacation.

"Lowdown from the higher-ups" on television, film rentals, ASCAP, state and city tax, and other subjects of interest to theatre men will be fully discussed at the convention of the Independent Theatre Owners of Ohio at the Deshler-Wallick on Sept. 14 and 15.

Pennsylvania

BEAVER

It has been learned recently that the Beaver, owned and operated by A. W. McCormick, former 20th Century-Fox salesman, in line with its renovating plan, let contracts for reseating.

BLAIRSVILLE

The new Lipsie Brothers' theatre is expected to be open some time before Nov. 1.

CHARLEROI

Mr. and Mrs. Bob Keaser departed for a motor trip through the New England States for their annual vacation. He is the son of Mrs. Fannie Keaser, owner, Palace.

CLARION

Joe Birocco, who owns and operates the Garby, has something to crow about these days. His wife presented him with a bouncing baby boy. The little fellow weighed in at nine pounds, three ounces. Mamma and the new baby were doing well at Oil City Hospital.

CLEARFIELD

Mae Shively, the capable general manager, Mid-State Theatre Circuit, with headquarters in this town, has not shown any ill effects from the

injuries she suffered in the severe head-on collision with another car on the road between Allentown and Easton, Pa.

CORAOPOLIS

F.E. McGillick, Coraopolis and Lyric, is redecorating his front lobby and marquee at the Coraopolis.

COUDERSPORT

Charles F. Fickinger, who operates the Coudersport, has good news for all exhibitors who enjoy game hunting. All the old natives up in Northern Pennsylvania claim that deer is more plentiful this year than at any time within the memory of the oldest hunter.

DU BOIS

J. Marlin Way and his charming wife, Doris, and their two children recently returned from a very pleasant vacation of several weeks, but just two or three days after their return home their young son was suddenly stricken with pneumonia, and had to be rushed to DuBois Hospital. The child was in serious condition, and two special nurses were in constant attendance. The trade hopes the youngster has a speedy recovery.

ERIE

Suits were filed here recently in County Court by two drive-ins, which claimed that a 10 per cent amusement tax levied on June 1 by the Mill Creek Township school district violated their constitutional rights. The drive-ins called the levy discriminatory, since all business concerns in the area were not taxed.

Frank Fairgraves was giving the Regent, which he owns and operates, a repaint job and a thorough face-lifting by means of new decorations....It is reported on good authority that plans are drawn up and steel for the screen already ordered for a new drive-in to be opened next spring on the east side of this city, about four miles beyond Parade Street.

Wrecking crews have been very busy demolishing Warners' old Strand. The new Strand, erected directly across the street from Shea's, is now rapidly nearing completion, with extra crews working day and night.

Robert Lee, owner, American, has made extensive improvements in the lobby, in addition to which his new popcorn machine has been shifted so that the cashier can handle the sales in that department. The candy machine is now located inside the theatre auditorium, and the sales have increased as a result.

FARRELL

On Aug. 7, to continue through the next five Saturdays, the Capitol is giving away a handsome bicycle to one lucky boy or girl, sponsored by the local merchants. This theatre is owned and operated by Chris Lampros, who also operates the Colonial.

JOHNSONBURG

John C. Friburg was in Union City, Pa., supervising the installation of new carpeting at the Palace, in which he has an interest.

MEADVILLE

Ed Claffey and his wife were spending a vacation at Miami Beach with Claffey's daughter and her husband. Ralph Shadley, coowner, Academy, was holding the fort while he was out of town.

Lee Conrad and his missus left for a vacation visit to New Jersey and the home of their son, Bob.

PERRYOPOLIS

The citizens of this proud little Fayette County mining town were informed by the newspapers and their local bank that they had fallen heir to nearly 10 millions to be spent on civic improvements for their benefit. The total amount, with the exception of \$210,000, was to be spent in this manner, according to the terms of the will of Mrs. Mary Fuller Frazier, who passed away after an operation in a New York hospital. Perryopolis, which once dreamed of becoming the capitol of the United States, instead of a small town with one street light, has really reached fame and fortune, in a manner it never anticipated. Michael Karolcik, who owns and operates the Perry, agreed with the local banker who will handle the funds involved in stating that the surprising thing was that the coal miners, retired business men, and others who live here were in almost unanimous agreement as to how the money should be spent.

ROCKWOOD

The Rockne, owned by Jimmy Nash, who also owns the Gerard, West View, Pa., a suburb of Pittsburgh, and which is operated by Nash's son, James, Jr., recently signed a contract for complete reseating.

UNION CITY

Inez Mallory, manager, palace, returned from a vacation at her summer home on Lake Chataqua.

West Virginia

ST. MARYS

Mr. and Mrs. Alex Illar have been spending a lot of time selecting equipment and the many other items necessary for the opening of their Center. The theatre will seat, 800 will be under their operation. The Illars, at the present time, operate the Robey, but will leave the management of the new house up to their three sons.

WELLSBURG

The Alpine is being completely refurbished, and redecorated to the extent that it will be the deluxe house in the town, and will change policy with the Star, which formerly was the leading theatre. The Alpine and the Star are both operated by the Alpine Circuit.

NEWS OF THE

Territory

Boston

CROSSTOWN

The John Hancock Development Company has started work on a theatre, 1000 seats, located in the Hancock Village in Brookline, Mass. It is expected that work on the theatre will be completed about in January. It is rumored that one of the larger circuits is negotiating for a lease.

Mickey Redstone's new drive-in, Revere, Mass., was opened to the public. The reported cost is in the vicinity of \$250,000. This new opening comes only a week later than his other one in Dedham, Mass.

The works of William Shakespeare should have received quite an airing in Boston by late fall. "Hamlet" is now at the Astor and it very likely will be there for a time. "Henry V" is playing at the Old South at reduced prices, and should be around for a time. Now, tentative plans are being made by Republic to release some time in the fall the Orson Welles production of "Macbeth". Nothing is definite, but if all goes well, the Esquire will play host in October to the prerelease engagement and American premiere.

The Boston Herald reviewed Laurence Olivier's "Hamlet" on its first page, the first time that a motion picture has been thus honored. The U-I release had its American premiere at the Astor.

Deletions announced last fortnight by the Bureau Of Sunday Censorship were as follows: The motion picture entitled, "The Time Of Your Life", Parts 1 to 12, which appeared on our Official Weekly Bulletin numbered 44 and dated July 30, 1948, with deletions is hereby corrected to read with corrected parts: "The Time Of Your Life", Parts 1 to 10. (Deletions: Dialogue, "I tried other things.", in part 9). United Artists.

The Babe is dead. "The Babe Ruth Story" was playing at Keith's, and his death was announced in the theatre following the news release. A moment of silence was held. Then a trailer was run eulogizing him.

FILM DISTRICT

Jack Clement, foreign department, Republic, New York, has been working in the local exchange for three weeks while awaiting a new arrival. It was a boy, James Francis, born at Framingham Hospital.

Joe Nuzzolo, president, projectionists' union Local 182, and business agent Walter Diehl recently attended the IATSE convention in Cleveland.

All employees of Embassy spent an enjoyable day at the summer place of Joe Levine, company president.

Affiliated Theatres, Inc., signed up for serving the Arthur Viano Circuit houses in Somerville, Mass., and Arlington, Mass. Also added to the rapidly growing list of Affiliated customers was the State, Brighton, Me.

Frank Dean, former owner, Playhouse, Manchester, Vt., and now owner, Eastern, Northeastern, Mass., was in the district making the rounds of the exchanges booking pictures for his theatre, which is scheduled to open soon.

Frank Mazzio, Winchester Motors, a garage located in the district, won a new Ford at the football game, Yankees vs. Dodgers, held recently under the auspices of the Variety Club for the "Jimmy" Fund.

Mrs. E.V. Corbert, booker, U-I, was vacationing in Rowley, Mass....Major Patrick F. Healey, Massachusetts Department of Public Safety and a well-known figure to people in the district was elected at the recent state convention of the American Legion as state delegate to the national convention to be held at Miami in October.

Bob Ungerfeld, formerly press representative in New England for U-I, and now managing director, Universal Theatres, New York, was in for the opening of "Hamlet". "Hamlet", by the way, is doing very well with or without its pickets. The six pickets who paraded up and down before the theatre bearing signs unfriendly to the British Empire were members of the Sons of Liberty, from New York.

It is rumored in the district that that one of the buildings on Broadway is being demolished to make room for a new building which will house the physical distribution equipment of Boston Film Service.

Alberta Forni, biller, Affiliated Theatres, was off spending her time sailing down at Provincetown, Mass., while Eve Krasna returned sporting a terrific sunburn, and wondering if it's worth it.

George Gould, who resides in Portland, Me., but who operates the Village, Whitfield, N.H., and the Oakland, Oakland, Me., paid the street one of his infrequent visits....Miss



"Jazzo, the Clown" and his dog, "Blacky", noted Boston entertainers, helped the Variety Club along recently in its drive for Movies For Shut-Ins.

Marie Bruno, Empire, East Manchester, was observed checking up on things in the district.

Lloyd James Hochberg, nephew of Joe Hochberg, a booker at Affiliated Theatres, returned to California after spending a visit with his uncle. Nineteen year-old Lloyd is attending Los Angeles City College. His father is a sound technician for Samuel Goldwyn Studios.

Eddie Comi, Massachusetts Theatre Supply, was running a bit shorthanded. George Hunter left to enter other fields of endeavor, and Bill Cligget was up at Hampton Beach, N.H., on a vacation. However, his son Paul, a senior at North Quincy High, is a big help.

L.W. Davee, sales manager, Century Projection Corporation, was a visitor in the district while calling on Massachusetts Theatre Equipment. He stopped in Boston on way to Orono, Me., his home town, where he plans to vacation.

Herman Rifkin, Allied Artists and Monogram franchise holder for the New England states, was in Hollywood last fortnight for conferences with President Steve Broidy and other home office officials.

Joe Cifre, Chief Barker, and Bill Koster, executive director, Variety Club, were guests of Samuel L. Loew, Jr., Theatre Candy Co., recently at a luncheon of Kiwanis. Also present were Red Barrett, Bill Sullivan, and Bill Saulkel, from the Boston Braves. During the luncheon, various articles were auctioned off, and the proceeds given to the "Jimmey" fund. That night, 200 or so Kisanians journeyed to the baseball game, where another collection was made for the same fund.

New Haven

CROSSTOWN

After a lengthy search for club rooms, the Variety Club of Connecticut, Tent 31, recently announced through Chief Barker Barney Pitkin that a long-term lease was signed for the second floor of the Cafe Sullivan, 1166 Chapel Street. Entrance to the club is through the Medical Arts Building, 1172 Chapel Street. The rooms were informally opened soon after the signing when a special dinner meeting was held, followed by a business session. To get the rooms in shape as quickly as possible, a committee, with Hugh Maguire as chairman, was appointed. Others in the committee are: Herman W. Levy, Louis Phillips, Frank Meadow, Sam Germaine, Harry Lavieyes, Abe Mattes, and Hyman Kevine. The formal opening of the club is expected to take place the latter part of next month. The group announced that it will participate in the Variety Clubs International project to erect a monument to Father Flanagan at Boys Town, Neb., while some Tent 31 members will be on hand for the meeting in Washington next month.

The New Crown, under the operation of the Bailey, Spodack, Sampson in-

terests, located on Crown Street, in the former Elks building, opened. Chosen for opening was "Anna Karenina"....The Whitney had another sneak preview....The Shubert reopened for the season with a legit show....Jack O'Connell, Roger Sherman assistant, back at work again after a vacation spent on the golf course....New Haven Drive-In on Route 5, North Haven, opened. Admission is 50 cents plus 10 cents tax. Children under 12 are free.

Connecticut

ANSONIA

A construction permit for a new standard station was recently granted to the Naugatuck Valley Broadcasting Corporation by the FCC. The permit is subject to the condition that Garo W. Ray discontinue his interest in either the Elm City Broadcasting Company or the proposed station here.

BLOOMFIELD

Plans to build a drive-in were revealed by Philip W. Maher. He said the open airer would be situated on Blue Hills Avenue. He filed an application for a permit with State Police Commissioner's office.

HARTFORD

Ted Harris, State managing director, hosted some 2500 underprivileged children on the opening day of "The Babe Ruth Story". The hosting was handled through the sponsorship of the special showing by West Hartford Post, Jewish War Veterans.

George E. Landers, division manager, E.M. Loew Circuit, was vacationing on the west coast. He made the trip west in a newly-acquired Ford. Landers' daughter, Marilyn, has been on the coast with the national company of "Oklahoma".

Most of the Warner Circuit managers were back from vacations. James Cotia, assistant manager, Regal, returned from a vacation through Rhode Island; Estelle O'Toole, executive secretary to Henry L. Needles, Hartford district manager, got home from Virginia Beach, Va.; Minnie Hecker, Strand, returned from Buffalo; George Harvey, manager, Palace, Torrington, was back on the job, and Fred Riamo, manager, Circle, Manchester, checked in from a vacation.

Lou Cohen, Loew-Poli manager, heard that Gert Tracy, former assistant, Loew-Poli Palace, is now managing the Parma, Cleveland....A sneak preview of "A Date With Judy" was held at the Loew-Poli....Albert Lessow, assistant manager, Loew-Poli, Waterbury, was here on vacation. He formerly was assistant to Fred Greenway, Loew-Poli Palace....Lou Cohen and Sam Horwitz, Poli, had a coloring contest for "Abbott and Costello Meet Frankenstein".

Certificates of organization were filed with the Secretary of State's office at State Capitol: Community Amusement Corporation, Hartford, amount paid in cash, \$3,030; president, William A. Hamlin; vice-president, Thomas B. Ward; secretary and treasurer, Robert L. Cookingham.

Margaret McCarthy was promoted by manager Mike Piccirillo, Center, to be assistant manager....Walter Lloyd, Allyn manager, reported the addition of Raymond Ritchie....Joseph Beberardino was named an aide at the Center. Mike Piccirillo, manager, was busy with plans for a new marquee.

Lillian Kelleher, secretary, Princess Theatre Corporation, was home from visits to Madison Beach and Albany....Fred Greenway, Loew-Poli Palace, had his student assistant, Joseph Gittelman, back in the town after Gittelman's temporary stay in New Haven as relief assistant, Loew-Poli Bijou, during Norman Levinson's vacation.

Ted Harris, managing director, State, was busy with plans for the re-opening with "The Babe Ruth Story". The theatre resumes its stage-screen programs on Sept. 10....Harry Matarese, State stagehand, returned from a vacation.

Ernie A. Grecula, assistant to general manager Al Schuman, Hartford Theatre Circuit, took off for a vacation....Robert Gentner, student assistant, Loew-Poli, purchased a diamond ring for his girl....Seymour Rosenberg, former aide, Proven Pictures, is now managing Blake's restaurant.

Fred Greenway, Loew-Poli Palace, manager, and his assistant, Howie Padowitz, lined up appropriate support for the revival of "Gung Ho!" and "Eagle Squadron" with a tie-in with the Marine Corps League, broadcast from stage with Marine recruiting team on opening night, etc. For "Abbott and Costello Meet Frankenstein", the pair had a contest in the papers.

NEW BRITAIN

Vacations were over for both Joe Miklos, Embassy, returning from a visit through Connecticut, and the Strand's Joe Borenstein, checking in from his Clinton shore cottage. Howard K. Richardson, Sr., partner with Otto Teffs in the State, was making plans to vacation off Cape Cod.

The Music Box, closed in mid July for a month, was reopened by partners Frank Smulski and Casimer Jachimowski....Denny Rich, manager, Cameo, Bristol, left Bristol Hospital after a short illness. Vic Morelli, manager, Bristol, filled in.

George T. Brown, electrician, State, for many years, died suddenly on Aug. 17 at the home of his sister, Mrs. William J. Burke, West Haven. He was vice-president, Waterbury stage hands union. He served overseas during World War I with the 102nd Infantry, 26th Division.

WATERBURY

Plans for the erection of a Community Theatre were halted on Aug. 19 by a temporary injunction granted by Judge Walter M. Pickett presiding in special chamber session, Litchfield. Judge Pickett's order stays execution of the amendment to the zoning ordinances as recently approved by the

Board of Aldermen and Mayor Raymond E. Snyder. The amendment would have permitted Mrs. Marie F. Mahan, Hamden, wife of J. Roger Mahan, Tower, to erect a theatre as planned. The injunction remains in force pending a formal hearing of the appeal taken by Henry A. Derouin and Raymond A. Powell, from the action of the Board of Aldermen. The two appellants are acting for 20 other property owners in the vicinity of Roseland Avenue and Cooke Street. The appeal is scheduled for a hearing during the September session of the Court of Common Pleas in this city. Judge Pickett accepted the application for the injunction from Attorney John H. Cassidy at Litchfield on Aug. 18.

Massachusetts

LYNN

Two members of the Warner staff, William C. Scanlan, stage manager, and Leo Barber, business agent, Projectionists' union, attended the IATSE convention at Cleveland....Manager Harold Cummings was forced to cut his vacation tour short after 10 days because of the illness of Mrs. Cummings, after motoring to Lake Sebago, Me., and through the White Mountains.

A new open air theatre is opening on the International Highway, Revere, Mass....While the Uptown, West Lynn, was closed for renovations, a fire in a store in the same building gave the firemen a smoky battle for a few minutes....Norman Stoddard, Paramount, spent his vacation at Newport, R.I.

NEW BEDFORD

The State's 25th jubilee was a tremendous success. Flowers sent by friends and local merchants filled the lobby to overflowing. In fact, many were sent to the local hospital. All sorts of tributes and advertising were expressed in the papers, and the picture "Easter Parade", broke all house records. All this was most gratifying to Harry Zeitz because he had built the State 25 years ago.

PLYMOUTH

Interstate's Old Colony was recently equipped with Century projection.

New Hampshire

CONCORD

An application by Charles Arnold, Penacook, to run a non-profit drive-in in the Penacook section was recently approved by the Zoning Board of Adjustment. Profits from the undertaking will be given to churches, service clubs, and other worthy causes.

NEWPORT

Peter Latches, operator of several theatres, is building a new one in this town.

Rhode Island

JOHNSTON

Construction has progressed on a 600-car auto theatre to be known as

(Continued on page NT-4)

TRAVELLING AROUND WITH LEW HERB

(Lew Herb, THE EXHIBITOR's travelling ambassador of good will, once more returns to the New England territory, and reports on his trip. Watch for him. He may be coming your way. -Ed.)

Well, here we are again in New England, after a very hectic trip, which started from our base in South Jersey, when we hooked up our "rolling home",



Lew Herb

and headed north. Traffic regulations restricting trailers on the Merrit Parkway forced us to enter the metropolitan area, and buck the much more heavily travelled route on U.S. 1. However, early evening found us within commuting distance to New Haven, our first stop, and we were able to secure parking space near Milford, Conn., where we settled down for a few days. From here we journeyed into New Haven, Connecticut's only film exchange center, and our first stop took us into the Republic exchange, where we renewed acquaintances with Jerry Lewis, branch manager, who has been in this territory for the past four years. He is a veteran in the industry, and came here from Philadelphia, where he travelled the Scranton territory for many years.

Crossing the street, we dropped in at U-I, where we expected to greet another ex-Philadelphian, Arthur Greenfield, but learned that he was on vacation. A visit to Columbia disclosed the fact that Tim O'Toole, branch manager had stepped aside, and his duties were being handled by Walter Silverman, former salesman. O'Toole remains in an advisory capacity, however. Silverman, a former Bostonian has been with Columbia for 16 years, and came to New Haven four years ago. He knows the business and territory, and should be very successful in his endeavours.

This same building, 134 Meadow Street, also houses several other exchanges, and, while inside, we dropped in next at RKO to say "hello" to Barney Pitkin, branch manager. He is also Chief Barker, Variety Club, organized about two years ago, and which has finally secured quarters at 1166 Chapel Street. He and his cohorts were very busily engaged in shopping around for furnishings for the new club rooms, and between this and his duties as branch manager of a major exchange he was kept mighty busy. He does, however, find time to devote some of his energy and enthusiasm to local civic duties, and is a past president of the Probus Club, having relinquished the gavel within the past fortnight. He has been active in the industry for the past 28 years, 21 of which have been with RKO.

A few steps away, we entered the MGM office, and received a cordial handshake from Harry Rosenblatt, Morton Katz, and Phil Gravitz, branch

manager, salesman, and office manager, respectively. Gravitz, incidentally, is one of seven MGM employees throughout the country selected to receive executive training to be given in the New York office, and goes there for a month, early in September. The radiant enthusiasm emanating from all departments of this exchange gave evidence to the fact that "Leo" is on the march again, MGM's recent releases, "Easter Parade" and "A Date With Judy", have done much to create this feeling of optimism for the industry's future.

Eagle Lion, under Max Salzburg, was also looking forward to a good upsurge in business, and was very pleased with returns on some releases, such as "Mickey" and "Canon City".

Both the Lou Phillips Theatre Supply and the National Theatre Supply reported business as being fairly stable, with many of the former hard-to-get items now becoming more plentiful, exhibitors throughout the territory being in the process of replacing old, worn-out equipment.

At National Theatre Supply, we renewed acquaintanceships with manager Bill Hutchins and his "right-hand man", Miss G.E. Rocks. He is still kept busy handling both this and the Albany branch, and was installing the equipment at a new drive-in going up in North Haven. This will be the second outdoor theatre in the New Haven area, the fourth for the state. The other two are located near Hartford.

Having thus far confined our visits to distributors and supply houses, we started making the rounds of local exhibitors, and dropped in first at the Fishman office. We met Dr. Jack Fishman and his brother, Ervin, who operate six neighborhood theatres. Dr. Jack is another industry veteran, and has been associated with exhibition for the past 30 years. While in this office, we also met several other members of the organization, including Phil Saslau, vice-president; Henry H. Cohan, manager, Dixwell Playhouse; Sol Ripps, who recently took over as manager, Rivoli, and Jack Post, booker for the organization for the past 20 years.

Heading next into the downtown area, we visited Loew's Poli, where we found that M. Rosenthal, manager, was on vacation, and Tony Massella, assistant, was in charge. He is a very capable exploiteer, and turned out several good campaigns. On "Fort Apache", he was able to dig up an old-time covered wagon, which he put to good use by having an aide, dressed as a frontiersman, drive through the busy downtown streets. The wagon was, of course, appropriately fitted out, and received considerable attention, plus a good mention in the most widely-read column of The Evening Register.

For "The Pirate", and "Night at the Opera", he promoted about 50 pounds of peanuts from a nut shop, and gave them away in bags plugging the attraction. In addition he staged a costume contest.

The rest of the downtown area includes two more Loew houses, the Bijou, under Bill Brown, and the College, under Sid Kleper. He, too, is an active

exploiteer. He admits, however, that if the picture hasn't got it, no amount of exploitation will pack the house every night. He related a sad experience with a certain "documentary-type" picture which was expected to really clean up, and an all-out campaign, including a personal appearance by the "star" of the film, failed to get results.

As Mrs. Mary C. Vuone, who operates the Palace, Stamford, Conn., said, when I spoke to her on film row recently, "My business is all right when I play good pictures, but if the public doesn't like the picture, you can't drive them in."

That just about holds true everywhere today, but from what we've seen thus far in this territory, exhibitors here have at least had the weather in their favor this summer. The usual summer exit to the beaches, etc., has of course taken its toll, but this is to be expected, and cool nights have helped keep business on the upgrade.

The other two theatres in the downtown area are the Roger Sherman, a

(Continued on page NT-4)

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JOHNSTON

(Continued from page NT-2)

Hi-Way Drive-In by John Petrucci, on Hartford Avenue, about a mile beyond the town hall. The theatre will be located on a level area, surrounded by heavy trees. Work was being rushed to have the theatre set for opening Labor Day weekend. Plans for the \$65,000 project call for one entrance this season with an additional entrance to be built for next year. This year, a central speaker will be used with Simplex equipment. A 15x18-foot building will house the projection booth and candy stand, which will be operated by Petrucci. Petrucci, a newcomer to the theatre business, is a former carnival man. William Cambio is engineer for the project. Policy plans call for free admission for kids, pony rides, and other attractions.

NEWPORT

A new policy of first-runs was opened by Zeitz-Paramount on Aug. 4. John Viera is manager. To coincide with the policy change, the marquee was painted, and the lobby was done over in pastel blue with gold trimmings. Zeitz has operated the Paramount since 1946.

PAWTUCKET

William Dobbs, manager, E.M. Loew's Center, moved to Miami. New manager is Vincent O'Brien, who hails from E.M. Loew's Strand, Boston....Center was set to go first-run with showing of "A Date With Judy"....Harold Lancaster, Strand, was on vacation as workmen put the finishing touches on the extensive renovations.

PROVIDENCE

By localizing a tieup with Del Monte Coffee recently, manager Dave Levin and publicist Bill Morton, RKO Albee, landed a big crowd-puller on opening day of RKO's "The Velvet Touch". Using a daily quarter-hour street interview donated by WNAF for a full week as an advance, persons were asked if they had the "velvet touch", and, with the answer usually in the negative, they were told they would learn the answer and receive a gift in front of the theatre on opening day. Del Monte supplied pound cans of coffee in addition to serving iced coffee in the lobby. In addition, Del Monte planted numerous lithos in windows around town. The distributor also carried the promotion daily throughout the run of the picture. These daily street interviews were handled personally by Morton, and the film and theatre credits were numerous. Additional radio time was promoted on other programs, and many other window displays were promoted. In addition, plenty of extra newspaper space was garnered.

Ralph Banghart, exploiteer, RKO, and Phil Engel, exploiteer, UA, were in.

Keeping up with the increase in the number of drive-ins, William Cummings, manager, E.M. Loew's Drive-In, on the Providence-Pawtucket city line, installed a children's playground. Included are four "gymnasiums", a horse-

shoe court, see-saws, and a sand box. The playground area features a separate popcorn stand. Cummings reports the attraction nothing short of amazing. A recent weekend counted as many as 150 kids spending the entire performance time at the area with a policeman in attendance. With added competition from two new drive-ins and from Rocky Point Amusement Park, Cummings is stressing elevated ramps in his newspaper ads.

"Mr. Blandings' Dream House" was in for a bit of comment recently when letters to the editor of The Journal-Bulletin rapped the local version of the promotional house for not allowing kids....Joseph Samartano, manager, Loew's State, was busy with plans for a campaign on "A Date With Judy". Extensive ballyhoo which led off with newspaper teaser ads was to be highlighted by a stage fashion show put on by the Outlet Department Store.

The new assistant at the Hope is Henry E. Casey, a local boy, making his bow in the business....Robert L. Wheeler, critic, The Providence Sunday Journal, was at the opening night of "Hamlet" in Boston. Wheeler was filling in for Brad Swan, critic, The Journal Bulletin, and later, Paul Howland, reviewer, The Sunday Journal, while they were on vacation.

The industry was receiving a local buildup with the ordering of markers for the George M. Cohan Memorial Boulevard. Bronze plaques which will mark the thoroughfare near the "Yankee Doodle Dandy's" birthplace were ordered by the city from Gorham silver-smiths at a cost of \$751 for a pair.

Vacations were holding the personal limelight with Dave Levin, manager, RKO Albee, off with Mrs. Levin and their dog, "Albee", while Mark Huddish, assistant, took over the driver's seat after returning from Block Island with a tan and a yen for more sword fish and little necks....Albert Clark, manager, Majestic, was off on his annual sojourn, leaving Al Byrd, assistant, to hold the fort....Al Siner, assistant, Strand, was off in his new car, and Charles Darby, manager, Avon, was making a delayed trip to Quebec....Sam Badamo, manager, Hope, was back as was Alex Hamilton, manager, Capitol. Latter was replaced for two weeks by John Alders from E.M. Loew's Ideal, Roxbury, Mass.

Vermont

STOWE

A theatre of 350 seats is nearing completion on the Smugglers Notch Road. It is part of a physical plant which will also contain a bowling alley and a recreation center, all of which will be open for year-round business. The building is located within eight miles of Waterbury, Vt., and not more than four miles from Morrisville, Vt. The structure-to-be is the property of the Stowe Center Associates, Inc., a concern which plans to duplicate this project in other sections of the country which cater to vacationists. One of the skiing centers, Mt. Mansfield,

is in this area. Incidentally, Lowell Thomas has interests in this sector. Architects for the theatre are John W. Pierce, Lawrence Anderson, and Herbert L. Beckwith, all of Boston.

LEW HERB

(Continued from page NT-3)

Warner house, under the direction of veteran showman Ed Lynch, and the Paramount, an M and P house, handled by James Darby, who had just left on vacation, leaving assistant Joe Mulvey in charge.

Our next visits took us out to a few of the neighborhoods, and we started in at the Dreamland, operated by Levy and Ginsberg, who also operate the Amalgamated Booking Service and the Connecticut Candy Company. We found Harold Bell in charge of the house, and were agreeably surprised to find him to be the same fellow who used to operate the New Hartford, Utica, N.Y., when we saw him last. He is another active showman, well-versed in the art of exploitation, and was for many years connected with the Comerford Circuit, Pennsylvania. He came to New Haven last March, after severing connections with a partner in the operation of the Utica house, and has done a good job in transforming the Dreamland from a dingy theatre into a bright and shiny neighborhood showplace. His only complaint is that he has so far been unable to locate suitable quarters for his family, which he had to leave behind, but he hopes to rectify that soon.

A visit to another section of the city found us at the State, under the direction of Fred Dania. He is also connected with National Theatre Supply, in the repair and installation department, and took over this house last year. Although it is rather small, it is neat and cozy, and a bright spot in the neighborhood. He is aided in the operation of the house by his dad, who runs the projectors.

While visiting the downtown theatres, we had the pleasure of meeting some of the projectionists, all members of Local 273. A.N. Frazier, president, and M.W. Kennedy, b.a., were on their way to the national conclave in Cleveland at the time of our visit, but we did get to meet Ernest De Gross, secretary, and Nicholas Bernardo, both projectionists in the Loew's College booth, who, between them, have 60 years of experience, as well as Fred Warner and Marshall E. Jones, the latter a youngster of 76. Both are former stagehands, as are many of the members of the local.

In the Loew Poli booth, we encountered Edwin W. Boppert and John Mongillo, who have been operating in this same booth for the past 20 years. Mongillo is an amateur radio enthusiast, and one of the most prominent "hams" in the field.

In the Bijou booth, we found Bart Tammaro and Isidore Stein, both veterans while at the Roger Sherman, we met Anthony Cassella, who has 40 years to his credit, and Frank Romano, a relief man from Derby, Conn. who was substituting for A.N. Frazier

-Lew Herb

NEWS OF THE

Territory

District Of Columbia
Washington

It seems strange to walk along the E Street side of the National, and see the many changes that are taking place there. Workmen are climbing all over the structure, frames torn out, and the entire building looking like it had been undressed. It's like a new era began with the passing of old Andy Kelley on The Times-Herald. Then the leaving of Nelson Bell as drama editor of The Post. All new faces are around with the exception of brilliant Jay Carmody of The Star, and he is a relatively young shaver (but wielding a big stick in drama circles). And then the capping, the closing of Washington's only legitimate theatre. Kemp Mohler is in charge of the work, which will bring the house into conformity for movies. It is presumed that friendly Ed Plohn will remain as manager. Meantime the Theatre Guild is selling tickets to the Baltimore legit houses.

Harley Davidson, Paramount salesman, left the company to open a booking agency at his home in Rural Retreat, Va. This veteran salesman, with more than 15 years experience, has some 18 theatre accounts for which he is now buying and booking. Branch manager Al Benson was expected to name the new salesman as well as other changes created by this vacancy. In the meantime, George Kelly, who had been head booker, has moved up to salesman, and Jack Howe is promoted to head booker.

VALLEY ENTERPRISES, INC.: President Sam Roth was out of the office for a few days suffering with an old basketball injury. The medics finally released him for "partial duty"... General manager John G. Broumas, who had a full-fledged vacation planned, had to cancel his plans, and settled for a weekend at his hometown in Youngstown, O....Lurty C. Taylor, district manager, Elkton, Va., was up to his ears in the first annual Valley Welfare Club outing....Morris Fradin reports that a four-reel film can is "the heaviest thing I've ever lifted"...Mrs. Meta Jenkins, shorts booker, is back at the office following the death of her husband....Mrs. Reba Smith was visiting the home folks in Harrisonburg, Va...H.T. King, manager, State, Harrisonburg, moved into his new home...Charles Freer, accountant, has been playing part-time manager, McLean, during the vacation of Hardy Irwin, "Washington's youngest manager".

Bob Campbell, who operates the Campbell Film Exchange, and also manages the Warner Calvert, returned from a vacation which he says was spent around town, and especially in Rock Creek Park....Ted Shull, manager, Peerless,

hired a new booker, Mrs. Dorothy Bond, new to the Row. She succeeds Fritz Goldsmidt, now with 20th-Fox. Shull says that he now has for release "High Seas" with Glenn Ford and Evelyn Keyes.

AT COLUMBIA: Office manager Bill Fischer is having a time with the local authorities concerning his daughter's continuation in the District schools this coming semester. It seems he lives on the Maryland-D.C. dividing line street, known as Eastern Avenue, so that part of his living accommodations are in Maryland while the other part is in the District of Columbia. Heretofore, the nearby Maryland and Virginia children have been permitted free tuition in the local schools but a recent Act of Congress places a heavy bill on this, so the "over-the-line" boys are eager about the situation, and may even start moving back into Washington.... Elmer Moore is the student booker here....Mrs. Peggy Tutt was vacationing at Ocean City, Md....Earl Taylor, booker, returned to his desk after a Florida vacation. Also on the "away" list were Elmer Moore and head shipper Claude Ringer....Sid Zins, the newlywed of the exchange, was out in Cincinnati, and Sallie Zeoli returned.... Elizabeth Minnick, head inspectress, was vacationing from the spinning reels.

Come an invitation from Jack Fruchtman, former Paramount exchange worker, who has branched out into the exhibition field, to attend the opening of the Park, Lexington Park, Md. on Aug. 26. Listed on the invite with his name were those of Mervell M. Dean and Robert E. Wigginton. The nearby towns have so grown up during and after the war that map-service companies are having a heck of a time keeping their products up to date. A few families settle on the side of the road. A Washington business man builds a shopping center and theatre. The place is named, and a town is born. There must be 100 such little spots of the metropolitan area which have sprung up recently.

Popular Bill Praeger, exploiter for RKO, received permission to stage a fireworks display down on the waterfront in connection with "Good Sam",



Harry Kalmine, left, president-general manager, Warner Theatres, is shown here as he recently congratulated George A. Crouch upon his appointment as local zone manager succeeding the late J.J. Payette.

RKO Keith's....Vacationing from the RKO office was cashier Agnes Turner, who, with her trusty cameras, was taking shots down at Williamsburg, Va...Jess Smith, chief booker, was also taking it easy probably down on some seashore....In town for a chat with the Joe Brecheen RKO staff was Bill Levy, Disney representative from New York.

SRO: Division chief Ed Fontaine, one of the Row's swellegant lads, returned from visits to Detroit and Cleveland, and was to head down to Charlottesville and Roanoke, Va. While in town, accompanied by Elmer McKinley, special representative, he motored to Baltimore to visit Lauritz Garman, Uptown. The division chief still says "remarkable" about "Duel in the Sun", which continues to bring in business....Visiting on vacation here was Elmer McKinley's son, Stanley McKinley, a student at Dartmouth.

Off for a 39-day cruise in the Atlantic and South America were Mr. and Mrs. Abe Lichtman and Mr. and Mrs. Melvin Schlossberg.

Notes From Warner Theatres: Peggy Andrews, favorite contact in the contact department, is sporting a sparkler. Matchmakers teamed her with watchmaker Jimmy Watts and the wedding is timed for next spring. Miss Andrews plans to stay right on in contact as Mrs. Watts...Loretta Keith joined the contact staff, and will take over Virginia Fenner's desk when she joins her family in Detroit....News of vacationers: Jean Calvert, contact, was taking the second week of a split vacation; Jonas Bernheimer, Warner building superintendent, was taking a motor tour with his brother, theatreman Lewis Bernheimer; George Larkin, contact, was seeing New York and Canada, and Seymour Stone, auditor, is touring the Northeastern States... News of ex-vacationers: Ken Guggenheim, contact, has fond memories of Miami Beach and Havana; Helen McGrath, receptionist, returned from a week at North Beach, Md., where she shared a cottage with seven friends, but that doesn't mean she's any "Snow White". She's a pleasant mocha shade just now....George A. Crouch, recently appointed general zone manager for Warner Theatres, announced several changes in duties of his staff. Frank La Falce, director of advertising and publicity, will, in the future, undertake the supervision of the Warner and Metropolitan in addition to his other duties. Louis F. Ribnitski has been named film buyer, while George Werner has been appointed head booker. James W. Root will be assistant feature booker as well as short subjects booker, and Charles Grimes will assume the supervision of the Stanley, Baltimore, as well as the theatres in the Virginia district. Harry E. Lohmeyer will retain the district managership of the Washington neighborhood houses, while Nat Glasser continues as district manager of theatres in the Maryland district.

Leonard Pearlman, former Warner salesman, is now in the Pittsburgh office...WB head booker, Ethel Risdon was vacationing.

Branch manager Harry Martin, Universal-International announced the promotion of two staff members. Ike Ehrlichman moved up from booker to salesman, and George Trevett was elevated from assistant shipper to a member of the booking staff....Bertha Durst, secretary to Harry Martin, U-I, was honeymooning, and was expected back to the office soon....Visiting in town were Spud Query, Lincoln, and King Coal Circuits down in Marion, Va. Also in was exhibitor Thomson, Central, Hampstead, Md...Doris Smith, Republic, daughter of RKO's Jess, was vacationing.

EAGLE LION: The big news around this exchange is "how long will it take us to move". This office is definitely slated to move into the NSS offices at 920 New Jersey Avenue. if. and when, NSD takes over the new building the latter part of this year.... Over to Baltimore went branch manager Fred Rohrs to visit with Iz Rappaport, Hippodrome....In Fredericksburg, Va., to confer with Ben Pitts was salesman Curtis Hildebrand and to Woodstock and the Newmarket, Va., area was Russell Ricker....Jean Weinbrenner, contract clerk, is looking forward to a vacation in Florida....Francis Rader, part time employee, will leave soon to go back to school at Dumbarton College for Women.

FILM CLASSICS: Ralph DeBurgos, former coast guardsman, is no longer with this company. He said adieu to the film business....Max Cohen, branch manager, travelled to Baltimore to meet with the exhibitors there on the Will Rogers memorial Fund.... Charlie Mendelson, salesman, was touring the Clinch Valley sector.... Visiting was Leonard Gordon, Palace, Newport News, Va....Alice Grant, secretary to the branch manager, is sporting the latest in hairdos....One of the Company's production units is here filming a pix on the State Department...."Gung Ho" is doing remarkable biz down at the National, Richmond, Va., office sources relate, and the Loew's Valencia, Baltimore, will play "Drums".

May Feldman, Screen Guild, spent a weekend with her friends in New York The new cashier at Equity Films is Caroline Nassau, who succeeded Marguerite Williams....The new employee is Dorothy Brotman, general office aide....All guns are set for Equity's big "Fred Sandy Anniversary Drive", which begins on Sept. 15, and ends on Dec. 31.

Ann Hanower has taken good hold of her post at Kay Film, and should win many of her friends to that office. She is no stranger to the Row. She succeeded Pat Taylor who just returned from a Florida trip to take up household duties....Joe DeMaio visited with the accounts down in Norfolk, Va., in the interest of Kay Film.... Visiting the Irv Hanowers were Mrs.

H's sister, Lee Colbe, and friends from Chicago, Mr. and Mrs. Steve LaValle.

From Monogram: Branch manager Jack Safer spent a week in New York meeting with home office folks....The cashier is Dorothy Brookbank now....Thanks to Jeanette Samaniego for the office reports for The Exhibitor....Gloria Gearhart is the new face here, and Betty Hoover is doing nicely as secretary to the branch manager.

NSS: This office will move sometime in the future to its own building in the vicinity of 9th and L Streets, N.W., not too far removed from Film Row. The announcement concerning the move will be made by the branch manager, George Nathan, at the time the final details have been completed.... The new salesman here is Maurice Levin, who replaced Milton Lindner when that lad left for the Dallas office... Capable Ernestine Bandel, office manager, postponed her vacation plans until the office moves to its new location....Helen Rosenthal is making plans for a December wedding....Helen Benson is eagerly awaiting the arrival of a new member of the Benson clan...George Nathan was in Fredericksburg, Va.

Ed Hinchey, head, Warners home office playdate department, was in.

The first annual outing of the Valley Welfare Club was held on Aug. 29 at the Massanutten Caverns, Va., the first recreational activity of Sam Roth's Valley Enterprises, Inc., Theatres employees organization. Organized a little over a year ago, the organization is solely of, and for, the employees. The major portion of the club's income results from the 10-cent service charges made on all theatre passes and the 25-cents a month dues. In addition to having picnics such as the one at the Caverns, the club also grants gratuities when children are born or a death occurs in the employee's immediate family. The club also loans or grants funds to members during financial emergencies. Lurty C. Taylor, VE district manager, social activities committee, was in charge of the outing arrangements. Houses operated that day with a skeleton staff. Theatres in the VE



Washington's Gené Ford, left, is shown featuring Russel Jondreau on his "Going Native" review. Russel's parents at one time traveled the Keith Circuit as Boucher and Owens.

circuit include the State and Strand, Harrisonburg, Va., and the Grottoes, Broadway, Shenandoah, and Elkton and McLean in the Virginia towns of those names.

Donahue and Coe, Inc., New York advertising agency, announced last night the establishment of a branch office in Washington, D.C. The new unit, to be located in the National Press building, is to be managed by J. Raymond Bell. Bell has been a member of the agency's New York staff for the last year-and-a-half. He is well-known in Washington, where he was public relations and advertising director for Capital Airlines, and for many years publicity and advertising director, Loew's Theatres. Both advertising public relations accounts will be serviced out of this new office. The agency also maintains a branch office in Atlanta.

Projectionists' Corner: Local 224 members on vacation included: L.S. Spurr, Kennedy; Tommy Rodda, Village; J.R. Levy, Avenue Grand; W.W. Curtin, Senator; H.M. Bierley, Jr., York; J.H. Lehman, Capitol, and R. Grimes, Apex Will Altec permit Charley Horvat to keep his new home in Rockville? G. C. Ornstein, Altec, was on vacation to relatives in Pennsylvania....There is a possibility of Altec installing telephones in sound engineers' cars for contact on the road....C.L. Profit, Atlas, returns to work after three weeks in the hospital for an operation....R. Grimes, Apex, vacationed in Nantucket, Mass. Wonder if it was as wet there as D.C.? Ask him.

Columbia Chatter: Sam Galanty, mid-east division manager, was visiting his exchange boys around the circuit, loudly shouting about "The Loves of Carmen"....Branch manager Ben Caplon came back from a trip down south.... Ethel Finney, Sam Galanty's secretary, was waiting patiently for her vacash Cashier Anne Snyder was wearing that "why did I ever leave California" look....Alice Sauber spent her vacation at home this year, and ditto Pat Rams....Sally Zeoli was doing her bit again by joining up with the ladies gang of Washington to sell those VC books....Anna Cline, inspectress, was cutting capers instead of film when she joined her husband at Atlantic City...Margaret Cain joined her hubby at Ocean City, Md....Tibbie Minnish and Mary Petrone attended a crab feast party....Tessie Bruacker still won't disclose anything new to this humble scribe...Tommy Linkins was back after a vacation. Bill Nelson pinchhit for him, and a capable job, too....Sid Zins, publicity boy, came back from his honeymoon after driving over 2500 miles, which included Montreal and Quebec....Ruth Wottitsky spent a nice vacash at Tamareck....Bessie Murdock, inspectress, became a grandmother. Audrey is the baby's name....Erma Quickel, biller, is looking great in her new facial sunburn with legs to match....Claude Ringer, head shipper, was showing off with pix of his nice corn fields....Maizie Louise Weaver, new typist clerk, was trying hard to convince everyone that she is the

mother of a six-year old girl....Elmer Moore vacationed, and promised the first stop at the midget auto races in Lanham....Lillian Levy, booker, made her yearly pilgrimage by boat, visiting the Great Lakes for a cruise...Jimmy Whiteside, booker, was shopping for birthday gift for his dear wife....Bill Fischer, head booker-office manager, drove his frau up to Nova Scotia and New Brunswick, stopping on way back to see his daughter, Frances....Ethel Putnam, chief inspectress, shakes her head, and says "nothing new kid"....Earl Taylor, booker, was back at his desk after a nice vacash...Marty Kutner, salesman, is getting fatter than Kate Smith....Sid Sugarman, salesman, is looking in the pink again.

In a brief filed here last fortnight, K-B Amusement Company claimed that a final judgement in the Paramount case is not necessary before a U.S. District Court can force "Big Five" defendants to give up houses which the U.S. Supreme Court said it could not own legally. In its suit against the Stanley Company to force it out of the jointly owned MacArthur, K-B claimed that Warners and other majors could not own houses jointly with independents who might otherwise own the theatres outright. The circuit said that the high court ruling in the Paramount case made this practice unlawful. Stanley had originally attempted to dismiss the suit because no final decision in the Paramount case has been made. K-B attorney Robert Sher contended that this type of joint venture was "held to be in contravention of federal anti-trust laws." Sher went on to say that since the circumstances of partnership presented in this case had been declared illegal, K-B was entitled to a decree ending the relationship, and "requiring the defendant to dispose of its interest in accordance with the agreement of the parties." It was stated by Sher that a final decree in the Paramount case had no bearing on the case, and revealed that he will file a motion for summary judgement. This motion, along with Stanley's attempt to dismiss the K-B suit, will probably go to court in October.

Maryland

BALTIMORE

Cliff Jarrett, Baltimore representative for Equity, is so busy with the Fred Sandy First Anniversary Drive, Sept. 15-Dec. 31, that he will be unable to take a vacation this year.... Construction work has been started in what many term Baltimore's largest planned shopping centre by the Edmondson Village Inc., of the 1200-seat theatre, with 14 bowling alleys under it.

Sol and Nathan Klein, Realart, arranged to give away free of charge 300 comic books to the first 300 children attending a Saturday show at that playhouse.

W. Brizendine, managing director, Schwaber Circuit, was on vacation....

While Charles McCleary, Loew's Parkway, was on vacation, his work was done by Bob Byrnes, Loew's Century.

Aaron Goldbloom, projectionist, Monroe, a proud and happy father, announced that his wife presented him with a daughter on Aug. 16 at Johns-Hopkins Hospital, weight eight pounds, 11 ounces. She will be named Marie W. This makes LeRoy Goldbloom, Linden projectionist, a grandpappy.

Work is about finished on the new neon and open face white changeable letter sign marquee on Aurora. Vernon Currier says that the upright old electric sign will be taken down, and the entire front redecorated.

Town, playing Allied Artists' "The Babe Ruth Story", took additional newspaper space atop its regular ad to announce that "out of respect to Babe Ruth, the Town would be closed on the day of the funeral until after services were held".

While the Town was showing "The Babe Ruth Story," the publicity was continued in the Baltimore press through the action of the Baltimore Park Board when a telephone poll of the members was taken, and it was decided to call the proposed stadium after the baseball player. The matter will be reviewed at the regular meeting of the board on Sept. 8.

-Jacques Shellman

CUMBERLAND

G. Roy Sutherland, president, Baland Corporation, opened his new Potomac Drive-In, located six miles from Cumberland, between Cresaptown, Md., and the National Highway, on Winchester Road. Representing the first such venture in the immediate area, it is modern and up-to-date in every way. The concession stand adjoins the projection booth, and features a large variety of sandwiches, candies, cold drinks, and many other confections, attractively displayed for large volume sales. Two pin-ball machines are also provided. The projection equipment consists of: Super Simplex projectors, with heavy-duty bases; Simplex AM-1001 amplifier and Altec Lansing auxiliary amplifier A-287-W, with the combined power of 250-watts. The sound system has independent projector head-amplifier volume controls, and a special panel for ramp selection whereby ramps not in use can be cut out. Complete output of 250-watts is always maintained, regardless of ramps in use. Hertner TransVerter furnishes the screen illumination of 70-arc amperes, with the New Peerless Magnarc's delivering the picture to the screen. Automatic electric changeovers are Weaver, with Cutler-Hammer foot switches. Five hundred Simplex In-A-Car speakers are provided. Sutherland plans operating from April 15 through Nov. 15. Hard-surfacing will be done early next season, in time for the opening.... Those attending the opening were: N.C. Haefele, manager, National Theatre Supply, Balti-

KEY CITY

First Runs

BALTIMORE, MD. (29) - Keith's, "An Act Of Murder" (U-I); New, "That Lady In Ermine" (20th-Fox); Mayfair, "The Search" (MGM); Stanley, "Embraceable You" (WB); Town, "The Pearl" (RKO); Hippodrome, "Mickey" (EL); Little, "This Happy Breed" (U-I); Century, "The Paradine Case" (SRO).

more; E.B. Barnett, district Altec engineer; Kenneth R. Baker, manager, and his wife; and Sutherland, president. Edgar D. Growden, member Local 258, is projectionist.

Cumberland now has a new radio broadcasting station, with the identification call letters WCUM, an affiliate of the Columbia Broadcasting Corporation... The Maryland in special arrangement with WCUM, presented an early memorial showing of "The Babe Ruth Story." A special program was presented from the stage with Robert "Lefty" Grove. Floyd "Sammy" Cozad, sports announcer, WCUM, was in charge of the program.

Schine's Liberty and Strand theatres carried special advertising space on timely events of the life of Babe Ruth... Embassy Darnell theatre, played "Cannonball Taylor and His Wabash Cannonballs"... Garden, managed by Jeanette Magruder, reports that business is improving since the new booking policy.... Mrs. Grace M. Fisher, former owner, Maryland and Embassy, has opened a ladies wearing apparel shop on South Liberty Street.

LEONARDTOWN

K.B. Duke, Sr., St. Mary's, stated that business has improved 50 per cent now that air-conditioning has been installed.... Misses Eleanor and Virginia Duke, daughters of the St. Mary's owner, who have been vacationing at Virginia Beach, Va., have returned to their home.... Eleanor Duke attended the wedding of a classmate in Notre Dame College, Baltimore, in Buffalo.... In memory of the passing of Babe Ruth, the New asked for a 10-second silent prayer prior to the showing of "The Babe Ruth Story.".... Manager Ray Trumbule's parents are spending a month with him and his wife at their Patuxent Park home. Their son, Gallen, will be among the first graders to answer the ring of the school bell at the Frank Knox School.

LEXINGTON PARK

All was in readiness for the opening of the Park. Brenkert projection machines, RCA sound, etc. were furnished by Elmer H. Brient. International seats were installed, Westing-

DAVID E. BRODSKY

ASSOCIATES

INTERIOR DECORATORS

242 N. 13th Street • Philadelphia 7, Pa.

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STAGE SETTINGS • WALL COVERINGS

house air-conditioning, and decorations by Paramount Decorating Company. No admission will be charged on opening night, at which time dedication ceremonies and short subjects will be featured.

Virginia

HOPEWELL

Police are investigating a break in at the Browaway. Exactly \$115 and personal papers were taken. Robert Harrison, manager, reported that the thieves gained access to the building through to coal chute, and broke through two doors to get to the fund.

RICHMOND

Richmonders appear to be spending about as much money on amusements this year as they did in 1947, judging from revenue received by the city from the admissions tax. During 1947, the city took in \$210,650 from the tax, which amounts to about five per cent on admissions. Through the first six months of 1948, the take was \$120,140. Comparisons between the two years cannot be exact. The tax was effective Jan. 1, 1947, but amusement houses and others subject to submitting the tax have 30 days after the end of the month to make a report. Thus, no revenue was received in the city comptroller's office from this source in January, 1947. Allowing for this difference, there does not appear to be any significant change in the figures being reported each month this year as compared to those of 1947. For the current fiscal year, July 1, 1948 to July 1, 1949, the City Comptroller has estimated receipts totalling \$250,000 from the tax. Now pending in the Tax Study Commission is a request from the Richmond Amusement Federation that the commission recommend to Council that the admissions tax be abolished. Gross admission receipts of 15 theatres was \$2,671,559 in 1946 and \$2,449,123 in 1947, according to the federation. The local theatres have now fallen in line with the general rate of decline throughout the nation and receipts for 1948 are estimated to be \$2,325,115, the commission was told.

Carrington Waddell was in town from South Boston to see the circus....Arthur Deekens, assistant to Harold Wood, Neighborhood Theatre, Inc. home office, was in camp at Fort Story....We were glad to hear from Pete Lichtman, who is recuperating at home from his five-week stay in Johnson Willis Hospital....Howard Griffin, assistant manager, Fabian's National, was a New York visitor....Sam Pulliam, manager, Grand, is planning a September vacation to the big city....Charlie Hulbert held a sneak preview of "A Foreign Affair" at the Colonial, inviting a large number of beauty shop workers....Addie Boyd, Colonial box office attendant, was vacationing in the country.

Harris "Pop" Williams, Neighborhood Theatre, Inc. artist, was a

delegate to the state convention of the American Legion in Roanoke....George Summers, NTI home office, vacationed....Herbert Bowman is the new assistant manager, Century, Petersburg, being promoted from the ranks. He is nephew of Edward Bowman, Rex service staff....Phyllis Proffit, secretary to Ivan Rosenbaum and Alex Ravdin, NTI bookers, was vacationing in Florida....New screens have recently been installed in the Colonial and Grand....Abner Long, Westhampton, and his son visited Atlanta on his vacation.

Congratulations go to Alex Ravdin, Neighborhood Theatre, Inc. short subjects booker, who is the proud daddy of a six-pound, six-ounce baby girl, Linda Jane Ravdin, born at Medical College Hospital on Aug. 10....During the showing of "Gung Ho" at Bob Eagan's National, the marines opened a recruiting station in the lobby....Gertrude Coulter, veteran Byrd employee, visited Boston on her vacation.

Tom Rayfield, former manager, Capitol, and now managing the Miami, was a visitor. He brought his family up to visit with his parents for a short time....Stafford Price is back at the Capitol after spending part of his vacation in Norfolk....Barney Frank, Universal-International sales man, and his wife were visitors....Jerry Murphy, 20th-Fox salesman, was also in town....Sam Gordon, Venus and Ponton manager, spent his vacation, as usual, working on his place in the country....Gertrude Peace, assistant manager, Venus and Ponton, was planning another trip to Canada in September....Jimmy Mansfield, Venus and Ponton staff, spent his vacation up in Orange County visiting a certain lady.

George Clarke, city manager, District Theatres, vacationed partly in New York and at Bayshore....Lorenza Minor, manager, Hippodrome, spent his vacation loafing around with a short trip to Washington....As its contribution to "Youth Month", District Theatres will hold a Round Table Discussion on the stage of the Booker T for three nights during the showing of the new Joe Louis picture which deals with juvenile delinquency and sponsoring the Round Table will be the G.H.C. Youth City Council....Cy Hoffman, Virginia manager, District Theatres, was making the rounds of all theatres in his division.

Three members of the Venus staff, Louise Rose, Fred DeMandem, and Walter Snead, all took vacations at the same time, and rented a cottage at Ocean View, where they had a great time with their families....Louise Gray, Bellevue staff, returned from California, and Evelyn "Rusty" Knapp hied off to Broadway....Gilbert Harless, Bellevue, attended the IATSE convention in Cleveland, and on his way back home visited with relatives in West Virginia.

Allen Brown added Randolph McCutcheon to his staff at the Brook-

land, as Bernard McRae was still recuperating from his operation....Mary Emerson is the new Berlo candy girl at the Brookland, and George Crozier was spending his vacation at home....Mary Doane substituted for Bertha Murr, Byrd, while Bertha visited with her brother down on the River....John Palmer, Byrd staff, in the Naval Reserve, left for Jamaica, L.I., on a cruise....Bernard McCann, Lee, spent his vacation painting his home....Mack Scarborough and Joe Bocardi, both projectionists, took vacations, but we were unable to find out where they went....Jimmy Ritchie, East End and Patrick Henry manager, took his family to New York for a vacation.

Cold weather note: We hear that the East End installed a new furnace...."Shag" Saunders, Ponton projectionist, who has been sick for several weeks, returned to his job feeling much better....William Fox and Harry Jarvis returned from the IATSE convention in Cleveland as did Arthur Deane, Petersburg projectionist. Bob Coulter and Fox were unable to celebrate their anniversaries, as usual, as Fox was out of town....Doyle and Russell started on the new front and marquee for the State. -S.J.

West Virginia

KEYSER

Freddie Kline, 20th-Fox salesman; Sterling Wilson, Warners' salesman; and E.B. Barnett, district Altec engineer, were in....John C. Wilson, projectionist, Music Hall, and correspondent for The Exhibitor, covered the opening of the Cumberland, Md., Potomac Drive-In.

Variety Club

WASHINGTON, TENT 11

Today is Sept. 1, and the month will bring about a wealth of Tent 11 activities. First is the annual golf tournament and dinner dance at the Manor Club. Many meetings are scheduled each week for the welfare awards activities, with Sara Young, who leads the women's activities, and Frank Boucher, Chief Barker, keeping after the barkers and barkerettes to extend their utmost. Then on Sept. 16, 17, and 18, the VC meeting, the last date being the time for the Humanitarian Award dinner at the Hotel Statler.

The committee is in hopes of bringing here Al Jolson, Bing Crosby, or Bob Hope for the encee job. There is a possibility that "Mr. T." will also be on hand to see his Secretary of State, George C. Marshall, receive the 1947 award. On Sept. 19, the annual charity classic will be held at the Baltimore Stadium, bringing together the Washington pros against the Chicago Bears. This is a joint promotion of the Baltimore and Washington tents. The affair looms as one of the biggest ever held by similar tents throughout the country.

NEWS OF THE

Territory

New York City

CROSSTOWN

Officers and members of the Adventurers' Club of New York attended a showing of Frank Buck's "Bring 'Em Back Alive" reissue at the Republic last week where Buck greeted his fellow-adventurers in person.

The New York State Youth Commission is again making use of films in its anti-delinquency fight. "Families First", produced by RKO Pathe, and being distributed through 20th Century Fox, is being used throughout the state. Previews were held here and in Albany, Rochester, Syracuse, and Buffalo, and were attended by civic officials, educators, clergy, social workers, and the press. The film is designed to focus attention upon the importance of family life, and to promote a better understanding of the causes of juvenile delinquency and behavior problems. New York is said to be the first state to use films to acquaint the public with present day youth problems and their answers. Last year, "Children in Trouble" was produced and viewed by six million people. The Theatre Owners of America had given high endorsement to the film.

Berk and Krumgold, theatre realty specialists, last week announced they had consummated a lease for the 1800 seat New Delancey. The lessee corporation is headed by Joseph Schapiro and Morris Goldman, who have already commenced a complete rehabilitation of the theatre. The lessor corporation is Lanroc Operating Corporation.

B.G. Kranze, vice-president and general sales manager, Film Classics, left for Chicago last week....David D. Horne, foreign sales manager, Film Classics, returned last week from a tour of Caribbean outlets, where he set up distribution arrangements for the company's new product....Harry M. Kalmine, president and general manager, Warner Theatres; W. Stewart McDonald, vice-president, Warner Theatres, and Harry Goldberg, advertising-publicity director, theatres, returned from Washington last week.

Russell Stewart, MGM's home office publicity staff, returned last week from Washington, where he conferred with Navy Department officials on the world premiere of "The Secret Land" ..Leonard J. Hirsch, home office assistant to Rudy Berger, southern MGM sales manager, got back last week from a Beach Haven, N.J., vacation.

A fall wardrobe from the Namm and Oppenheim Collins stores in Brooklyn will become the prized possession of Brooklyn's "Most Heavenly Miss" when her selection is made final at Ravenhall Park on Sept. 18. United Artists and A. Edward Golden, producer, "Texas,



These old-fashioned lobby gadgets, including the Abbott and Costello "Scare Meter" and the laboratory equipment from "Frankenstein", were recently used at Loews' Criterion, New York, in connection with Universal-International's production "Abbott and Costello Meet Frankenstein".

Brooklyn, and Heaven" will also watch closely the career of the winning contestant as she is put through a modeling course at the Barbizon School. Other valuable prizes, including a 17-jewel fashion award Helbros watch and cash benefits, are being offered contestants seeking the title. Judges include Golden, Russell Patterson, Robert Merrill, Ed Zeltner, and Helen Fraser. The contest will be concluded at Ravenhall Park in time for Brooklyn's "Miss Heavenly Miss" to join the Golden Jubilee Mardi Gras parade on the Coney Island boardwalk. Contestants may obtain entry blanks from UA or Ravenhall Park or from the Strand, Brooklyn, where the premiere showing of "Texas, Brooklyn and Heaven" will take place on Oct. 1.

Paramount's "Night Has A Thousand Eyes" was given a pre-release screening to about 125 distinguished guests of John W. Darr, president, Institute of Public Relations, Inc., last week at a dinner held at the Waldorf-Astoria Edward G. Robinson, accompanied by his wife and son, arrived last week from Europe.

Sol A. Schwartz, RKO Theatres vice-president and general manager, last week made a "July Stunt of the Month Showmanship" award to Harold Heller, manager, RKO Dyker, Brooklyn, for his "Mr. Blandings Builds His Dream House" treasure chest idea. The award was a showmanship certificate and a check



Frank Buck, center, author of RKO's "Bring 'Em Back Alive", is shown here recently at New York's Pennsylvania Station discussing the interest of Lions International in The New York Herald-Tribune's Fresh Air Fund.

for \$25...Joseph Bernhard, president, Film Classics, Inc., and Cinecolor Corporation, left by plane last week for Hollywood for conferences.

Jacques Chabrier, American representative, Pathe Cinema, and president, U.S. subsidiary of this company, arrived last week after a seven-week trip to France....I.E. Lopert, president, Lopert Films, with Mrs. Lopert sailed for Italy and France. In Italy, he will attend the Venice Biennial Film Exposition.

Richard Powers, head, MGM's studio music department, was in town last week for home office conferences.... Mitchell Rawson, MGM's publicity department, was vacationing at Saratoga Springs, N.Y.

Bernard Garay, Arnold Salge, and Sigmund Mike head Geritone Company, new foreign film distributing agency, which has some Hungarian, Rumanian, and German films lined up for fall release, it was revealed last week.

Rugoff and Becker News: Shirley Sussman, booker, received birthday greetings, and left on a vacation.... Gloria Rutlin, assistant bookkeeper, celebrated her sixth wedding anniversary on Aug. 17...Sam Lesiger, Tuxedo, Brooklyn, is the proud papa of a second son, and was walking the floor on vacation....Edward Sacks, Rugby, Brooklyn, was enjoying a vacation.

Frank B. Libasco, real estate agent, Interboro, was off on a vacation.... The Interboro office received a thorough paint job.

Independent Theatre Service News: Richard Dollinger, son of Irving, buyer, flew home after a summer at the University of Mexico....Harry Lowenstein, Cort, Newark, N.J., returned from a trip through the New England area....Sidney Stern, New, Elizabeth, N.J., was welcomed back from a trip to Maine....Janet Gar-meiser, telephone operator, clipped to Bermuda on vacation....Edmond Feldman, son of Lucius, Strand, Newark, N.J., who recently copped an art award at Syracuse University, was commissioned to do an oil portrait of a well-known auto magnate....Ben Brosky, Liberty, Irvington, N.J., returned from a vacation at Atlantic City.... Charles Mazur, Denville, Denville, N.J., was vacationing in Atlantic City....Lou Martin, Majestic, Paterson, N.J., recently flew to Philadelphia to see his son....Joe Siccardi, Liberty, Plainfield, N.J., was suffering from an impacted wisdom tooth.... Joe Ornstein, booker, was back on the job after a week at his Rockaway home.

Larry Urdang, general sales manager, Lewis Productions, resigned to concentrate on free lance advertising. Bob McLaren replaced.

The wedding of Marie Antoinette Raftery, daughter of former UA President Edward C. Raftery, to Matthew Leon Coneys took place last week at Our Lady Queen of Martyrs R.C. Church,

Queens Boulevard, Forest Hills, L.I. A reception at Sherry's followed the ceremony.

New Jersey

NEWARK

Victor Holmes, 25, Savoy aide, was fatally stabbed in the theatre, and died in City Hospital. His alleged assailant was apprehended. There was no panic in the theatre, as few of the patrons were aware of what was going on.

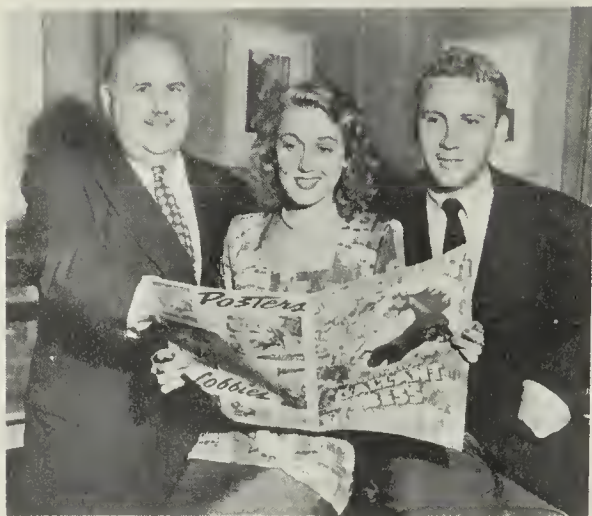
Warners' Jersey Circuit held its eighth annual golf tournament at the Hackensack Golf Club, Oradell. Frank J. Damis, zone manager; Sam Blaskey, Leto Hill, Lou Dennis, George Morgenroth, Edward Batlan, Tony Williams, Lou Stein, Arnold L. Jordan, Arnold Michelson, and managers of the circuit were present. Frank Costa, manager, Warner, Ridgewood, was the winner of the tournament, and was awarded the Harry H. Kalmine trophy. Runner-up was Garret Voorman, manager, Fabian, Paterson, who received an outstanding prize. Among the many guests seen were I. J. Hoffman, zone manager, New Haven territory, and J. Dante, co-author of the book, "Nine Bad Shots In Golf." A special golf film was shown by Dante after dinner and the awarding of the prizes. The weather was ideal for the golfers and gin players.

Arnold Jordan, head booker, Warners' Jersey Circuit, was vacationing, taking his family to the mountains... The following people were on vacation from the Warner Theatres' office: Al Mann, Helen Mulligan, and Adolph Finkelstein, Contact Department, and Victor Albagli, booking department.

The following managerial changes took place in Warners' Jersey theatres: Larry Albanese, manager, Sanford, Irvington, takes over as manager, Embassy, Orange, and Bill Kane becomes manager, Sanford, relinquishing being manager, Hollywood, East Orange, to Jack Conhaim, who was manager, U.S., Hoboken. Jack Hegerty, who has been with Warners for the past 18 years is leaving to become manager, Normandy, Miami Beach, Fla. Hegerty has already established his home there, as his family was there for the summer.

The following managers of Warner Theatres were vacationing: Harold Widenhorn, Branford; Frank Holler, Central, Jersey City; D. Beehler, Central, Jersey City; D. Beehler, Central; Ward Woolsey, Franklin, Nutley; J. Geller, Hawthorne, Newark; M. Demscak, Strand, Bayonne; A. Manfredonia, Stanley, Jersey City, Ray Williams, Union, Frank Hinchy, Capitol, Belleville; J. Barrett, Wellmont, Montclair; B. Edelstein, Hudson, Kearny; R. Burns, Royal, Bloomfield; Thomas Cantillo, Cameo, South Orange; W. Hyde, Eureka, Hackensack, and P. Manes, Globe.

Edward Kane, manager, Regent, Elizabeth, was married on Aug. 21 to Jacqueline Andrews at her home in New Hampshire. The couple were spending the honeymoon at Cape Cod.



Milton Cohen, left, eastern division sales manager, Eagle Lion, is shown pointing out some special promotion features to Audrey Long and Cameron Mitchell, in connection with their picture, "The Adventures of Gallant Bess", at the home office, New York.

PLAINFIELD

Extensive interior alterations, including closing in of the rear of the auditorium to shut out lobby noises, and redecorating and repainting of the lobby, were completed recently at Walter Reade's Oxford. The improvements were all made without interrupting regular shows.

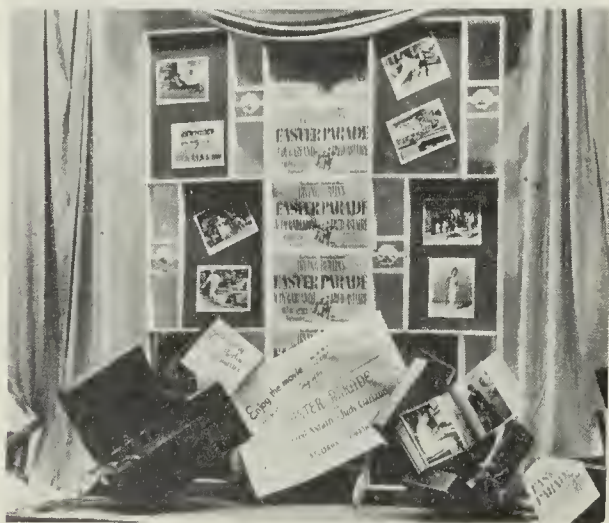
New York State

ALBANY

Dick Moran, former manager, Glove, Gloversville, is now short subjects booker for the Schine Circuit, Buffalo, replacing Irv Singer.... Roberta Bingham, 20th Century-Fox booking clerk, returned to her desk after an appendectomy.... The award conducted in the district for the Will Rogers Memorial Hospital, Saranac Lake, will be held as part of a dance in the ballroom of the Ten Eyck Hotel, on Nov. 6. Books of tickets are being sold to exhibitors by Film Row salesmen.

Miss G. E. VanOrman, owner, Grange Hall, Willsboro, Vt., is building a new theatre to be completed soon.... John Michelson, Eagle Lion home office auditor, was spending some time in the office.... Dorice Koffsky, Eagle Lion switchboard operator, resigned to become a bride.

Herman Ripps, field assistant to John P. Byrne, MGM eastern sales manager, returned last week to his headquarters following home office conferences in New York City.



An extremely attractive tie-in with special appeal to music lovers, this exhibit in a window of the Sibley Department Store, Rochester, attracted attention to MGM's "Easter Parade".

TRADE SCREENINGS

Trade Screenings

Paramount (RKO Projection Room, 630 Ninth) Sept. 3, 10:30, "Sealed Verdict".

Paramount (Normandie) Sept. 8, 10:30, "The Tatlock Millions".

Milton Balin, who has been filling in as manager, Glove, Gloversville, is reported to have resumed his regular duties as assistant to Seymour L. Morris, publicity and exploitation director, Schine Circuit.... Ethel Hesley, 20th Century-Fox clerk, resigned due to illness in her family, replaced by Marion Reckner.... The employees of Columbia exchange held a hot dog roast at Thacher Park.

More vacationers along the Row are: Eagle Lion's LaRose Fisher, cashier, and Mary Romano, clerk; Paramount's Margaret McCrumb, comptometer operator; Warners' Carrie Rogers, secretary; Jimmy McCabe, head shipper, and Patricia Wirth, assistant cashier; Columbia's Sadie Moran, inspectress, and Florence Bergmann, biller, and Warner Theatres' Check Limmer, warehouse clerk. -M. E. B.

BUFFALO

Charles B. Taylor, Shea Theatres, received a \$25 third prize in the recent MGM "Good News" record album-window display contest.

Bob Jackson, manager, Shea's North Park, was presented with a handsome son and heir by Mrs. Jackson. Congratulations.... John Zimmerman, manager, Shea's Niagara, is back on the job after a fishing vacation.

Bill Wright, service manager, Shea's Great Lakes, and his wife, Lue, spent a week fishing and swimming at Highland Lodge, Haliburton, Ont. He can tell some whoppers about the Canadian fighting black bass.

Jack Chinell, RKO branch manager, combined a special exhibitors' trade showing and sneak preview of "A Song is Born" at Max Rosing's Sheas Elmwood.

Mannie Brown, branch manager, Paramount, says sneak preview audiences at Shea's Buffalo are in for a real treat on Sept. 8.... Mary Rae, Shea's Buffalo, is selling tickets left handed since she said "Yes". Some sparkler.

Walter Meith, service manager, Shea's Buffalo, returned from a vacation at Blue Mountain Lake, in the Adirondacks.... It is hoped for the speedy recovery of John McSweeney's father of the Newfane, Newfane, and the Rainbo, Niagara Falls, confined to a Niagara Falls Hospital with a serious heart ailment.

Dick Carroll, Paramount office manager, has a side line, selling eggs and chickens which his father raises. This is not a plug, but he is willing to sell.

(Continued on next page)

EYEING THE

Exchanges

NEW YORK: Softball games have been cropping up at a fast clip this season, with most of the companies boasting top flight teams. Within the space of



LES SUGARMAN

two weeks, the Motion Picture Bookers Club and the 20th-Fox teams met twice, each copping a decision. The first contest went to the Bookers Club, 11 - 10, the winning margin provided by the potent bat of Seymour Berkowitz, co-captain. With vengeance in their eyes, 20th-Fox demolished the Bookers Club in the second meeting, 21-10. The big blow in this one was struck by Achilles "Kelly" Petrocelli, who hit for the circuit with a couple of his teammates aboard. Both games were played at Alleypond, L. I.

MGM: Howard Levy, salesman, was welcomed back from a vacation....Harry Margolies, booker, was off on vacation....Eddie Richter, head booker, was enjoying a sojourn....Marie Feeny has been added to the contract department....Mary Keane, secretary, has been promoted to bookkeeping machine operator....Replacing her is Mary Hitz, cashier's department.

U-INTERNATIONAL: Alice Mesick, telephone operator, and Fred Maydr, booker, were on vacation, while Hal Rosen, booker, Lucille Popper, booking department, returned from vacation....Dottie Tatkin, typist, eloped...Jimmy Davis, assistant cashier, was on vacation, and Hank Feinstein filled in creditably....The office is wondering why Leonard Berch, print booker, takes those weekend trips to Fallsburg....Frank Gilota, head shipper, is the grandpop of a baby boy, Bruce, born to his daughter-in-law.

REPUBLIC: The girls presented Sylvia Sussman, accounting department, with a gift in honor of her recent birthday....Mary and Harriet Lee accounting department and telephone operator, respectively, were enjoying vacations...Chris Blionus, booking department, was welcomed back from vacation....The office took in a special screening of "The Red Pony" at the home office.

RKO: Rose Ayvis has been added to the booking department....Frances Atlas, billing clerk, returned from two weeks at Banner Lodge, Conn....Pearl Yampolsky, booking department, was welcomed back after a week of illness....Murray Bleutrich, non-theatrical booker, was on vacation....Jean Slade, booker, was back on the job after a vacation in the Catskills....Annette Rappaport, booking department, resigned.

EAGLE LION: Trudy Tacher, formerly of Metro, has been added to the booking department... Martha Awervach is



Called back from a vacation in Paris by the sudden death of his father, Clark Gable is shown here recently talking to Frank O'Brien on a New York pier after clearing through customs.

the new member, cashier's department....Lillian Dollard, secretary, celebrated her birthday....Edith Stamm, booking department, was betrothed.

UNITED ARTISTS: Ben Levine, head booker, was back after a vacation....The booking staff is gearing itself for a rush fall season....Dick Perry, salesman, was back after an upstate trip....Harry Newman, head shipper, was off on vacation....Dave Brown, film room, resigned to join Pathe Laboratories...Frank Henry, Hildinger Circuit, Trenton, N.J., was a visitor.

NATIONAL SCREEN SERVICE: Maralyn Balterman and Ruta Reis resigned....Florence Goldstein, accounting department, handed in her resignation....Amelia Respol, accounting department, will waltz down the aisle on Sept. 12...Shirley Mandel, receptionist, resigned, and Sally Jacobs replaced her.

MONOGRAM: Jack Graver, print booker, was well-tanned after a vacation....Pauline Gibbs, booking department, was in the midst of a honeymoon in the White Mountains with hubby Lee Kaye, navy booker....Johnny Burrows, trainee, will celebrate a birthday on Sept. 4.

20TH CENTURY FOX: Ann Jones, secretary, was enjoying a vacation in the Poconos....Minnie Smith, cashier's department, was feted at a luncheon prior to her departure for California....Bess Goldstein Allen, secretary, was still on the ailing list....Also on the sick list was Seymour Tlorin,



Dick Powell, star of UA's "Pitfall" is greeted upon his recent arrival in New York by UA executives Howard LeSieur and Lowell Calvert.

branch manager...Dorothy Banaszewsky, secretary, blew out 18 candles on Aug. 19.

RAMBLIN' 'ROUND: Helen Kayee, Famous Films, leaves on Sept. 24 to continue her opera aspirations in Italy.... Sylvia Tarloff, Bell secretary, returned from vacation.

(Continued from preceding page)

Dr. Howard B. Simon, handsome son of Mike Simon, Paramount sales representative, is now interning at Philadelphia General Hospital after having been awarded a Doctor of Medicine degree at Yale's commencement.

Theodore Phillies, Variety Club, who operates a liquor store on Chipewa Street, said that his store was held up in broad daylight by a bandit who asked his clerk for a bottle of wine, and then cleaned out his cash drawer of over \$100 during business hours.

Manny Brown, Paramount branch manager, announced that the drive starts on Sept. 5, and ends on Dec. 4, celebrating the 36th year. Exhibitors are remarking about the office decoration commemorating the 36th anniversary, particularly the plaque that shows the standing of the Buffalo office in respect to the climbing of the Paramount mountain, which, when it reaches the top, indicates the Buffalo office will have booked 100 per cent.

A change of personnel is contemplated when Mary Carr, billing clerk, Paramount, middle-aisles it in early fall.

Hugh Owen, eastern division manager, Paramount, and Al Kane, assistant eastern division manager, held a meeting in the Exchange.

"Albuquerque" opened the Delaware Drive-In, Tonawanda. The owners are Marvin Atlas and Louis Drew, brother of Irving Fried, Tri-State Candy Company.

Condolences go to Ray Powers, for many years booker at First National, on the passing of his uncle, Pat A. Powers. Funeral services were held at Thomas Ray Funeral Parlor.

Sara Weil, RKO booker, was spending her annual vacation in Boston. -M.G.

ROCHESTER

Rush to climb on the drive-in gravy train assures four in Rochester next season, double the present number, and other would-be investors are reported seeking sites. Don Stevenson, Rivoli,

COMPLETE MARQUEE SERVICE

DESIGN — FABRICATE — INSTALL

MONROE SIGN CORP.

Since 1921

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THEATRE FRONTS

Drive-In Theatre Attraction Signs

253-9 Hackensack St., E. Rutherford, N. J.

Tel. Rutherford 2-8200—Passaic 2-4600

announced plans for the Starlight Drive-In at West Henrietta and Town-line Roads, and said construction would start immediately with projected accommodations for 650 autos, in-car speakers, and other modern developments, all to cost \$75,000 to \$100,000.

Graden Hodges revealed that his new drive-in, also to open next spring, would be located in Ridge Road East near suburban West Webster.

Paramount executive Eugene Street found an apartment in Oxford Street, and moved here from New York City with his wife and son....Loew's manager Lester Pollock visited other recreational enterprises during his vacation, and studied competitive aspects. Assistant manager Louise Wilson was keeping the theatre running smoothly during his absence.

Morris Rosen, manager, Monroe, tripled his Saturday matinee business by promoting a free ice cream giveaway at no cost to the theatre....An afternoon fire damaged four buildings near Don Whittington's Lincoln, but burned only a section of rear cornice of the theatre, and the evening show went on as usual.

RKO Palace manager Francis Anderson looked very fit on returning from his vacation tour of New England....Rear marquee of the Paramount was getting a face-lift, and Loew's auditorium was being spruced up for the beginning of the fall season....John Thomas, assistant manager, Regent, resigned to become house manager, Arnett.

Ossie Sussman has opened a boxing gym in the Monroe building....Walter Radner, treasurer, Paramount, was vacationing....Allen Tindal, president, Rochester Motion Picture projectionists union, attending the Cleveland convention, accidentally met and recognized a cousin he hadn't seen in 40 years.

Manager Arthur Krolick, Paramount, arranged with The Democrat and Chronicle to sponsor an essay contest to pick two boys to visit West Point in his campaign for "Beyond Glory"... Amy Croughton, the Times-Union film reviewer, sees the current success of slapstick pictures presaging a new cycle....Manager Louis Thompson, Regent, got new blue velvet stage drapes to set off the newly-decorated foyer, mezzanine, and auditorium.

Recent playing of rival companies' pictures in first-run houses was interesting. Metro tested "Big City" and "Alias a Gentleman" as a package show in Paramount's Regent. Loew's played RKO's "The Best Years of Our Lives", and the Regent also showed United Artists' "Four Faces West" and "Man of Evil".

Easman Kodak gave the first public showing of its new color densitometer at the Chicago Convention of the Photographers Association of America, and also featured its dye transfer process and a new Kodatron studio speedlamp.

The Embassy went dark as preparations were made to reopen under a new lease...The Auditorium was slated to open the stage show season here Sept. 9 with "Harvey"...Attitude of some exhibitors toward television is: Why encourage it?

Loew's helped to pay the cost of Rochester visit of a pinball machine spotted in the Hotel Seneca Arcade for the benefit of the Damon Runyon Cancer Fund and signs linked the exhibit with "The Time Of Your Life". A tieup with a jewelry store offered a wrist watch and guest tickets as prizes for best guesses on number of loose watch parts piled in the store window as a plug.

Special Youth Months films booked into the Regent were "Mickey" and "The Enchanted Valley"...Morris Rosen, manager, Monroe, for the last five years, who started in theatre business in Massachusetts 25 years ago, spent his vacation touring the New England States with the missus. -D.R.

SCHENECTADY

A luggage giveaway program at Dick Murphy's Plaza was set to lure theatre-goers into the house for four solid Wednesday nights, starting on Sept. 1. Nine local merchants climbed aboard the bandwagon to aid in the promotion stunt. Luggage comes four pieces to the set, and is ready for display on a circular window turntable of one of the city's larger stores. Bob Griffith, Murphy's assistant, reported he received only one squawk on the advance work, one street name didn't come out right on the first display poster plugging the giveaway.

Nina Niver was back at her post in Proctor's after a down-east vacation....Anna Funk, Strand, was traveling the vacation-turnpike....H.L. Truax, Strand, chatted in the lobby as we waited for manager Lou Rapp.

Phil Rapp, manager, State, was in a hurry to get someplace when we tried to collar him a minute in the State-Erie arcade. We hung on just long enough to tell him we were vacation-bound ourselves.

SYRACUSE

If there is an apparent shortage in the new car market, the blame should be placed on the local Rialto as the following have new autos: Schine zone manager Harry H. Unterfort, Schine's Palace manager Max Rubin, RKO-Keith's stage hand Carroll Blair, and Keith's secretary Dianna Hammer.

Can it be true that Paramount assistant manager Leslie Coulter has been bitten by the love bug? He has that peculiar gleam in his eyes....Edward Fitzgerald, George Steves, and Carroll Blair, Local 9, and Harry Burley, with Lou Boyd, Local 376, attended the convention of the IA at Cleveland.

Mrs. Harry H. Unterfort returned from visiting her mother in New York...Louis W. Schine and Dewey Lederer, Schine home office, were in with John McNamara, New York theatre architect

to look over the work on the Paramount....Mrs. William Lee, Buffalo, was a guest of her sister, Mrs. Richard Feldman...Mrs. Max Rubin and children, Kathy and Mark, drove to Rochester in the new car.

David Hanley, son of Mrs. Richard Feldman, was home from YMCA Camp Tousey, where he vacationed....Irving Canter, Schine's Eckel manager, was home from vacation in Western New York State....The Misses Jeanne and Jo Ann Busby, students at Purdue University, were in for a visit with cousin Bob Thompson, assistant manager, Schine's Eckel.

Jack Crowe, manager, Schine's Auburn, Auburn, finds the new job interesting....Ike Kallet, Schine's Paramount, was back from the vacation that he took to rest up....Bob Thompson, assistant manager, Eckel, in charge during the vacation of Max Rubin, arranged a very neat tieup with a large furniture store. He gained a front window for display of stills and theatre copy on "Smart Woman." The store arranged a special sale of pieces spotted through the store, which were properly tagged, and priced for the "smart woman" buyer. Radio and newspaper announcements rounded up the novel tieup.

One of the most frequent questions that we are asked is: When are we going to hear from Jack Flex?...Eddie Fitzgerald thought extra precautions were in order, and insisted that Carroll Blair accompany him by train to Cleveland, instead of riding in the new car.

Mike LaVine and family were on vacation at his sister's summer home at Lake Oscawana....Tom Clarke, manager, Loew's Strand, was on vacation with family in Baltimore, with Al Bethka taking over the direction of the house during his absence.

Henrietta "Hank" Irwin is new at Loew's State....Harold Mortin, Loew's State manager, must lead a charmed life as he has acquired a two-year lease on a beautiful apartment in the University section, the description of which is a reminder of a DeMille set. Bobby, the eldest of the Mortin youngsters, had the misfortune to fall down a flight of stairs while on vacation at Providence, and suffered a bad gash on the head, requiring several stitches, but now has the bandages off, and is raring to go once more.

Irving Cantor, manager, Schine's Eckel, was in Crouse-Irving Hospital, where he had several blood transfusions....Harold Mortin, manager, Loew's State, was trying to find the fence out Fairmount way that he is supposed to have knocked down with his car while he was on his vacation in Providence, R.I., some hundred miles away (wrong license number, again)...George Mansfield was back at Loew's State, with Albert Bethka, assistant, State, pinch hitting for Tom Clarke as manager, Loew's Strand, while he was on vacation.

- J. J. S.

NEWS OF THE

Territory

Vine Street

That Allied Motion Picture Theatre Service, Inc., buying and booking combine headed by Sidney Samuelson, with Elmer Hollander as buyer-booker, started off last fortnight handling the following accounts: Strand, Hamburg; New, Hegins; Ritz, New Holland; Newtown Hall, Newtown; Ritz, St. Clair; Midland, Valley View; Yeadon, Yeadon, and in Philadelphia, the Italia, Jerry, New Jewel, New Ritz, New Wissahickon, and Rex.

Eagle Lion booker Max Bronow was on vacation. . . . Harold Coltun, Eagle Lion booker, won another "suggestion" prize, this time in cash. . . . John Long, maintenance man, 1225 Vine Street building, suffered a stroke last week.

Columbia tub thumper Milt Young was working in the Albany territory. . . . RKO held a sneak preview at the S-W Uptown last week of "A Song Is Born." . . . Dorothy Shubert, 20th Century-Fox billing department, resigned last week. She is expecting.

20th Century-Fox branch manager Sam Diamond and exploiter Mike Weiss, who has been pinch hitting on special assignment at the home office these past several months, were Chicago bound for a national sales meeting. . . . Warner exploiter George Fishman was in New York for conferences last week. . . . Allan Melvin, son of U-I office manager Richard Melvin, has been a big hit making spot records for both Eagle Lion and United Artists. . . . Norman Weitman, U-I booker, has been promoted to salesman in the Scranton-Wilkes-Barre territory.

Harold Saltz succeeded John Scully, Jr., in his upstate territory. . . . Everybody's good friend, Harry Brillman, Screen Guild, was on vacation last week. . . . Harry Michalson, RKO short subjects sales manager, was in at the branch. . . . Caroline Fisher, Warner contract clerk, was on vacation. . . . Leo Hannon, Warner head booker, was also on his time off last week.

One hundred and seventy-five executive members of the Pennsylvania State Convention of The American Legion, holding the annual convention in Philadelphia, Aug. 18-21, were the guests of Paramount and The American Legion Variety Post 713, at a private screening of that company's production of "Beyond Glory," in the Variety Club on Aug. 18. These executive members of The Legion, representing all the principal cities and towns in Pennsylvania, greeted "Beyond Glory" enthusiastically. The affair was arranged by Everett C. Callow, Commander, American Legion Variety Post 713; William F. Brooker, vice-commander, and Paramount district advertising manager, and Earle W. Sweigert, mid-eastern division manager, Paramount. At the conclusion of the screening, the executive members were the guests of the Variety Club where they were entertained, and given the freedom of the club by Chief Barker Michael Felt.

Lewen Pizor, president, UMPTO, announced last week that the unit's temporary offices are now located at 904 Colonial building, 13th and Market. Pizor also

asked complete cooperation for "Youth Month," and stated that a line of accessories, trailers, etc., is available at National Screen Service. Any inquiries, other than the ordering of accessories, should be sent to Pizor at 12 South 12th Street. "Youth Month" started today (Sept. 1), and continues throughout September. A proclamation by both the mayor and governor was expected.

Sam E. Diamond, 20th Century-Fox branch manager, last week called attention of exhibitors to two Movietone short subjects which he claimed were particularly appropriate for bookings at this time, "Olympic Class" and "Football Finesse."

Leon Korr, advertising and publicity director, Earle, Allentown; Bob Sidman, manager, Senate, Harrisburg, and Lew Black, manager, Warner, Wilmington, Del., are the three winners in the contest held by Universal-International for the best exploitation campaigns on the Walter Wanger picture "Tap Roots," in connection with the territorial world premiere of the picture in the exchange area last month. All three winners will be guests of U-I for week ends in New York. The best campaigns were selected by a group of U-I executives and Irving Lesser and Seymour Poe, eastern representatives, Wanger Productions.

Irv Phillips resigned last week as assistant to Sam Waldman at I. Hirst's Eighth Street houses, the New Garden and 4-Paws, and was Florida-bound to join his brother, Morris, in Miami.

Erwin Kahn, sales manager, Y and Y Popcorn Supply, became the proud father of a baby girl born in Lying-In Hospital last week.

Frank Fogel postcards from Los Angeles that "From what I have seen at the studios, the industry will never recover from the doldrums unless there is more action and less lamenting."

Circuits

Stanley-Warner

Lew Black, manager, Warner, Wilmington, Del., won a weekend in New York as a guest of Universal-International for one of the best exploitation campaigns in this area for "Tap Roots." . . . Freida Koren, booking office, was taken to lunch by a number of the girls in the office, and presented with a lovely set of silver prior to her wedding on Sept. 4. After a wedding trip to California, she will be back at work the beginning of October.

Peggy Dooley, daughter of Joe, the night elevator operator in the Earle build-



Keith's, Philadelphia, recently used this compelling display to advertise Film Classics' twin reissue "Four Feathers" and "Drums". FC's branch manager Mort Magill was quite pleased with the nice results.

ing, is the new secretary in out-of-town booking office. Otto Lutz transferred to the film payment office.

Fay Wolf, J. Ellis Shipman's secretary, was spending her vacation shopping for new fall clothes, and Hortense Shalita was filling in for her during her absence. . . . Esther Muchnick, publicity department, was spending the last part of her vacation up at Log Tavern, in the Poconos.

Joan Charles, daughter of Bill Charles, sound department head, will be married on Sept. 11 at the All Saints Church, Darby, with a reception to follow at the Walnut Park Plaza. The young couple will live at State College, where the groom, Lee Cottrell, will finish school. The bride-to-be is a June graduate of Penn State.

Estelle Bronow was in the office to say "hello" to her many friends around the building. It hardly seems possible that her little girl is now almost four, and it is longer than that since she was a member of the booking department.

Angelo Dalassandro, man about town, announced his engagement last week to Nancy Itzenon, a Strawberry Mansion cutie.

A sneak prevue of UA's "My Dear Secretary" was held last week at S-W 69th Street.

Delaware
Wilmington

Ellen Crosman gave the suburban Edge Moor a good boost in her "Star Wagon" column in The Sunday Morning Star. . . . Dick Kirsh, manager, S-W Queen, was one of 24 persons interviewed by Herman Duquette, the Journal-Every Evening, in a sports survey. . . . James H. Olwell, Rialto, vacationed in Atlantic City.



Manny Davis, manager, Lyric, Allentown, looked on recently while the mayor of Allentown, Donald V. Hock, congratulated "Miss Lehigh Valley" and "Miss Greater Allentown". The girls won in a local beauty contest.

... Robert E. Diem, assistant manager, Loew's Aldine, vacationed. ... John Kelleher, Loew's Aldine, returned after serving as a delegate at the IATSE convention in Cleveland. ... Robert C. Zych was acting assistant manager, Loew's Aldine, while Bob Diem vacationed.

Kennard-Pyle's department store was cooperating with Loew's Aldine on MGM's "A Date With Judy." The store presented a fashion show at 10 a. m. on the Loew's Aldine stage. Attending were members of the store's "Calling All Girls Club." Arrangements for the tieup were made by Edgar J. Doob, manager, and Robert E. Diem, assistant manager, Loew's Aldine, with F. Ray Phillips, advertising manager, Kennard-Pyle's, and store staffers. In addition, Loew's Aldine arranged with Byron I. Millenson, WDEL sales staff, and J. Gorman Walsh, manager, WDEL, for added air time in conjunction with the NBC show, "A Date With Judy."

Edgar J. Doob, manager, Loew's Aldine, arranged with Ivan Diehm, window displays, Braunstein's "The Fashion Capital of Delaware," for front window dis-

plays of seven original costumes from MGM's "The Pirate," Loew's Aldine.

Dave Moliver, Principal, Philadelphia, and "Red" Johnson, Hygienic Productions, were in for an advance screening of "Mom And Dad" staged by Ben Shindler, Ace, for civic and religious leaders and the press and radio.

John Koczak, manager, Earle, New Castle, is advertising on "The New Castle Matinee" sponsored by New Castle merchants, on WAMS and WAMS-FM Mondays through Saturdays from 1 to 1.30 p. m., with Dick Holmes as master of ceremonies. ... Richard Edge, manager, Pike, on Sept. 13 will inaugurate a new policy of shows at 6.30 and 8.30 p. m. instead of 7 and 9.

Louis M. Martin, assistant manager, S-W Warner, returned from vacation. ... Jim Tambourelli, projectionist, S-W Savoy, went on vacation. ... Frank Eckert, projectionist S-W Savoy, returned from the Pacific coast on a journey with friends via private plane. ... Dolores Teresa Manista, S-W Savoy, joined Trans World Airlines at the New Castle County Airport. ... Margaret Carson, S-W Savoy, returned from vacation. ... Margaret F. Asay Jacobs rejoined S-W Savoy for part time work. ... Morris Albom, acting assistant manager, S-W Savoy, is rumored contemplating buying a new car.

—HENRY L. SHOLLY.

New Jersey

Atlantic City

Warren F. Wielland, Weiland-Lewis Circuit, has been elected president, Atlantic City Amusement Men's Association. He succeeds his late father in the post. Richard Endicott, manager, Steel Pier, was elected first vice-president, succeeding the late Al Hill, Million Dollar Pier. Others elected were Harry Waxmann, Hollywood, second vice-president, and Edward J. O'Keefe, retired, secretary-treasurer. The new executive committee is A. J. Vanni, S-W district manager; George Hamid, Jr., Hamid's Pier, Waxmann, William Ford, Lyric, and Mortimer Lewis, Weiland-Lewis. The amusement men discussed new traffic regulations placing excursion buses on the outskirts of town, and several were opposed to the proposition. Hamid, Endicott, and Waxmann were appointed a committee of three to investigate the matter.

Trenton

The Reiffin Bill, A-518, to legalize the playing of "Bingo," has occupied the attention of the New Jersey legislature the past two weeks, producing the most vigorous, and at times, bitter battle to enact the proposed legislation. The measure is opposed by the Allied Theatre Owners of New Jersey as well as by Warners, RKO, Skouras, and other motion picture interests. A public hearing was held in the historic State House. In addition to the religious feature, war veterans organizations, theatre owners, Chamber of Commerce, welfare societies, fraternal organizations, hotel-keepers, women's clubs, and many civic and business organizations were in attendance. Should the "Bingo" get approval in House and Senate then Governor Driscoll or acting Governor Summerall would be requested by opponents to veto the bill. To pass a bill over the governor's veto requires a three-fifths vote of the legislature. Led by William C. Hunt, Wildwood theatre owner, publisher, and president, Chamber of Commerce, the opponents of the bill legalizing "Bingo"



To promote the recent opening of Columbia's "The Fuller Brush Man", Bill Israel, S-W's Earle, Philadelphia, hired a still walker to parade up and down Market Street every afternoon during the week of the opening. Israel also gave away free Fuller brushes.

TRADE SCREENINGS

WARNERS (230 N. 13th) Sept. 13, 2.30, "Smart Girls Don't Talk."

gambling aroused the citizenry of the state to what they termed the real issue—decency and morality. In his address, the former Senator from Cape May County stressed the morality side of the "Bingo" question, saying: "Our South Jersey plea against 'Bingo' is directed to those who would maintain the morality of our individual standards and protest the security of our homes. Our appeal is further directed to those with the vision to see the damage to business which will result if 'Bingo' is permitted." Hunt presented a four-page printed statement which was made part of the record of the House of Assembly hearing. Hunt also forwarded copies of the statement to some 300 newspapers of New Jersey showing why Cape May County and other South Jersey counties opposed legalized "Bingo" gambling. Two days after hearing, the lead of Hunt was followed by such newspapers as The Newark Evening News urging defeat of the "Bingo" bill. George Gold, Newark, represented the Theatre Owners Association of New Jersey, and spoke against the "Bingo" proposition, and said if it must be legalized then it should be amended to permit theatres to conduct the game on special nights.

Pennsylvania

Harrisburg

The Senate's campaign on "Hollow Triumph" was highlighted by three personal appearances at the theatre by Paul Henreid and Audrey Long, Eagle Lion. Henreid spoke at the luncheon meeting of the Optimist Club, and was guest star on two local radio shows, "Under 21," a special program for teen-agers, and Red McCarthy's "Platter Chatter." Recorded interviews with him were transcribed by WHP and WCMB. Station WHGB promoted a contest in which listeners were invited to submit three-letter words from the title of the picture. The winner, a 16-year-old student at Camp Hill High School, was the dinner guest of Henreid at the Harrisburger Hotel. Henreid and Miss Long attended a press conference, and they were interviewed upon their arrival here by Mrs. Jean D. Millar, society editor, The Evening News. Market Square was renamed "Hollow Triumph Square." A false front and a 35 by 25-foot banner were used outside the theatre. Special heralds were stuffed in shoppers' bags at self-service food stores. Book markers were provided for the city library and

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several lending libraries. Theatre aides wore large badges to herald the world premiere of the picture. An exclusive women's shop ran a large newspaper advertisement "wishing Paul Henreid a solid triumph in 'Hollow Triumph'." Souvenir cards, each containing a piece of the actual film, were distributed by aides outside the theatre. The campaign was arranged by manager Bob Sidman and Max Miller and "Red" Edinson, the latter two of the Eagle Lion exploitation staff.

To promote "Key Largo," manager Gerry Wollaston, State, secured free time on WHP for transcribed interviews with Humphrey Bogart, Lauren Bacall, and Lionel Barrymore. . . . Vacationists included Spike Todorov, assistant manager, and Avis Losh, secretary, State: Ike Davis, maintenance man, and Rachel Luciana, Colonial. . . . Mounted oil paintings of scenes from "Life With Father" were placed by manager Jack O'Rear, Colonial, in several downtown store windows. . . . Assistant manager Bill Blankenship, Loew's Regent, arranged for the display of banners and streamers on "Summer Holiday" in a popular lunch counter. . . . Eugene Moody is the new elevator man in the State building. . . . "My Home Town," a 30-minute short subject on Harrisburg, probably will be shown with the State's feature for Labor Day weekend. . . . Manager Gerry Wollaston, State, is cooperating in WCMB's program, "Spot the Sound," by offering a season pass for two persons. . . . Circulation of the Fabian Theatres' "Amusement Digest" is now about 15,000, according to city manager Gerry Wollaston. The last issue was 32 pages in size. . . . L. R. Golding, general manager, and Herman Nowitsky, maintenance and construction superintendent, Fabian circuit, visited. . . . Harriet Rothman, WCMB, interviewed a local woman who had seen "The Walls Of Jericho" in production. In addition, the State effected tieups on the novel at three book shops.

Kutztown

The Strand now has competition one night a week, from the operators of the Kutztown Park band shell. Movies are shown every Thursday night. Prices are 20 cents for adults, and 10 cents for children, tax included.

Pottstown

Jake W. Binder, formerly a reporter on The Pottstown Daily News and now a resident of Hackensack, N. J., later a



Assistant manager Bill Blankenship, Loew's Regent, Harrisburg, recently promoted this tie-in with a local furniture store. The store also gave a window for an ad on SRO's "Mr. Blandings Builds His Dream House".

publisher there and postmaster of Hackensack for three years, issued a greeting folder to his friends to tell them of his 82nd birthday anniversary. Binder was executive secretary from 1915 to 1917 of the Motion Picture Board of Trade of Pennsylvania.

An interesting letter appeared recently in The Mercury as follows: "I see in The Mercury where they arrested and fined a young man who had been raising a fuss at the movies, putting his feet on the back of the seats, for instance. That is fine, but now let's see the police or the management or somebody get rid of a few more movie menaces. First, there's the guy who crinkles a bag of pop corn or candy all through the show. Then there are the couples who have a crowded movie confused with a lonely country lane. This might be forgivable on a cold winter's night, but in the summertime, it shows bad manners. Finally, there is the guy who gets up and squeezes his way all the way across a crowded aisle, with his wife, mother-in-law, and 17 kids behind him, just when the hero is being trapped by

KEY CITY

First Run

WILMINGTON, DEL. (20)—Warner, "The Babe Ruth Story" (AA); Rialto, "Deep Waters" (20th-Fox); Loew's Aldine, "On Our Merry Way" (UA); Queen, "Panhandle" (AA); Arcadia, "The Fuller Brush Man" (Col.); Grand, "Slippy McGee" (Rep.), "Public Cowboy No. 1" (Rep.).

PHILADELPHIA (24)—Aldine, "The Black Arrow" (Col.); Boyd, "Mr. Blandings Builds His Dream House" (SRO); Capitol, "Trapped By Boston Blackie" (Col.); "Secret Service Investigator" (Rep.); Earle, "The Fuller Brush Man" (Col.); Fox, "The Walls Of Jericho" (20th-Fox); Goldman, "A Foreign Affair" (Para.); Karlton, "Abbott And Costello Meet Frankenstein" (U-I); Mastbaum, "The Babe Ruth Story" (AA); Stanley, "Key Largo" (WB); Stanton, "Canon City" (EL).

READING (27)—Warner, "Life With Father" (WB); Ritz, "Best Man Wins" (Col.); "Triggerman" (Mono.); Astor, "Smart Woman" (AA); Embassy, "Deep Waters" (20th-Fox); Loew's, "The Paradine Case" (SRO).

Sydney Greenstreet. That guy ought to get 30 days.—P. D."

Reading

The premiere of Eagle Lion's "Hollow Triumph" was held last week at the Astor as one of the highlights of the city's bicentennial celebration. Paul Henreid, star-producer of the film; Audrey Long, and Benny Rubin headed the contingent of stars appearing in person at the theatre, arriving at the Astor at the head of a huge citywide parade which featured floats and cars elaborately bannered and be-flagged. The premiere celebration was touched off by a proclamation by Mayor

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John F. Davis declaring "Hollow Triumph" week. All visiting celebrities were given keys to the city and a supply of the famed Reading pretzels and peanut butter. The Astor had a huge false front carrying tremendous blowups of Henreid, and a banner carrying full premiere credits was stretched from the theatre across the main street. Local exploitation set by the staff of Max E. Youngstein, EL vice-president in charge of advertising, publicity, and exploitation, and headed by Max Miller, who worked in collaboration with Astor manager Lester Stallman, included distribution of 2,000 imprinted fans at the Reading Fair Grounds, cutouts of Henreid on the marquee of the affiliated Park, distribution of bookmarks through all public and lending libraries and bookstores, distribution of 10,000 heralds in shopping bags in all Food Fair markets, many window displays, imprinted cards attached to restaurant menus, imprinted milk-bottle tops attached by local milk company to all bottles distributed a week prior to opening; imprinted sun visors supplied all newsboys, cards planted on all local street lamp posts, lucky number heralds distributed from low-flying sound plane, with tickets awarded to finders of lucky numbers which were posted in theatre lobby, and a half-page ad promoted in the Reading Street Railway Bulletin. Radio cooperation came from all three local stations, with a lobby broadcast of "on-the-spot" premiere activities the highlight. Army searchlights were promoted from the local National Guard headquarters to give a "Hollywood opening" aspect on opening night. Newspapers came through with front-page art, stories, etc., one photo showing "Miss Bicentennial" welcoming Henreid to Reading with a kiss. The Eagle Lion home office was represented at the opening by Milton E. Cohen, eastern

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Thems _____

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Chesley					
Opposition					
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MATTERS TOTALS

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EVIDENCE TOTALS

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Rex Harrison chats here with his police captor, William Hartnell, during this scene from 20th Century-Fox's exciting chase thriller, "Escape." The English-made film is based on the famous play written by John Galsworthy.

division sales manager, and Jerry Pickman, assistant director of advertising, publicity, and exploitation.

The Rajah, operated by Keeney Theatres, Inc., C. G. Keeney, Sr., director, announced a new policy for the season opening on Sept. 9. Excepting for the dates on which the Keeneys will present variety shows, the last half of each week, the house will be dark. Victor Lombardo and his orchestra will be the opening attraction from Sept. 9-11. Three other vaudeville acts will be presented on the same bill. Last season pictures were shown on Sundays to Wednesdays, inclusive, with pictures as part of each vaudeville bill.

All opening day records for any attraction for the first six days were broken by the big crowds at the Astor for the world premiere of "Hollow Triumph." Paul Henreid appeared twice on the stage, afternoon and in the evening, on the opening day.

Big entertainers of the stage, screen, and radio drew fair crowds to the Reading Fairgrounds for the Reading Bicentennial Year celebration, starting on Aug. 14 and continuing to Sept. 6, but the attendance was not, at any time, up to expectations and big enough to carry expenses of the programs. To stimulate attendance, the management of the Bicentennial first took off the admission charge to the bleachers and to the paddock in front of the grandstand, leaving in force only the 65-cent charge at the fair grounds gates and the charge for grandstand seats and boxes. Later, the Bicentennial management eliminated the 65-cent outer gate charge, letting stand the charge for grandstand seats. However, when the second change was made, admission charges were put on again for paddock admission and for bleacher seats, the rate being 65 cents. Grandstand reserved seats ranged from \$1.75 to \$2.50. The Bicentennial management was generally regarded as having

gone into the celebration on a scale too costly to finance.

At Loew's, where assistant manager Alton McCann, Richmond, Va., has been taking the place of manager Larry Levy on the latter's vacation, a contest was held, in a tieup with Read's department store, for selection of "Reading's Teen Age Queen."

Stage events are growing. For three successive nights, candidates for the title of "Miss Reading Fair," to be crowned at the Fair on Sept. 18, paraded across the Astor stage, more than 30 girls and young women appearing in each night's showing. Ten girls were selected each night for the finals at the Fair, when 30 girls will appear on the stage. The semi-finalists were displayed on the stage of the Strand, Paul H. Esterly, manager, on Aug. 30.

In the Rajah, the Keeney management, the Reading Reciprocity Club, and WHUM, cooperating, gave Reading a big thrill when Mrs. Emily H. Dellinger, 65-year-old listener on WHUM, was awarded \$10,000 in 29 merchandise prizes. Mrs. Dellinger was successful guesser of the Reciprocity Club's prize question, "Reading's Bicentennial Family?" The club has been using the Rajah for its Monday night quiz show since June 28, the club to use the proceeds in buying equipment for three hospitals here, and to give free medical service to Reading needy families.

Variety Club

Philadelphia, Tent 13

Max Leven, chairman, annual golf tournament and dinner dance, to be held this year at White Marsh Valley Country Club on Sept. 24, announced last week that prizes for the affair promised to equal, if not surpass, last year's. Alex Stiefel, chairman, entertainment committee, stated that Joe Singer and his orchestra would furnish the music for the dinner dance.



In this scene from 20th Century-Fox's "Give My Regards To Broadway," Charles Winninger, Dan Dailey, Fay Bainter, Charles Russell, and Barbara Lawrence have a family conference. The film has a vaudeville background.

COLUMBIA

The Loves Of Carmen

ROMANTIC
DRAMA
97M.

(Color by Technicolor)

ESTIMATE: Colorful entry has names and angles to get the dough.

CAST: Rita Hayworth, Glenn Ford, Ron Randell, Victor Jory, Luther Adler, Arnold Moss, Joseph Buloff, Margaret Wycherly, Bernard Nedell, John Baragrey, Philip Van Zandt. Produced and directed by Charles Vidor.

STORY: Glenn Ford, corporal stationed in Seville falls in love with gypsy Rita Hayworth, who has lived a life of unbridled passion, and is notorious for the trouble she can cause a man. Ford, warned, disregards the warnings, and keeps seeing the gypsy. During one of their meetings, Ford's colonel arrives on the scene, and challenges Ford to a sword duel. Hayworth employs her trickery, and Ford innocently kills the colonel. Hunted by every soldier, Ford and Hayworth escape. Ford soon learns he has joined a pack of thieves headed by Hayworth's husband, Victor Jory, recently released from prison. Jory and Ford have frequent fights over Hayworth until the situation reaches a head, and the two men fight to the finish. Ford succeeds in killing Jory, thus adopting the leadership of the band and Hayworth. Hayworth is happy, but soon becomes bored, and falls for a famous bull-fighter John Baragrey. This dismays Ford. Finally, he accosts Hayworth as she is about to witness a Baragrey bullfight, and demands she return to him. When she refuses, he stabs her. The police also kill Ford for his crimes when they see him, and the two die together.

X-RAY: Based upon the story of "Carmen," by Prosper Merimee, this is a colorful drama which should reap dividends for exhibitors in most situations. An extremely attractive title, a marquee-worthy cast, in excellent Technicolor production, good direction, etc., all pitch in to put this in the higher brackets. Selling angles are numerous, and the film should account for itself handsomely. The story closely follows that of "Carmen," though the omission of Bizet's famous score will disappoint the opera fans. The yarn unwinds evenly and sustains interest through the better part of the footage. Though the film has its faults, they should not hamper its potent selling power.

TIP ON BIDDING: Higher bracket.

AD LINES: "Rita Hayworth And Glenn Ford, The Team That Thrilled You In 'Gilda,' Back Together In Another Great Cinematic Achievement"; "She Was Destruction And Paradise Rolled Into One Beautiful Woman"; "She Killed As She Loved . . . Such Was Carmen."

EAGLE LION

Adventures Of Gallant Bess (905)

OUTDOOR DRAMA
73M.

(Cinecolor)

ESTIMATE: Pleasing outdoor show.

CAST: Cameron Mitchell, Audrey Long, Fuzzy Knight, James Millican, John Harmon, Ed Gargan, Harry V. Cheshire, Cliff Clark, Evelyn Eaton. Produced by Jerry Briskin and Matthew Rapf; directed by Lew Landers.

STORY: Cameron Mitchell, working for a rodeo show owned by James Millican,

captures a wild mare and brings her back to the show. Millican fires Mitchell, and the latter takes to the road with the mare. Mitchell runs out of funds, and enters Millican's rodeo for the prize money. Due to a crooked scheme engineered by Millican, Mitchell suffers a leg fracture. While he is recuperating, the horse does some damage, and Mitchell is stuck for the bills. The sheriff orders the horse put up for auction, and Millican buys her. The horse, inserted into the rodeo, is an immediate sensation. Meanwhile, Mitchell sets out in search of his buddy, finds the horse, and takes her away. Millican follows, but finds himself in a bad spot when the horse attacks him. Mitchell calls off the horse, but forces Millican to relinquish the bill of sale retaining possession.

X-RAY: Filmed in Cinecolor, and based on a screenplay by Matthew Rapf, this stacks up as a satisfactory show for the outdoor fans and the juvenile trade. The film follows the familiar formula set by entries of this type, and it is treated with a warm and amiable quality. The acting is in the better class, and the Cinecolor production shows to advantage.

AD LINES: "Thrill To The Exciting 'Adventures Of Gallant Bess' . . . The Wonder Horse"; "The Strange And Thrilling Story Of The Bond Between A Horse And A Man"; "Adventures Of Gallant Bess' . . . The Heart-Warming Story Of A Man's Love For A Horse."

IMPORTANT

The reviews which appear in this issue of **THE SERVIEWSECTION** inaugurate the industry's only complete record of 1948-49 features and shorts. This also marks the beginning of the 12th year of **THE SERVIEWSECTION**. Reviews of the 1948-49 features and shorts which were carried in previous issues of **THE SERVIEWSECTION** have been reprinted in order to maintain a complete list of product for the year in The Pink Section, and to make them more accessible to exhibitors for review purposes.

Reviews of the 1947-48 features and shorts not reviewed before Aug. 18, 1948, will also be found in this and subsequent issues of The Pink Section until all of the 1947-48 season pictures have been reviewed.

THE EXHIBITOR SERVIEWSECTION

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SECTION TWO
Vol. 40, No. 17

September 1, 1948

Hollow Triumph

DRAMA
89M.

(904)

ESTIMATE: Names will make the difference.

CAST: Paul Henreid, Joan Bennett, Eduard Franz, Leslie Brooks, John Qualen, Mabel Paige, Herbert Rudley, Charles Arnt, George Chandler, Sid Tomack, Alvin Hammer, Ann Staunton, Paul Burns, Charles Trowbridge, Morgan Farley. Produced by Paul Henreid, directed by Steve Sekely.

STORY: Paul Henreid, a brilliant criminal, seeks to make money the fast way, although his brother, Eduard Franz, warns him. Henreid holds up a gambling joint with his gang, but the plan works only in part, and Henreid's identity is revealed to the gang leader. On the run, he lands in a big city, where the gangsters follow him. Henreid learns through an accident that he looks just like a wealthy psychiatrist, whose secretary is Joan Bennett. Bennett falls for him, and Henreid uses her to get information on how the psychiatrist works, acts, talks, etc. Henreid sets up a plan to take the psychiatrist's place, and even scars his face to be an exact duplicate. However, through carelessness of a photographer, the scar is on the wrong side of his face. Regardless, Henreid kills the psychiatrist, and then takes his place. Bennett is suspicious. Henreid learns that the psychiatrist is heavily in debt through gambling, and when his brother shows up, Bennett learns the truth. Henreid, realizing he loves Bennett, promises to leave with her, but some gangsters to whom the dead psychiatrist owed gambling debts, show up, and kill him as Bennett sails away.

X-RAY: A departure from the usual Henreid type of role, this offers him plenty of acting opportunity, and although he is hardly the gangster type, he offers an interesting performance. The show, aside from a few theatrical twists, hews to a familiar pattern, with competent support from Bennett and others. The book by Murray Forbes on which this was based had a wide sale, which will be a factor, and this offers merchandising opportunities galore. Production, etc., are on the better side, and the show is well mounted.

AD LINES: "Can A Man Accept Another Man's Identity And Loves?"; "See Paul Henreid In The Strange Story Of A Man Who Killed To Lose Himself"; "Paul Henreid . . . Joan Bennett . . . In The Year's Strangest Story".

Northwest Stampede

(901)

(Cinecolor)

ESTIMATE: Good outdoor show.

CAST: Joan Leslie, James Craig, Jack Oakie, Chill Wills, Victor Kilian, Stanley Andrews, Ray Bennet, Lane Chandler. Produced and directed by Albert S. Rogell.

STORY: James Craig, rodeo competitor, receives word from Joan Leslie, foreman of his ranch, that his father has died. Craig, joined by his friend, Jack Oakie, returns to the ranch, and, never having met Leslie, poses as a new cowhand. A white stallion has been terrorizing the vicinity, luring away horses. Craig succeeds in trapping the stallion and bringing him back to the ranch to be broken. He is thrown by the horse, and is a casualty. Leslie learns of Craig's true identity, and releases the horse. Craig tries to fire her but learns that he must first pay her back wages. He decides to enter the Calgary rodeo, but finds he has competition in Leslie. Craig wins the dough after a hard fight but Leslie, as foreman, spends it on horses. Craig then sets out once more to capture the white stallion. Leslie follows him, and captures the palamino with the stallion. Although Craig has his chance at the white horse, he lets him go, but finds he comes back into camp all by himself. With everything straightened out, Craig and Leslie are a happy twosome.

X-RAY: Suggested by The Saturday Evening Post story, "Wild Horse Round-up," by Jean Muir, this is a pleasant entertainment for the entire family. The film couples an unpretentious, amiable story with a goodly quota of action, and the result is a show geared to satisfy all tastes. While the story encounters a few clichés along the way, the pace is generally satisfactory. The acting is in the better class, Craig and Leslie both distinguish themselves, while Oakie comes in for some well-received comedy.

AD LINES: "An Exciting And Thrill-Packed Story Of The Northwest"; "Don't Miss 'Northwest Stampede' . . . A Picture Which Will Thrill And Excite You"; "James Craig Was Never Handsomer . . . Joan Leslie Was Never Lovelier . . . Than In 'Northwest Stampede'."

OUTDOOR
DRAMA
75M.

hermit, George Cleveland. Meanwhile, Bannon attempts to force Cleveland to show him the way out, but is killed in the process. Calhoun decides to take the dangerous mission, promising to bring help if he gets through. After days of anxiety Calhoun arrives with a plane, and carts the group to safety.

X-RAY: In Cinecolor, based on an original story by Fred Myton, this makes the most of a modest budget, and offers numerous exploitable items. As the film's locale is the heart of the jungle, animal life is predominant in the footage. The yarn, however, is of the conventional variety. Calhoun wins acting honors, and is aided by a satisfactory supporting cast. The only song heard is "The Touch Of Love."

AD LINES: "Action In The Heart Of A Jungle . . . Pulsating Excitement And Fear In The Heart Of A Man . . . Don't Miss 'Miraculous Journey'"; "For Breathtaking Action And Sheer Excitement . . . 'Miraculous Journey' Is The Picture For You"; "Rory Calhoun, The New Sensation, In 'Miraculous Journey'."

Sofia

MELODRAMA
83M.

(Cinecolor)

ESTIMATE: Exploitable program.

CAST: Gene Raymond, Sigrid Gurie, Patricia Morison, Mischa Auer, John Wengraf, George Baxter, Charles Roemer, Fernando Wagner, Luz Alra, Egon Zappert, Hamil Petroff, Peter O'Crotty, John Kelly, Chel Lopez and Jose Torvay. Produced by Robert Presnell, Sr., and John Reinhardt; directed by John Reinhardt.

STORY: George Baxter, who heads counter-espionage for the U.S. in the Balkans, informs one of his men, Gene Raymond, that two important scientists, experts on atomic research, are in danger of being whisked behind the iron curtain permanently, and it is important that they be rescued. Raymond is informed that one of them is Sigrid Gurie, with whom he worked and fell in love during the war in the OSS. Raymond and his assistant, Mischa Auer, go to work. After several thrilling narrow escapes, they succeed in rescuing Gurie and the information she can supply on research in Russia or the dominated countries. They both set out for the U.S. and a happy future together.

X-RAY: Carrying suspense and intrigue, this should find itself as a capable feature on the duallers. The direction is smart, and the Cinecolor comes off to advantage, while performances are in the pleasing category. Interest is held on high throughout, and Raymond makes a good lead. All in all, this should wind up as a pleasing program entry. Original screen play is by Frederick Stephani. Auer carries off his part well, playing it straight.

AD LINES: "Don't Miss This Intriguing Entry Of Espionage Behind The Iron Curtain"; "A Race To Free Several Atom Scientists From The Iron Curtain Makes Suspenseful Film Fare"; "There's Adventure And Intrigue In Mysterious 'Sofia'."

MGM

Julia Misbehaves (903)

COMEDY
99M.

ESTIMATE: Names will make the difference.

CAST: Greer Garson, Walter Pidgeon, Peter Lawford, Elizabeth Taylor, Cesar Romero, Lucille Watson, Nigel Bruce, Mary Boland, Reginald Owen, Henry Stephenson, Aubrey Mather, Ian Wolfe,

Fritz Feld, Phyllis Morris, Veda Ann Borg. Produced by Everett Riskin, directed by Jack Conway.

STORY: Stage actress Greer Garson, while out of work, has difficulty paying her bills, on top of which an invitation to the wedding of her daughter, Elizabeth Taylor, arrives. Garson and her husband, Walter Pidgeon, have been separated since the first year of their marriage. With the aid of an old friend, Reginald Owen, she pays her creditors and sets off for the wedding. En route she meets Cesar Romero, his mother and brothers, an acrobatic act. When Boland is incapacitated, Garson takes her place. The act is a hit. Romero asks her to join the act and marry him. She puts him off until after the wedding. On arriving, Pidgeon is attracted to his wife, and Taylor breaks down, and admits her love for her, but Lucille Watson, Pidgeon's mother, does everything she can to get rid of Garson. Garson notices that despite the forthcoming wedding of Taylor that she and artist Peter Lawford, brought in to paint some murals on Pidgeon's walls, are attracted to one another. Eventually, after many situations, she brings about the elopement of Taylor and Lawford, and the renewal of her romance with Pidgeon, and turns down Romero.

X-RAY: This has names for the marquee, humorous situations for any audience, and a generally fast pace, with the result a show that should account for itself well at the boxoffices of the nation. Based on "The Nutmeg Tree", by Margery Sharp, it has been directed with an eye for laughs, and succeeds in that direction. The Garson, Pidgeon, Taylor, Lawford, Romero draw is potent, and the results should be pleasing. There is one song, "When You're Playing With Fire".

TIP ON BIDDING: Higher bracket.

AD LINES: "Greer Garson Misbehaves So Walter Pidgeon Decides To Do A Little Misbehaving On His Own"; "There's Fun Galore When 'Julia Misbehaves' Naughtily But Nicely"; "There's An All-Star Cast Waiting To Tickle Your Funny Bone In This Latest Fun-fest From MGM".

Luxury Liner (901)

COMEDY WITH MUSIC
98M.

(Color by Technicolor)

ESTIMATE: Good entertainment.

CAST: George Brent, Jane Powell, Lauritz Melchior, Frances Gifford, Marina Hoshetz, Xavier Cugat, Thomas E. Breen, Richard Derr, John Ridgeley, the Pied Pipers, Connie Gilchrist. Produced by Richard Whorf; directed by Joe Pasternak.

STORY: Jane Powell, motherless daughter of George Brent, captain of a swank liner between New York and Rio, stows away on his ship, but Brent, to teach her a lesson, makes her wash decks. Powell, with a flair for dramatizing everything, gains the sympathy of Frances Gifford, who is trying to get over a love affair with wealthy Richard Derr, also on the ship. Brent falls for Gifford, but stays away when he learns of the Derr angle. Finally, however, thanks to Powell and others, everything is straightened out, Brent getting Gifford, and Powell singing with Lauritz Melchior.

X-RAY: Pleasing and engaging, made in the same pattern as other musicals from the MGM lot, this offers entertainment likely to please in any spot. It carves no new niches, but it is handsomely mounted. The women will love the gowns, and there is the singing of Powell and Melchior to satisfy, and Xavier Cugat and the Pied Pipers to help round out the entertainment. The color adds to the lustre of the

FILM CLASSICS

Miraculous Journey

ADVENTURE
DRAMA
76M.

(Cinecolor)

ESTIMATE: Exploitable entry for the lower half.

CAST: Rory Calhoun, Audrey Long, Virginia Grey, George Cleveland, Jim Bannon, June Storey, Thurston Hall, Carole Donne, Tom Lane. Produced by Sigmund Neufeld; directed by Peter Stewart.

STORY: Flying over the heart of the Belgian Congo is a large transport plane carrying pilot Rory Calhoun, co-pilot Tom Lane, stewardess Carole Donne, blind but attractive Audrey Long, heiress Virginia Grey, racketeer Jim Bannon, night club entertainer June Storey, and a financial tycoon, Thurston Hall. During the flight, Storey recognizes Bannon, and threatens to expose him. When Lane starts to call in to the airport to be ready to pick up the gangster, Bannon kills him, and the plane's controls go haywire. The plane crashes. Calhoun takes over the leadership although he has some trouble with Bannon. They are helped by a mysterious jungle

piece, and the whole spirit is one of gaiety and pleasantness. Songs include: "Spring Came Back To Vienna," "Abschied," from "Lohengrin"; "Alouette," "Peanut Vendor," "Come Back To Sorrento," "I've Got You Under My Skin," excerpt from "Aida," "Helen Gar," "Vamo A Rumbia," "Gavotte" from "Manon," and "Yes, We Have No Bananas." The screen play is by Gladys Lehman and Richard Connell.

TIP ON BIDDING: Higher bracket.

AD LINES: "Gay . . . Romantic, Glamorous . . . That's 'Luxury Liner'"; "Sail Away On A Voyage Of Carefree Entertainment . . . In 'Luxury Liner'"; "Lilting Songs . . . Romance . . . Love . . . In 'Luxury Liner', With Your Favorite Entertainers."

The Secret Land

DOCUMENTARY
71M.

(Color by Technicolor)

ESTIMATE: Well-done documentary offers exploitation possibilities.

CAST: Men and ships of the U. S. Navy. Narration by Robert Montgomery, Robert Taylor, and Van Heflin. Produced by Orville O. Dull.

STORY: This is the authentic picturization of "Operation Highjump," the navy's recent expedition to "The Secret Land" of Antarctica. It was photographed by navy, marine, coast guard, and army cameramen, and traces the project from the desk stage, through extensive preparations, and finally shows the experiences of the three separate units making up the expedition.

X-RAY: All those instrumental in assembling this documentary deserve rousing kudos, for the result is a sometimes tense, sometimes exciting, occasionally humorous, and always interesting film. Some of the photography is breathtaking, and the ability of the cameramen to record every phase of the project makes for a real cinematic experience. Rescues at sea, violent storms, blizzards, threatening ice flows, and other polar hazards are seen along with a beautiful sunset and sunrise as well as some of the lighter moments aboard the ships. Altogether, it is absorbing entertainment, enhanced by a fine commentary, effectively delivered, and a musical score that always furthers the action. While not the type of fare to appeal to a wide audience, this should receive good word-of-mouth, and offers plenty of angles for exploitation. The Taylor, Montgomery, Heflin commentary is another factor to be used in the selling, as well as the Technicolor.

TIP ON BIDDING: Low bracket.

AD LINES: "'The Secret Land' Of Antarctica . . . Braved By Heroic Men"; "Man Against The Unknown In Admiral Byrd's Most Perilous Expedition"; "All The Exciting And Thrilling Adventure Of The Polar Regions Captured In One Of Man's Greatest Exploits."

A Southern Yankee (902)

FARCE
90M.

ESTIMATE: Skelton starrer packs plenty of laughs.

CAST: Red Skelton, Brian Donlevy, Arlene Dahl, George Coulouris, Lloyd Gough, John Ireland, Minor Watson, Charles Dingle, Art Baker, Reed Hadley, Arthur Space, Joyce Compton. Produced by Paul Jones; directed by Edward Sedgwick.

STORY: Red Skelton, bellhop in a St. Louis hotel in 1865 before the close of the Civil War, wants to join the Union secret service, put is refused until he accidentally traps George Coulouris, Confederate spy known as "The Gray Spider." Skelton is hired to pose as Coulouris to get through to the Confederate headquarters with a

map which has been doctored so that the Southerners will fall into a trap. Skelton meets Arlene Dahl, a nurse who is actually a Confederate spy, and manages to get to the Confederate headquarters where also lives Brian Donlevy, who loves Dahl. Following a series of situations, mishaps, and gag sequences, Skelton is caught, but the war ends before he can be shot. Dahl takes him in tow.

X-RAY: Skelton fans will love this, and for the others it should pack plenty of laughs. While it isn't A-1 Skelton material, it does have several hilarious gag sequences, which audiences should eat up. The technique seems to follow the reliable silent comedy style, and while many of the antics might have a familiar ring, this all adds up to the type of entertainment which offers belly laughs, relaxation, etc. Skelton, as usual, is an ace comedian, and while the presence of several capable character actors seems out of place, they go through their parts with ability. This can be sold as a laugh offering, which it is. The story is by Melvin Frank and Norman Panama.

TIP ON BIDDING: Fair program price.

AD LINES: "Red Skelton At His Best . . . As 'A Southern Yankee'"; "They Ended The Civil War Before Red Skelton Could Win It For The North"; "A Million Laughs In The Year's Funniest Farce . . . 'A Southern Yankee'."

MONOGRAM

Cowboy Cavalier (4762)

WESTERN COMEDY
DRAMA WITH MUSIC
54M.

ESTIMATE: Okeh series entry.

CAST: Jimmy Wakely, 'Cannonball' Taylor, Jan Bryant, Douglas Evans, Claire Whitney, William H. Ruhl, Steve Clark, Milburn Morante, Bud Osborne, Carol Henry. Produced by Louis Gray; directed by Derwin M. Abrahams.

STORY: Claire Whitney has operated a stage-line ever since her husband, Steve Clark, was put in the pen for safe-cracking. Her daughter, Jan Bryant, introduces Whitney to Douglas Evans, who reveals that he was once a prison guard, and knew Clark. Wakely hires him. Wakely, who is Whitney's foreman, has Evans guard a freight shipment. William H. Ruhl holds the wagon up, and is surprised to learn that Evans is apparently going straight. Evans confides that he is only waiting for a chance to rob Whitney of valuable shipments. The pair plot various crimes, and succeed. Whitney wants to fire Evans, but he threatens her with his knowledge of her convict husband. At last, Evans and Ruhl kill a miner, which arouses Wakely's suspicions. He checks on Evans, finds Clark, returns to the freight office just in time to see Evans and Ruhl rob the safe, and tricks them into confessing. They escape. Wakely pursues, and he and 'Cannonball' dispose of the malefactors.

X-RAY: With not too much action and a rather slow plot, this will satisfy the series followers even though it carves no new paths. Songs include: "Mine, All Mine," "Old White Mule Of Mine," and "Night After Night."

AD LINES: "Jimmy Wakely and 'Cannonball' Taylor Trap The Miner Murderers . . ."; "See Jimmy Wakely and Jan Bryant In Thrill-Packed 'Cowboy Cavalier'"; "What Mystery Did The Convict Know How To Solve? Jimmy Wakely Finds Out In 'Cowboy Cavalier'."

The Service Kit Is the Season's Hit.

Joe Palooka In Winner Take All

MELODRAMA
64½M.

ESTIMATE: Good "Palooka."

CAST: Joe Kirkwood, Elyse Knox, William Frawley, Stanley Clements, John Shelton, Mary Beth Hughes, Sheldon Leonard, Frank Jenks, Jack Roper, Eddie Gribbon, Wally Vernon, Bill Martin, Ben Moroz, Hal Fieberling, William Ruhl, Chester Clute, Lyle Talbert, Douglas Fowley, Stanley Prager, Hugh Charles, Forrest Matthews, Tom Kennedy, Gertrude Astor, Hal Gerard. Produced by Hal E. Chester; directed by Reginald Le Borg.

STORY: Joe "Joe Palooka" Kirkwood is unexpectedly withdrawn from a charity match by his manager, William Frawley, who has received a note threatening the life of Kirkwood's girl friend, Elyse Knox, if he goes through with the fight. The note was sent by racketeer John Shelton and his girl, Mary Beth Hughes, who hope to knock the odds on Kirkwood's coming championship match downward so they can cash in on a Kirkwood victory. However, when Frawley finds Knox safe, he sends Kirkwood on a cross-country tour to prove that his fighter is not afraid to enter the ring. This boosts the odds again. With the help of ex-convict Sheldon Leonard, Shelton and Hughes decide to fix the match, calling on Stanley Clements, Kirkwood's trusted friend, for some much needed help. Clements thinks that Kirkwood has double-crossed him, and goes along with the plans, calling for him to fake a kidnapping to force Kirkwood to throw the fight. All goes well for the racketeers until Clements has a change of heart, and arrives at ringside in time to turn the tide of battle in favor of Kirkwood. Kirkwood kayos his opponent.

X-RAY: This rates with the better "Palooka" entries, and should find a favorable spot on the lower half. The film offers the usual exploitation angles, and the fight scenes make their presence felt in the footage. Excepting for the time-worn wind-up of events, the yarn is plausible enough, and unwinds at a quick pace. Suspense is generated at a modest pitch, and interest is sustained.

AD LINES: "'Joe Palooka' In One Of His Greatest Prize Fight Adventures"; "'Joe Palooka' In His Greatest Fight Of All Time . . . The Fight To Live"; "Packed With Thrills And Crammed With Pulsating Excitement . . . Don't Miss 'Winner Take All.'"

16 Fathoms Deep (4801)

ADVENTURE DRAMA
83M.

(Lake)

(Ansco-Color)

ESTIMATE: Colorful entry has plenty of selling angles.

CAST: Lon Chaney, Jr., Arthur Lake, Lloyd Bridges, Eric Feldary, Tanis Chandler, John Qualen, Ian MacDonald, Dickie Moore, Harry Cheshire, John Bliefer, Grant Means, John Gonatos, Allen Matthews. Produced by James S. Burkett and Irving Allen; directed by Irving Allen.

STORY: In search of work, Lloyd Bridges, ex-navy diver, arrives in Tarpon Springs, Fla., home port of America's largest sponge fishing fleet. He is amazed at the fabulous prices paid for sponges. Lon Chaney, Jr., unscrupulous czar of the sponge exchange, pursues his attractive employe, Tanis Chandler. She repulses him for Eric Feldary, expert diver, who hopes to own his own boat. When Chaney, through foreclosure, seizes the craft of John Qualen, Feldary, acting against the advice of Chandler, uses a loan from Chaney to purchase the boat. Feldary gathers his crew, signing on Bridges, Qualen and his young son Dickie Moore, and Ian Mac-

Donald, a vicious character, who has promised Chaney to jam up the works on the first trip, and ruin Feldary. MacDon-ald's handiwork causes the tragic under-water death of Moore. Caught in the act, he confesses. Loaded with a prize catch of deep water sponges, they return to port in time for the auction. Confronting Chaney with the charges, Feldary tangles with him, and the deadly fight is ended when Chaney, hurled to the ground, falls on a sharp sponge rake, and rolls into the waters of the Gulf to his death.

X-RAY: Taken from the story, "16 Fathoms Under," this colorful adventure picture, also highly educational, should appeal to a wide audience. Action fans should appreciate the outstanding under-water scenes, filmed in attractive Ansco-Color. The story is simple, in keeping with the habits and customs of the sponge fishing fleets. All sequences are filmed on authentic locations, with photography and production values adding to the film's appeal. While the lack of marquee lustre indicates necessary exploitation problems, the film has angles.

AD LINES: "Monsters Of The Deep Attack Fearless Divers"; "For Thrilling, Startling Adventure, Don't Miss '16 Fathoms Deep'"; "A Truly Great Under Water Thriller."

PARAMOUNT

Isn't It Romantic? ROMANTIC COMEDY (4802) WITH MUSIC 87M.

ESTIMATE: Fair program.

CAST: Veronica Lake, Mona Freeman, Mary Hatcher, Billy DeWolfe, Roland Culver, Patric Knowles, Richard Webb, Kathryn Givney, Larry Olsen, Pearl Bailey. Produced by Daniel Dare; directed by Norman S. McLeod.

STORY: Although living in Indiana, Roland Culver still upholds the tradition of the south, and is fighting the Civil War. His pride refuses to allow him to take a job, and his three daughters, Veronica Lake, Mona Freeman, and Mary Hatcher, urge him to find employment with wealthy Kathryn Givney, who has a crush on him. The situation seems to be at a standstill until a handsome con-man, Patric Knowles, begins to make a play for Lake. Lake finds him charming but when he sends her a pair of silk stockings, Culver sees red, and promises to thrash him. Instead, Knowles talks Culver into acting as a salesman for some phony oil stocks with the promise of a presidency in the corporation when the necessary money is raised. Culver proceeds to collect dough from most of the townfolk, and hands the dough over to Knowles. When he learns that the stocks are phony, he locks for Knowles, and finds he has skipped town. It remains for Lake to follow the thief, and grab the dough back. With the money recovered, all are happy.

X-RAY: Based on a story by Jeannette Covert Nolan, this is a routine programmer which may benefit from a marquee-wise cast. The film is aimed at the family trade but entertainment wears thin, and a rambling screen play doesn't help. The comedy is unsustaining and the story moves at a tardy pace. The acting is okeh, DeWolfe coming in for the bulk of the laughs. Musical numbers spotted throughout the footage include "Wonderin' When," "Miss Julie July," "Indiana Dinner," "At The Knickerlodeon," "I Should Have Quit While I Was Ahead," and the title song.

TIP ON BIDDING: Program price.

AD LINES: "Veronica Lake And Billy DeWolfe In The Season's Brightest Musical Fun-Fest . . . Isn't It Romantic?"; "You Will Agree That It Is Romantic

When You See 'Isn't It Romantic?'; "For Laughs, Music, And Romance . . . You Will Want To See 'Isn't It Romantic?'"

Night Has A MELODRAMA Thousand Eyes (4803) 81M.

ESTIMATE: Absorbing entry.

CAST: Edward G. Robinson, Gail Russell, John Lund, Virginia Bruce, William Demarest, Richard Webb, Jerome Cowan, Onslow Stevens, John Alexander, Roman Bohnen and Luis Van Rooten. Produced by Endre Bohem; directed by John Farrow.

STORY: Edward G. Robinson, star of a mind-reading vaudeville act, with Virginia Bruce as his partner, and Jerome Cowan as his manager, starts to receive hunches that pay off, and becomes endowed with a power that makes him able to see into the future. He runs away from Bruce. Meanwhile, Cowan gets rich on one of Robinson's hunches, and marries Bruce, and they have a daughter. Twenty years later, the daughter, Gail Russell, comes into contact with Robinson, who begs her to get Cowan to call off a plane trip or else he will perish. They are too late, and Cowan dies. Russell sees him again against the advice of her fiancée John Lund, who thinks Robinson is a faker, and the mystic foresees her death. The police are called in. The events all work out as Robinson predicted, and a business partner tries to kill Russell, but he is killed by Robinson, who is, himself, killed.

X-RAY: Containing a slightly different yarn, one that is well played for its suspenseful possibilities, this should fit well as a programmer with its competent performances, direction, etc. It holds up well from start to finish, and is based on a novel by Cornell Woolrich. Robinson is convincing in the role, and walks off with whatever acting honors are present.

TIP ON BIDDING: Fair program rating.

AD LINES: "He Tried To Change Destiny, And Save A Life"; "He Could Peer Into The Future, And What He Saw Frightened Him"; "He Saw His Best Friend Die Before It Happened, And Could Do Nothing."

Sorry, Wrong Number MELODRAMA (4801) 89M.

ESTIMATE: Names will make the difference.

CAST: Barbara Stanwyck, Burt Lancaster, Ann Richards, Harold Vermilyea, Leif Erikson, Ed Begley, Wendell Corey, William Conrad, John Bromfield, Jimmy Hunt, Dorothy Neumann, Paul Fierro. Produced by Hal Wallis; directed by Anatole Litvak.

STORY: Barbara Stanwyck, daughter of a drug store tycoon, confined to her bed by a heart condition, overhears a conversation between two men arranging the murder of a woman. Actually, she is the intended victim, and, as the story unfolds, in flashback form, the reason for her intended death is apparent. Taking advantage of her ailment, the result of a mental condition, she rides roughshod over her father, gets Burt Lancaster, a boy from the other side of the tracks, to marry her, and then tries to keep him confined to a post as a vice-president in her father's firm. Lancaster wants to make good on his own, but is afraid to aggravate her condition by leaving his job. However, he finds out the truth, and then decides to go in for illicit money-making. Teaming up with Harold Vermilyea, a chemist employed by the firm, Lancaster steals drugs, and sells them to gangsters. Eventually, he ditches the combine, and goes on his own, but the gangsters catch up, and

threaten him with death unless he delivers \$20,000. Lancaster is broke, so the deal is to kill Stanwyck, for insurance money. She was supposed to die of a heart attack within a few months, anyway. To present an alibi, Lancaster leaves town, but, unknown to him, the police round up the gang. However, the killer keeps his appointment to murder Stanwyck, and, as he does so, Lancaster is arrested by the police while phoning to her from a nearby city.

X-RAY: Based on a celebrated half-hour radio play by Lucille Fletcher, the problem here was to stretch the basic theme to feature length. In doing so, many threads have to be introduced, and the story often gets involved. The start and windup follow the radio pattern, however. Stanwyck and Lancaster add marquee lustre, which will be a factor, and there are melodramatic moments which will hold any audience. The ending, with Stanwyck dying, and Lancaster being arrested, finishes the picture on a particularly solid dramatic note. Competent support comes from the able cast, and director Anatole Litvak has attempted to get movement into the show, which isn't often easy due to the fact that it is generally tied to use of a telephone. This has star strength, the radio publicity, and a yarn packed with selling angles, so the returns should be okeh, subject to the angles mentioned above.

TIP ON BIDDING: Worth above average program price.

AD LINES: "Now . . . Radio's Most Celebrated Play . . . Gripping, Melodramatic"; "Barbara Stanwyck . . . Burt Lancaster . . . In 'Sorry, Wrong Number' . . . The Year's Thrill Sensation"; "She Listened To Her Own Death Warrant . . . In The Strangest Picture In Years."

RKO

The Pearl (903) DRAMA 77M.

(Mexican-made)

ESTIMATE: Powerful drama for class and specialty houses.

CAST: Pedro Armendariz, Maria Elena Marques, Fernando Wagner, Charles Roemer, Alfonso Bedoya, Gilberto Gonzales, Juan Garcia, Maria Caudros. Produced by Oscar Dancigers; directed by Emilio Fernandez.

STORY: Pedro Armendariz and wife, Maria Elena Marques, are happy until he discovers a valuable pearl during one of his diving sessions. Considered rich, Armendariz is made the target for thieves and gangsters. The town buyer tries strategy, and then sends a couple of thugs after Armendariz to take the pearl by force. Armendariz kills them, and decides to leave town. With his baby and wife, he begins the march to refuge. The town buyer, with two guides, begins the chase. Finally, the buyer corners the trio, and the search ends with the murder of the baby. Armendariz realizes that the pearl has brought him ill-fortune, and throws it back in the sea.

X-RAY: Based on the novel by John Steinbeck, this contains power and incapable force. Bearing a heavy, somber theme, and relying heavily on its sensitivity, with nary a humorous note in the entire footage, the film's artistic qualities and foreign origin will probably limit its commercial value to the class and specialty houses. Aiding considerably are the stirring musical score and spectacular photography. Filmed in Mexico, the film has striking scenic landscapes and daring camera work. All in all, this is a fine

example of articulate film-making which will have to take a back seat in the general houses.

TIP ON BIDDING: Worth more for art and specialty houses.

AD LINES: "This Is Guaranteed To Sweep You Right Off Your Feet"; "Direct From The Pages Of John Steinbeck's Thrilling Novel . . . Don't Miss This Great Photoplay"; "He Learned That Riches Mean Wealth And Unhappiness."

Good Sam (962)

COMEDY
114M.

(Rainbow)

ESTIMATE: High rating comedy.

CAST: Gary Cooper, Ann Sheridan, Ray Collins, Edmund Lowe, Joan Larring, Clinton Sundberg, Minerva Urecal, Louise Beavers, Dick Ross, Lora Lee Michel, Bobby Dolan, Jr., Matt Moore, Netta Packer, Ruth Roman, Carol Stevens, Todd Karnes, Irving Bacon, William Frawley, Harry Hayden. Produced and directed by Leo McCarey.

STORY: Gary Cooper, general manager of a huge department store, is an extremely good samaritan, and believes in giving whatever he has at his disposal to the needy. His wife, Ann Sheridan, feels he is overplaying his role, and he should think twice before giving away their much needed money. Unknowing to Sheridan, Cooper has loaned a young couple, Carol Stevens and Todd Karnes, a large sum of money in order that they might have their baby, and purchase a gas station. However, when Sheridan sees the house of her dreams, and decides to tap their savings, Cooper is forced to tell her what he did, all of which makes Sheridan extremely unhappy. The gas station pays off, and Cooper gets his money back with interest. As things begin to look bright again, Cooper is waylaid, and robbed of a large sum of money belonging to the employees' benefit fund. Meanwhile, Sheridan has moved into the new house. Cooper goes on a binge, and decides to join The Salvation Army. In the meantime, Cooper's bank has decided to grant him the necessary loan, Sheridan rescues Cooper from The Salvation Army parade, and they enter their new home happy and confident.

X-RAY: With boxoffice stamped all over it, this should account for itself nicely in the nation's boxoffices. While it doesn't approach director Leo McCarey's peak efforts, it has been constructed with an eye to audience and showmanship values, with the result a show that can't help becoming a potent grosser. Backed by the star lure, and studded with excellent feature performances, the film is played primarily for laughs, the gags sometimes almost bordering on the slapstick but the kind that audiences love. The story, itself, is thin, but only an excuse for a series of episodes well timed for laughs. The show is a trifle lengthy, with the ending slightly out of key with what has gone before, but this won't make any difference at the boxoffices. Performances, direction, etc., are okeh.

TIP ON BIDDING: Higher bracket.

AD LINES: "Gary Cooper And Ann Sheridan In The Funniest Picture Of The Year"; "More Laughs Than You Can Shake A Stick At . . . 'Good Sam' Is Easily The Funniest Picture In Years"; "If You Want To Laugh Until The Tears Come . . . Don't Miss 'Good Sam,' Starring Gary Cooper And Ann Sheridan."

Melody Time (991) FEATURE CARTOON

75M.

(Disney)

(Color by Technicolor)

ESTIMATE: Should find plenty of popular appeal.

CAST: Roy Rogers, Trigger, Sons Of The

Pioneers, Ethel Smith, Bobby Driscoll, and Luana Patten in person: the voices and music of Dennis Day, the Andrews Sisters, Fred Waring, and his Pennsylvanians, Freddy Martin, Frances Langford, Buddy Clark, the Dinning Sisters. Production supervisor, Ben Sharpsteen.

STORY: This consists of several different episodes held together by the voice of an m.c., Buddy Clark. Included are: "Once Upon A Wintertime," a boy's and girl's sleighing song, with music and song by Frances Langford; "Little Toot," the story of a little tugboat that got into trouble, then became a hero, with the song of the same name sung by the Andrews Sisters; "Johnny Appleseed," with Dennis Day portraying three roles and singing in a picturization of a famous legend; "Trees," a cartoon interpretation of the poem by Joyce Kilmer; "Bumble Boogie," with music by Freddie Martin and orchestra; "Blame It On The Samba," with Donald Duck, Jose Carioca, and Aracuan, a native bird, with the Dinning Sisters singing the song of the same name, and Ethel Smith in person at the organ; and "Pecos Bill," with Roy Rogers and the Sons Of The Pioneers telling the story to Luana Patten and Bobby Driscoll.

X-RAY: Following the pattern set in "Make Mine Music," this represents entertainment for all types of audiences, with the highlights the "Johnny Appleseed" and "Pecos Bill" numbers. The show has few slow moments, and there are enough songs to satisfy anyone. While the appeal is more to the juvenile than the adult side, the boxoffice should react well. The songs and music are plentiful: "Melody Time," "Blue Shadows," "Pecos Bill," "Little Toot," "Blame It On The Samba," "The Pioneer Song," "The Lord Is Good To Me," "Apple Song," "Once Upon A Wintertime," "Trees," and "Bumble Boogie." Backed by plenty of song plugging, especially over the air lanes, plus selling angles for every member of the family, this offers the usual opportunities in the merchandising.

TIP ON BIDDING: Higher bracket.

AD LINES: "Walt Disney At His Best . . . 'Melody Time'"; "For Every Member Of The Family . . . The Fun-Fest Of The Year . . . 'Melody Time'"; "Get Ready For The Entertainment Hit Of The Year . . . 'Melody Time'."

Mourning Becomes Electra (904)

DRAMA
121M.

ESTIMATE: Play picturization will need special handling.

CAST: Rosalind Russell, Michael Redgrave, Raymond Massey, Katina Paxinou, Leo Genn, Kirk Douglas, Nancy Coleman, Henry Hull, Sara Allgood, Thurston Hall, Walter Baldwin, Elizabeth Risdon, Erskine Sanford, Jimmy Conlin, Lee Baker, Tito Vuolo, Emma Dunn, Nora Cecil, Marie Blake, Clem Bevans, Jean Clarendon. Directed and produced by Dudley Nichols in association with The Theatre Guild, Inc.

STORY: Near the close of the Civil War, while northern union general Raymond Massey is off at the front, his wife, Katina Paxinou, hopes he will be killed, for during the 20 years that they have been married, she has hated him. In his absence, she and Leo Genn, a sea captain and a son of her husband's brother, who was dismissed by the family for bringing scandal to it, fall in love. Paxinou's daughter, Rosalind Russell, is under the impression that Genn is in love with her, and when she discovers that it is her mother, she threatens to tell Massey. Massey returns to Paxinou's hate and Russell's vehement love, and Paxinou stalls Russell's telling on her. Paxinou has Genn pick up some poison for her in Boston, and when Massey suffers a heart

attack after being told of her hatred of him by her, she feeds him the poison and he dies. However, he indicates Paxinou's guilt to Russell who recovers the box of poison. Michael Redgrave, Russell's brother, returns from the war wounded. Russell works on him until he, too, is suspicious of their mother, and the pair follow Paxinou when she goes to Genn's ship to warn him of Russell's knowledge. After Paxinou leaves, Redgrave shoots Genn, and they return to the house to inform her of his death. Paxinou, griefstricken, commits suicide. Redgrave becomes melancholic, and Russell takes him on a South Sea voyage. He returns with as strong a guilt complex as ever and a strange affection for his sister. The latter finds she is still in love with local boy Kirk Douglas, and wants to marry him, but Redgrave won't permit it. Although he is in love with Douglas' sister, Nancy Coleman, Redgrave is afraid to marry her, and Russell also fears his being alone with her for fear he will blurt out their secrets. Redgrave finally commits suicide. Coleman, suspecting some of the evil involved, asks that Russell give up Douglas, and she does, feeling the dead are too strong for her. She retires to the house.

X-RAY: Based on the Eugene O'Neill play, this film will need special selling and handling. It is a somber piece of filmcraft that goes into almost playlike detail in its unfolding, with the result that average audiences expecting a fast or ordinary pace will find this too slow, and will fail to classify it as entertainment. It resembles a play more than a film. The characterizations are overplayed on the whole, with veterans Massey and Henry Hull presenting the most restrained and effective performances in their supporting roles. The names in the cast may be of help in putting the work across, but it should still be stressed that the emphasis should be toward specialized adult audiences and special playdates.

TIP ON BIDDING: Depends on the individual situation.

AD LINES: "One Of Eugene O'Neill's Greatest Plays Now Brought To The Screen By A Top Hollywood Cast"; "A Stage Masterpiece Brought To The Screen In All Its Fame And Glory"; "The Year's Screen Masterpiece."

Design For Death (907)

DOCUMENTARY
48M.

ESTIMATE: Thrill-packed documentary.

CAST: Produced by Theron Warth and Richard O. Fleischer. Sid Rogell executive producer. Commentary by Theodore S. and Helen Geisel; narrated by Kent Smith and Hans Conreid.

STORY: This delves into the story behind Japan's desire for war through the years and Pearl Harbor. The cameras go back to 1200 A.D., when some ambitious feudal families decided to rule Japan, and hired professional soldier-thugs called Samurai. With the aid of these, they soon eliminated the smaller fry, and left the bigger barons to divide the spoils of the country. Secret police kept the people in line. For another three centuries nothing much happened until missionaries and others entered, and let out stories of the fight for freedom being waged in other countries. A small-scale revolt resulted, but it was crushed, and the head men then decided to allow no more foreigners to enter the country. About 250 years later, Admiral Perry opened Japan forcibly to American trade. The heads decided to allow the people to absorb some of the foreign ways, but got together to control them via the Shinto religion, and made it a state project. It taught the people to believe that they were invincible, and should be the masters of the earth. The people put their emperor up on a pedestal, and gladly went to war

with Manchuria, Russia, China, and the United States. Finally they were stopped. It is hoped that a lesson has been learned.

X-RAY: This consists, in the main, of Japanese footage skillfully compiled and edited into an absorbing interest-holding film of the history of Japan and its people, and provides a good educational insight into the people and customs. The narration drums home the reasons for war throughout the centuries, which have not changed materially, and does so in a fashion calculated to keep interest on high. The individual exhibitor is best qualified to judge the appeal for a documentary of this type in his own situation. The films come from the office of the Alien Custodian, and RKO is to be commended for its high-rating overall job.

TIP ON BIDDING: Low bracket.

AD LINES: "The Shocking, Authentic Story Of How 80,000,000 Japs were Tricked Into War By Power-Mad Leaders"; "Is War Really Necessary? Don't Miss This Revealing Documentary From Jap Films"; "Never Have Such Powerful Films Been Shown."

Rachel And The Stranger (901)

DRAMA
WITH MUSIC
93M.

ESTIMATE: Interesting drama has names to help.

CAST: Loretta Young, William Holden, Robert Mitchum, Gary Gray, Tom Tully, Sara Haden, Frank Ferguson, Walter Baldwin, Regina Wallace. Produced by Richard H. Berger; directed by Norman Foster.

STORY: After his wife dies, William Holden, hard-working land owner in the northwest Territory when that area was being opened by settlers, realizes that he must get a woman to care for his young son, Gary Gray. The only woman available is Loretta Young, a bondwoman, and Holden marries her. Their marriage proves far from successful as Gray resents her taking his real mother's place, and Holden treats her as a servant. Young tries hard, but cannot gain her family's affections. Things begin to change with the arrival of Robert Mitchum, Holden's best friend. Mitchum takes a liking to Young, and Holden quickly notices the undue courtesies paid her, arousing his jealousy. Things come to a head when Mitchum offers to buy Young from Holden. A fight ensues, during which Young packs up, and leaves. Both men follow, and then learn that Indians are attacking their cabin. Gray is sent to the stockade to get help, while Mitchum, Holden, and Young do their best to fight the Redmen off. Help arrives, Holden realizes Young's true calibre, and they are reunited. Mitchum heads off, looking for a wife.

X-RAY: Based on the story, "Rachel," by Howard Fast, this has much in its favor, with the star values no small part of the assets. Although there is generally a minimum of action, except at the close, interest is maintained for the most part. The show has been given a handsome production, with the photographic backgrounds deserving of special attention. With the star names to attract, plus the general high rating production, this lends itself to selling, and should account for itself well in most situations. The songs heard are "Rachel," "Tall, Dark Stranger," "Foolish Pride," "Summer Song," "Oh He Oh Hi Oh Ho," and "Just Like Me."

TIP ON BIDDING: Better than average program rating.

AD LINES: "Loretta Young, William Holden, And Robert Mitchum In One Of The Finest Films Of The Year . . . 'Rachel And The Stranger'"; "He Bought A Wife With Cold Cash, But Refused To Give Her His Warm Love . . . Until She Saved His

Life"; "The Strange Story Of A Woman Bought For Money, And Paid For In Blood."

A Song Is Born

COMEDY
112M.

(Goldwyn)
(Color by Technicolor)

ESTIMATE: Names will make the difference.

CAST: Danny Kaye, Virginia Mayo, Benny Goodman, Tommy Dorsey, Louis Armstrong, Lionel Hampton, Charlie Barnett, Mel Powell, Buck and Bubbles, Page Cavanaugh Trio, Golden Gate Quartet, Russo and Samba Kings, Hugh Herbert, Steve Cochran, J. Edward Bromberg, Felix Bressart, Ludwig Stossel, O. Z. Whitehead, Esther Dale, Mary Field, Howland Chamberlin, Paul Langton, Sidney Blackmer, Ben Weldon, Ben Chasen, Peter Virgo, Harry Babasin, Louis Bellson, Alton Hendrickson. Produced by Samuel Goldwyn, directed by Howard Hawks.

STORY: Danny Kaye, who is engaged in a study of music which has been taking nine years, along with other professors, learns that he has been missing what has been going on in the outside world, so he visits cafes, night clubs, etc., listening to the modern musicians, and also meets Virginia Mayo, a night club singer, who is an important witness in a murder case. He asks Mayo to visit the institute to discuss modern music with him, and she grabs at the chance, seeking to hide away until the police stop looking for her. Kaye falls for Mayo, but she has little regard for him. Finally, however, she realizes that she cares for him, but her gangster boy friend, Steve Cochran, decides to marry her so she can't testify against him. Cochrane and crowd move in, and take over, but Mayo refuses to marry him. Finally, in a musical windup, Kaye, the professors, and musicians outwit the gangsters, and save the day. Kaye gets Mayo.

X-RAY: This doesn't rate with the better Kaye entries. For one thing, it fails to give him a chance to sing, and for the most part he has a straight role. The story, similar in theme to "Ball Of Fire," released several years ago, should please the teenagers and music lovers as it has more than its share of the modern music as dished out by Tommy Dorsey, Louis Armstrong, Lionel Hampton, Charlie Barnett, Mel Powell, Buck and Bubbles, The Page Cavanaugh Trio, The Golden Gate Quartet, and Russo and the Samba Kings. While the professors, Benny Goodman, who also plays; Hugh Herbert, J. Edward Bromberg, Felix Bressart, Ludwig Stossel, and O. Z. Whitehead will add cast lustre, they have little to do, with most of the accent on Mayo, who also sings a few numbers. The Technicolor, naturally, is an asset, and there are several hilarious sequences, but the overall picture does not rank with the better Kaye vehicles. On the other hand, the Kaye, Mayo names, plus the feature cast and the musicians give plenty of merchandising opportunity. Songs heard include: "A Song Is Born," "Daddy O," "Anitra's Dance Boogie," "Muskrat Ramble," "Getting Sentimental Over You," "Redskin Rumba," "Blind Barnabas," "Goldwyn Stomp," "Stealin' Apples," and "Flyin' Home." The picture is based on the story "From A to Z" by Thomas Monroe and Billy Wilder.

TIP ON BIDDING: Better than average program rating.

AD LINES: "'A Song Is Born' Amidst Some Of The Funniest Scenes You've Ever Seen"; "Danny Kaye Outwits The Gangsters In The Year's Most Hilarious Musical Comedy"; "Danny Kaye, Virginia Mayo, And A Host Of Funmakers In The Season's Technicolor Laugh Hit."

Variety Time (902) MUSICAL COMEDY

59M.

ESTIMATE: Fair novelty offering for the lower half.

CAST: Jack Paar, Edgar Kennedy, Leon Errol, Frankie Carle and his Orchestra, Pat Rooney, Miguelito Valdes, Harold and Lola, Jesse and James, Lynn, Royce and Vanya, Dorothy Granger, Jack Norton, Minerva Urecal, Florence Lake, Jack Rice, Dot Farley. Produced by George Bilson; directed by Hal Yates.

STORY: With Jack Paar acting as master of ceremonies, this offers a vaudeville show. The first act features Frankie Carle and his orchestra playing "Carle Boogie," while the second sequence features an Edgar Kennedy short. Pat Rooney does a soft-tap routine, and the dancing team of Jesse and James is put through its paces. A "Flicker Flashback" is then presented, and a Leon Errol comedy follows. Lynn, Royce and Vanya are seen in a comedy adagio dance, and Hans Conreid and Jack Paar run through a French comedy song routine. The last act on the bill has Miguelito Valdes and his orchestra go through "Babalu."

X-RAY: A novelty treatment of a variety show, containing a potpourri of comedy sketches, dance routines, and musical numbers, this should find a favorable reaction on the second half slot, particularly in the small town and rural areas. The Kennedy and Errol sequences were previously released, and may be recognizable to patrons. The musical score includes "Carle Boogie," "Daughter Of Rosy O'Grady," "Babalu," "Die Fledermaus," and "Wienerdaught."

TIP ON BIDDING: Lowest allocation.

AD LINES: "Entertainment At Its Best In 'Variety Time,' Starring That Great New Comedian, Jack Paar"; "Who Said Vaudeville Was Dead? You Will Disagree When You See 'Variety Time'"; "If It's Laughter And Gaiety You Are Looking For, Be Sure To See 'Variety Time'."

REPUBLIC

Code Of Scotland Yard

MELODRAMA
60M.

(English-made)

ESTIMATE: Fair entry for duallers.

CAST: Oscar Homolka, Derek Farr, Muriel Pavlow, Kenneth Griffith, Manning Whiley, Kathleen Harrison, Garry Marsh, Jan Van Loewen, Irene Handl, Johnnie Schofield. Produced and directed by George King.

STORY: Oscar Homolka, an escaped prisoner from Devil's Island, is living in England, running an antique shop. His daughter, Muriel Pavlow, is engaged to Derek Farr, a surgeon-commander, who has returned from the Far East to view her debut as a violinist. To all outward appearances, Homolka is a respected shopkeeper only interested in art works and his daughter's debut, but, actually, he uses the shop as a front for his long-range robbery missions, handled by Manning Whiley. Homolka tells Whiley he wants to break up their partnership in crime. To protect the "silent partner" aspect of his activities, however, Homolka is forced to delve into murder of Kenneth Griffith, who has been blackmailing him. Later, Whiley is killed in an auto accident. The police close in on Homolka, and evidence of his guilt piles up rapidly. On the night of Pavlow's debut, Homolka commits suicide with a poisoned dart Farr has brought home from the Far East as a souvenir. Pavlow proceeds with her concert unaware of her father's death.

X-RAY: The script hasn't shown much originality here in character development, plot background, or general dramatic theme, but the acting is adequate, although

there are no names of marquee strength in the cast. This will fit into the lower half. Screen play is by Catherine Strueby. Musical numbers include: "Mendelssohn Concerto" and Schubert's "Ave Maria."

AD LINE: "Blackmail That Paid Off In Murder—When A Man Has A Secret Like This, He'll Do Anything To Keep It!"; "One Man Shared The Secret Of His Past—One Man Too Many!"; "A Thrilling Tale Of Blackmail And Murder."

SCREEN GUILD

The Prairie (4705) HISTORICAL DRAMA 68M.

ESTIMATE: For the lower half.

CAST: Lenore Aubert, Alan Baxter, Russ Vincent, Jack Mitchum, Charles Evans, Edna Holland, Chief Thundercloud, Fred Coby, Bill Murphy, David Gerber, Don Lynch, George Morrell, Chief Yowlachie, Jay Silverheels, Beth Taylor. Produced by George Moskov; directed by Frank Wisbar.

STORY: Charles Evans, along with his wife and five sons, travels from Kentucky with intentions of crossing into the territory of the Louisiana Purchase. During the trip, part of the group rescues Lenore Aubert from Indians, and she is taken along with the party. After many hardships, they run into Alan Baxter, government map maker, who aids them, and then falls in love with Aubert. However, Jack Mitchum, Evans' eldest son, and Baxter have a fight. When Mitchum is later found dead, the blame naturally is placed on Baxter. After Baxter, Aubert and a friendly Indian, Chief Thundercloud, are captured by Sioux Indians, Evans and his sons rescue the trio, and want to lynch Baxter. However, Thundercloud proves Baxter innocent, and an uncle, Russ Vincent, who quarrelled with Mitchum over Aubert, is the guilty party. Vincent hangs himself, is buried by the rest of the family, while Baxter and Aubert ride off together.

X-RAY: Based on James Fenimore Cooper's novel of the same name, this has little to recommend it even in a lower half spot, with stilted dialogue and uninspired thesping resulting in a rather lagging pace. However, due to the historical nature of the film, tie-ins with schools are a definite possibility.

AD LINES: "Straight From The Thrilling Pages Of James Fenimore Cooper's Exciting Novel"; "A Spectacle As Big As The Great Midwest"; "Six Men Risked Their Lives To Win Her Love."

The Return Of Wildfire (4801) WESTERN ACTION 79M.

(Sepiatone)

ESTIMATE: Pleasing program.

CAST: Richard Arlen, Patricia Morison, Mary Beth Hughes, James Millican, Reed Hadley, Chris-Pin Martin, Stanley Andrews, Holly Bane, Highland Dale. Produced by Carl K. Hittleman; directed by Ray Taylor.

STORY: Wildfire, outlaw stallion, has been luring mares from Stanley Andrews' ranch. James Millican, Andrews' foreman, owes a sizeable gambling debt to Reed Hadley, who plans to buy Andrews' horses to corner the market. He forces Millican into his scheme. Andrews is murdered, leaving the ranch to his daughters, Patricia Morison and Mary Beth Hughes. Richard Arlen, newly hired hand, senses the scheme, and attempts to aid Morison, when Hughes, nudged on by Millican, and jealous of Arlen's attentions to Morison, sells the horses to Hadley only to find that before his death, Andrews had

committed the horses to another buyer. Attempts to buy the horses back fail, and they are forced to capture a new herd, and break them before the fast approaching delivery date. Hadley, seeing his scheme failing, decides to get tough, but, after a series of exciting events, Hadley Millican, and their gang are subdued, the horses saved, and Arlen and Morison clinch.

X-RAY: Based on a screenplay by Betty Burbridge and Carl K. Hittleman, and filmed in Sepiatone, this has all the ingredients necessary to satisfy the western fan. Thrilling wild horse fights well lensed plus a slambang fist fight add to the action. This should fill the lower half nicely in most situations with perhaps top billing in some special spots.

AD LINES: "The Return Of Wildfire' Filmed In Golden Sepiatone"; "The Outlaw Of The Range . . . Beautiful, Wild, And A Killer!"; "Wildfire', Proudest Stallion In All The West."

20th CENTURY-FOX

Blood And Sand (834) MELODRAMA 125M.

(Reissue)

ESTIMATE: Reissue has names to sell.

CAST: Tyrone Power, Linda Darnell, Rita Hayworth, Nazimova, Anthony Quinn, J. Carrol Naish, John Carradine, Lynn Bari, Laird Cregar, Vicente Gomez, William Montague, George Reeves, Pedro de Cordoba, Fortunio Bonavona, Victor Kilian, Michael Morris, Charles Stevens, Ann Todd, Cora Sue Collins, Russell Hicks, Maurice Cass, Rex Downing, John Wallace, Jacqueline Dalya, Cullen Johnson, Larry Harris, Ted Frye, Schuyler Standish. Directed by Rouben Mamoulian.

STORY: Illiterate Tyrone Power desires, above all else, to be a bull fighter, and a great one, like his father before him. He marries Linda Darnell, his childhood sweetheart, and quickly rises to the position of Spain's top matador. Temptress Rita Hayworth comes into the picture, causing Power to forget Darnell until he has slipped as a bull fighter, and Hayworth throws him over. Darnell forgives and comes back to him, but he is killed by a bull in what was to be his last encounter in the ring.

X-RAY: When first reviewed in THE SERVICESECTION of May 28, 1941, it was said: "This has been well mounted and produced. It has marquee names, a good title, and the publicity attached to the fact that it is a remake of an old Valentino hit. The story, however, is hackneyed, and a drawback is the lengthy running time. However the film should prove a money entrant, and pick up as it moves along." There are many songs, all Spanish. When first released this was in Technicolor, but the reissue is in black and white. The story is by Vicente Blasco Ibanez.

TIP ON BIDDING: Average reissue price.

AD LINES: "Their Love Burned All The Brighter Because It Flamed In The Shadow Of Death"; "Romantic Ecstasy When The Irresistible Temptress Was In His Blood And His Dreams"; "Brought Back For Your Reenjoyment With A Stellar Cast Of Favorite Stars."

I Wake Up Screaming (835) MELODRAMA 82M.

(Reissue)

ESTIMATE: Reissue has the names to sell.

CAST: Betty Grable, Victor Mature, Carole Landis, Laird Cregar, William Gargan, Alan Mowbray, Allyn Joslyn, Elisha Cook, Jr., Chick Chandler, Cyril Ring, Morris Ankrum, Charles Lane,

Frank Orth, Gregory Gaye, Mae Beatty. Produced by Milton Sperling; directed by H. Bruce Humberstone.

STORY: Victor Mature spots Carole Landis, and decides to give her a build-up. A great success, she suddenly tells Mature and Betty Grable, her sister, she's going to Hollywood. Later, Grable enters their apartment, and finds Mature bending over Landis, who has been murdered. Mature and Grable receive a police grilling with Laird Cregar, sinister, cruel detective, who loved Landis, riding Mature particularly hard. Each time Cregar meets Mature, he gloats over new evidence pointing to him as killer. Mature escapes. Grable is released as bait, since the cops now know they love each other. Mature finally proves the guilt of Elisha Cook, Jr., a ratty hotel clerk. Cregar knew Cook was guilty, but wanted Mature's life because it was he who took Landis away from him. Cregar suicides, and Mature and Grable clinch.

X-RAY: When first reviewed in THE SERVICESECTION of Oct. 29, 1941, it was said: "This is a high-grade programmer graced with top names, a best seller novel by Steve Fisher, highly-absorbing plot, and good production. There are numerous selling angles which, properly pushed, should result in pleasant grosses."

TIP ON BIDDING: Average reissue price.

AD LINES: "Three Exciting People In A Picture That Keeps The Screen Sizzling"; "Circumstantial Evidence And The Plotting Of A Love-Crazed Detective Genius Spin A Web Of False Guilt Around A Pair Of Lovers"; "Brought Back For Your Reenjoyment With A Cast Of Favorites—I Wake Up Screaming'."

Night Wind (Wurtzel) MELODRAMA 68M.

ESTIMATE: Okeh dog meller for the duallers.

CAST: Charles Russell, Virginia Christine, Gary Gray, John Ridgely, Deanna Woodruff, James Burke, Konstantin Shayne, William Stelling, Guy Kingsford, Charles Lang, Flame. Produced by Sol M. Wurtzel; directed by James Tinling.

STORY: John Ridgely, William Stelling, and Guy Kingsford pose as hunters to spy on Konstantin Shayne's rocket building activities. They fool everyone except Flash, ex-war dog, who remembers these Nazi espionage agents as the killers of his master, dead war hero father of Gary Gray, who now lives with his mother, Virginia Christine; his step-sister, little Deanna Woodruff, and step-father, Charles Russell. Shayne lives with this family, while Ridgely, Stelling, and Kingsford are in a lodge nearby. Flame kills two of the spies, with Ridgely pressing for the dog's death when, after the second killing, evidence definitely points to Flame. Finally, Shayne and Russell unearth a clue that exposes Ridgely and the others as spies. An FBI agent arrives to take him in tow, just as sheriff James Burke was about to execute Flash, despite Gray's persistent protestations of his innocence.

X-RAY: A satisfactory dog story for the lower half, this has human performers coming off second best, with most of the footage given over to the canine star. The story by Robert G. North will be easy for even juveniles to follow, and the direction, while well paced, keeps the melodramatics to a minimum.

TIP ON BIDDING: Lowest bracket.

AD LINES: "The Moan Of The 'Night Wind'—The Howl Of A Dog; Ominous Prelude To Drama That Strikes In The Dark"; "Drama That Fills The Night With Terror"; "Out Of The Darkness Springs Breathless, Menacing Adventure."

UNITED ARTISTS

The Dead Don't Dream

MYSTERY
WESTERN
62M.

(Hopalong Cassidy)

ESTIMATE: Good 'Hopalong Cassidy.'

CAST: William Boyd, Andy Clyde, Rand Brooks, Mary Sawdon, Richard Alexander, Leonard Penn, John Parrish, Stanley Andrews, Forbes Murray, Francis McDonald, Bob Gabriel. Produced by Lewis Rachmil; directed by George Archanbaud.

STORY: Rand Brooks arrives in town to marry Mary Sawdon, accompanied by William Boyd and Andy Clyde. When they arrive at the hotel where the ceremony is to take place, it is discovered that Sawdon's uncle, a rich prospector, is missing, and the ceremony is off. Boyd starts some sleuthing, and discovers the uncle's dead body in his mine. When he brings the sheriff, Forbes Murray, back to the mine, the body has disappeared. Although Boyd is aided by two prospectors in searching for the culprit, he has no luck. On top of this, the sheriff, as well as another prospector, disappear from the same hotel room originally occupied by Sawdon's uncle. Boyd spends a night in that room, and, after some hectic events, discovers that the other occupants were crushed to death in bed, and their bodies removed. One of the "helpful" prospectors turns out to be the killer.

X-RAY: There is more mystery here than western, for the stock formula of hard riding, gunplay, and the obvious culprit is discarded in favor of a really genuine who-dun-it. While there is a bit of vigorous action, the film, for the most part, depends on suspense alone to generate interest, and outdoor fans should find the results completely satisfactory.

AD LINES: "'Hopalong Cassidy' Is Back In His Most Exciting Adventure"; "'Hopalong Cassidy' Solves His Most Baffling And Dangerous Mystery"; "A 'Must' For All Western Fans."

Urubu

ADVENTURE DRAMA
65M.

(Breakston-Coplen)

ESTIMATE: Exploitation show has the angles.

CAST: George Breakston, Yorke Coplen, all-native cast. Produced by George Breakston and Yorke Coplen.

STORY: Explorers George Breakston and Yorke Coplen are in the midst of the Matto Grasso jungles of Brazil in search of another explorer, an Englishman who had headed a similar expedition some 25 years ago, and who had not been heard from since. The party, including a group of native guides, begins its treacherous journey, during which it fights off fierce tropical heat, torrential rains, and deadly beasts. The men arrive at a small village where they find an English doctor, head of the natives. Although the doctor has no information leading to the lost explorer, he tells them of a white girl believed to have been kidnapped by a band of ruthless Urubu Indians. The doctor leads Breakston and Coplen to the stronghold of the Urubus, where a fight soon breaks out, the girl being rescued. When the men are about to leave the scene of battle, they come across a white Indian who has been slain. Although he might have been the man Breakston and Coplen had been looking for, the doubt still persists, and the explorers leave for home, never to know if they had found what they were seeking.

X-RAY: Based on a story by George Breakston, one of the two explorers of the film, this stacks up as a good exploitation show offering a multitude of angles for exhibitors. The film is played for thrills from beginning to end, and is aimed primarily at the action houses. Action highlights come at a fast pace, and excitement is maintained through the better part of the footage. In all, the film offers exhibitors a good opportunity to exploit their showmanship.

TIP ON BIDDING: Low bracket.

AD LINES: "Man-Eating Beasts Roaming The Jungle With Human Flesh As Their Quest"; "For Exciting Blood-Curdling Thrills Don't Miss 'Urubu'"; "'Urubu' . . . The Greatest Jungle Film Ever Made."

U.-INT.

An Act Of Murder (673)

DRAMA
91M.

ESTIMATE: Good dramatic entry.

CAST: Fredric March, Edmond O'Brien, Florence Eldridge, Geraldine Brooks, Stanley Ridges, John McIntire, Frederic Tozere, Will Wright, Virginia Brissac, Francis McDonald, Mary Servoss, Don Beddoe, Clarence Muse. Produced by Jerry Bresler; directed by Michael Gordon.

STORY: Fredric March dispenses justice according to the letter of the law in a county court in Pennsylvania, especially in the affair of a young farmer declared guilty of murdering his sweetheart in a jealous rage. He is given 20 years despite the arguments of attorney Edmond O'Brien. March and his wife, Florence Eldridge, celebrate their 20th wedding anniversary. While they have two old friends, Dr. Stanley Ridges and Judge Will Wright, in for dinner, their daughter, Geraldine Brooks, receives O'Brien, and goes out with him. Several days later, after Eldridge has visited Ridges for an examination, he informs March that his wife will endure great pain for several months until she dies, and asks that the news be kept from her. To March, this is hard to do. He and Eldridge go on a vacation, and Eldridge is taken ill. She asks March to take her home. En route, she becomes sicker, and March decides to end it all by driving off a cliff. He emerges slightly injured, and, determined to pay for his crime, forces the district attorney to indict him for murder. Brooks tries to help him but he refuses until the court forces him to have O'Brien as his attorney. The latter shows that at the time of the accident, Eldridge was already dead, having found out about her condition, she had taken an overdose of pain-relieving pills. March is freed legally, but is convicted morally. He vows to pay more attention to motives involved in cases brought before him rather than sticking to the letter of the law. Brooks and O'Brien see the way clear for their marriage.

X-RAY: A dramatic entry in the quality class, this boasts of excellent performances by the entire cast, especially March, Eldridge, O'Brien, Brooks, etc. Director Michael Gordon deserves a bow for the pace, suspense, and all-around excellence. The show moves on high gear from start to finish. The work is based on the book, "The Mills Of God," by Ernest Lothar.

TIP ON BIDDING: Good program price.

AD LINES: "How Far Should A Judge Go To Administer True Justice?"; "He Wanted To Do What Was Right But Who Was To Judge What Was Best?"; "She Only Had A Few Months To Live, And He Tried To Make Those The Happiest Ever."

For The Love Of Mary
(672)COMEDY
WITH MUSIC
90½M.

ESTIMATE: Program.

CAST: Deanna Durbin, Edmond O'Brien, Don Taylor, Jeffrey Lynn, Ray Collins, Hugo Haas, Harry Davenport, Griff Barnett, Katherine Alexander, James Todd, Morris Ankrum, Frank Conroy, Leon Belasco, Louise Beavers, Raymond Greenleaf, Charles Meredith, Adele Rowland, Mary Adams, Adrienne Marden, Beatrice Roberts, Harry Cheshire, Donald Randolph, William Gould. Produced by Robert Arthur, directed by Frederick De Cordova.

CAST: Deanna Durbin, who works on the switchboard at the U. S. Supreme Court, Washington, is shifted to the board at the White House. Her romantic affair with Jeffrey Lynn, a young lawyer in the Department of Justice, is the concern of the justices, and they seek to straighten out her heart problem. Don Taylor, in Washington to try to get permission to visit some fish hatcheries on a remote South Sea Island occupied by the navy, becomes interested in Durbin, as does Edmond O'Brien, a naval attachee at the White House. After a series of complications, Taylor winds up with Durbin, Lynn gets a judgeship, and O'Brien becomes commander of a battleship.

X-RAY: While this will probably fail to reestablish Durbin in the peak grosses where she made her fame, there is no denying that there is entertainment in this entry, although some of it falls down. Whether the script or the direction is to blame is the question, as the story, which calls for lightheartedness in present-day Washington, doesn't always seem to get the proper spirit in the handling. The romantic angles, with three leading men, are often repetitious and stretched, and only at the end, when the story approaches a satirical note, does the comedy seem to register best. Durbin sings "Moonlight Bay," "Let Me Call You Sweetheart," "I'll Take You Home Again, Kathleen," "On The Wings Of Song," "Largo Al Factotum" from "The Barber of Seville" and her choice of numbers could have been better. While this is an improvement over her last, this Durbin vehicle doesn't rate with her better shows. The story is based on an original screenplay by Oscar Brodney.

TIP ON BIDDING: Program rating.

AD LINES: "See Deanna Durbin At Her Best . . . As A 'Hello' Girl In Washington"; "The White House Was Just Another Phone Number To Her . . . See 'For The Love Of Mary'"; "Deanna Durbin . . . Don Taylor . . . Jeffrey Lynn . . . Edmond O'Brien . . . In The Year's Gayest Hit . . . 'For The Love Of Mary'."

Larceny (669)

MELODRAMA
89M.

ESTIMATE: Good meller.

CAST: John Payne, Joan Caulfield, Dan Duryea, Shelley Winters, Dorothy Hart, Richard Rober, Dan O'Herlihy, Nicholas Joy, Percy Helton, Walter Greaza, Patricia Alphin, Harry Antrim, Russ Conway, Paul Brinegar, Don Wilson. Produced by Leonard Goldstein; directed by George Sherman.

STORY: When millionaire Nicholas Joy checks on Dan Duryea and John Payne, involved with him in a yacht club deal, he finds they are confidence men, and they are forced to leave town hurriedly. Duryea switches his operations to a California town to set the stage for erecting a phony war memorial. He has Payne pose as a friend of the dead husband of the city manager's daughter, Joan Caulfield, and he wins her confidence for the pro-

ject, after which it really gets rolling. Shelley Winters, Duryea's girl friend, who is really in love with Payne, tries to get him to take her along, having had several affairs with him on the side, but he refuses as it is too dangerous. He has everything rolling smoothly until Winters shows up on the scene, having deserted Duryea. The deal goes to the point where Caulfield is willing to pay for the memorial property alone by writing a check, but Payne tries to discourage her, realizing he is in love with her, and she with him. Duryea forces him to accept, after which Winters and Caulfield have a fight, and, while Caulfield is knocked unconscious, Payne tries to take the gun away from her, and Winters is killed. Duryea shows up, the police arrive and take them all away.

X-RAY: An absorbing bit of filmcraft, this should hold audiences from start to finish with its exciting plot, good characterizations, fine direction, and better-than-average production. Based on the novel, "The Velvet Fleece," by Lois Eby and John Fleming, it presents down to earth scenes and dialogue that perhaps will appeal more to adults than the youngsters. The pace is fast, and it should make a good program entry. The names of Payne, Caulfield, and Duryea should also be of help boxoffice-wise.

TIP ON BIDDING: Better-than-average program rating.

AD LINES: "Women Sought His Arms, But He Wanted Only Riches Until The Right Gal Came Along"; "Love Played No Part In His Future Until The Right Girl Came Along . . ."; "An Expose Of How Confidence Men Loved And Worked . . . One That Will Keep You On Edge From Start To Finish."

One Touch Of Venus (670)

COMEDY
WITH MUSIC
81M.

ESTIMATE: Names should help picturization of stage hit.

CAST: Ava Gardner, Robert Walker, Eve Arden, Dick Haymes, Olga San Juan, Tom Conway, James Flavin, Sara Allgood. Produced by Lester Cowan; directed by William A. Seiter.

STORY: Robert Walker, window dresser in a department store, is given the job of setting up a celebrated statue of Venus for display, and can't resist the temptation of kissing her, whereupon she comes to life as Ava Gardner. This leads to complications since the statue disappears; his girl friend, Olga San Juan, becomes incensed, and the store owner, Tom Conway, thinks he is a criminal. Gardner enjoys being a human, and falls for Walker, who gradually returns the feeling even though most people think he is crazy. Meanwhile, his friend, Dick Haymes, falls for San Juan, and Conway sees Gardner, and becomes attracted. However, eventually, Gardner becomes a statue again, Conway decides to marry his secretary, Eve Arden, and San Juan and Haymes make a team. Walker becomes attracted to a new clerk, who looks strangely like Gardner.

X-RAY: Based on the stage hit of the same name, this looms as moderate program. While the people are competent, and Gardner pleasant to look upon in flimsy garments, the story is a lightweight. Song hits from the stage play, "Speak Low," "That's Him," and "Don't Look Now But My Heart Is Showing," help enliven the proceedings, and Haymes' singing is an asset, but for the most part this doesn't seem to have the stuff that results in solid boxoffice. Gardner, as the goddess, fits the part to perfection, and Walker does as well as the window dresser who falls in

love with the statue. How the fantasy idea will register in some localities is open to question. The show is based on the musical play of the same name, with book by S. J. Perelman and Ogden Nash, suggested by the novel, "The Tinted Venus."

TIP ON BIDDING: Fair program price.

AD LINES: "Venus . . . Come To Life . . . In The Season's Most Amazing Musical Play"; "He Kissed A Statue . . . And Got Himself A Sweetheart"; "When Venus Falls For A Window Dresser . . . Watch Out."

WARNERS

Rope

(802)

MELODRAMA
80M.

(Transatlantic)
(Color by Technicolor)

ESTIMATE: Impressive psychological thriller.

CAST: James Stewart, John Dall, Farley Granger, Joan Chandler, Sir Cedric Hardwicke, Constance Collier, Douglas Dick, Edith Evanson, Dick Hogan. Produced and directed by Alfred Hitchcock.

STORY: In a luxurious apartment owned by wealthy John Dall and pianist Farley Granger, the two strangle Dick Hogan, and put the body in a chest in the living room. The motive of the crime was for excitement, Dall feeling that Hogan was inferior, and that the crime was justified. Dall and Granger prepare for the party to make their thrill complete. Friends of the victim and even his parents have been invited, and Dall prepares to serve dinner on the chest serving as a temporary coffin for the deceased. Among the gathering is James Stewart, a shrewd publisher, who formerly was the headmaster at the prep school attended by Dall and Granger. Other guests include Sir Cedric Hardwicke and Constance Collier, close relatives of Hogan; Hogan's girl friend, Joan Chandler, and her former boy friend, Douglas Dick. As the evening wears on, Granger begins to crack under the strain, and Stewart begins to suspect something is wrong. When the party breaks up, Dall and Granger feel they have accomplished their mission. Stewart, however, returns, and begins to probe. After some anxious moments, Stewart discovers the body, and the film fades with Stewart, Granger, and Dall waiting for the police to arrive.

X-RAY: A different type of meller, using a change from the usual technique, this Technicolor entry, adapted by Hume Cronyn from a play by Patrick Hamilton, is certain to stir up plenty of interest. That it packs a wallop can't be denied, but it is the sort of material that will probably register strongest in the metropolitan areas. The film lacks any profound movement, the wealth of dialogue bogging it down at times, but the Alfred Hitchcock directorial technique should hold most audiences. From the merchandising standpoint, there are the names, the general nature of the show, and the Hitchcock direction.

TIP ON BIDDING: Better than average program rating.

AD LINES: "Jimmy Stewart In The Greatest Role Of His Career . . . 'Rope' . . . Don't Miss This Thrilling Masterpiece"; "They Killed Out Of Lust, And Lived For Thrills"; "You Have Never Seen Anything As Compelling And Exciting As 'Rope' . . . Don't Miss It."

Two Guys From Texas (801)

COMEDY
WITH MUSIC
86M.

(Color by Technicolor)

ESTIMATE: Good comedy has the names and angles.

CAST: Dennis Morgan, Jack Carson, Dorothy Malone, Penny Edwards, Forrest Tucker, Fred Clark, Gerald Mohr, John Alvin, Andrew Tombes, Monte Blue, Philharmonica Trio. Produced by Alex Gottlieb; directed by David Butler.

STORY: Comedy and dance team Jack Carson and Dennis Morgan find themselves stranded in Texas. They find a resort owned by Dorothy Malone, renew acquaintances with singer Penny Edwards, and decide to spend the night at the resort until their car is fixed. Two New York thugs, Gerald Mohr and John Alvin, rob the car, however, and prepare to use it in a bank robbery. Meanwhile, Carson has been suffering from a fear of animals, and Morgan arranges to have him psychoanalyzed by doctor Fred Clark. Clark finds that Carson has been plagued by an inferiority complex, developed because of Morgan stealing his girls. His advice is that Carson try to vamp one of Morgan's girl friends in return. Carson thus sets his eyes on Malone, who has shown a distinct liking toward Morgan and his wolf-like tactics. In order to make Morgan jealous, Malone carries through with the gag. Mohr and Alvin get away with the bank's funds, and Carson and Morgan are suspected and thrown into jail. They escape from jail in time to thwart another attempt by the thugs to get away with some of the town's hard-earned dough. Morgan and Malone are reunited, and, by this time, Carson is cured of his phobia.

X-RAY: Suggested by a play by Robert Sloane and Louis Pelletier this contains the angles and names to get the dough. The Morgan-Carson team accounts for loads of laughs, and, coupled with a sprightly musical score, the film is geared to satisfy in all directions. A gay and carefree air prevails throughout most of the footage, and the gags, as unsophisticated as they may be, hit home. The musical score includes: "Every Day I Love You Just A Little Bit More," "Hankerin'," "I Don't Care If It Rains All Night," "There's Music In The Land," "I Never Met A Texan At The Rodeo," and "I Wanna Be A Cowboy In The Movies."

TIP ON BIDDING: Higher bracket.

AD LINES: "Jack Carson And Dennis Morgan In Another Great New Laugh Hit . . . 'Two Guys From Texas'"; "Songs, Music, And Laughs By The Dozen . . . All In That Latest New Laugh Fun-Fest . . . 'Two Guys From Texas'"; "Jack Carson And Dennis Morgan At Their Funniest . . . Don't Miss 'Two Guys From Texas'."

FOREIGN

August 14

DOCUMENTARY
68M.

(One Day In The USSR)

(Artkino)

(Russian-made)

(Color)

ESTIMATE: Suitable entry for Russian patronage.

CAST: Photographed by Mikhail Gleeder and Theodore Bunimovich. Directed by Ilya Kopalin and Irena Setkina.

STORY: "August 14" was an ordinary day in the Soviet Union. The film's purpose, therefore, is to depict the work progressing in the various sectors of Russia during an ordinary day. The camera skips little in its tour of the country as it delves into the agricultural processes, manufacturing plants, etc. The film also points out the country's trend to peacetime goods, whereas, not so long ago, wartime materials were being manufactured in large numbers. The country, nevertheless, continues to maintain an army training pro-

gram, and the camera observes the men going through their paces. Continuing the tour, the latest agricultural innovations and newest manufacturing processes are displayed fully, and various other of the country's vast businesses are described. Also seen in this feature travelogue are the country's schools and its many health resorts. The camera concludes its tour as night falls.

X-RAY: Here is a full-length Russian travelogue, depicting life in the Soviet Union during the span of one ordinary day, which will carry special emphasis in the Russian-predominated sectors but will lag elsewhere. The film has been presented in a dry style, however, and its repetitious nature will hamper its appeal. Summing up, this should account for itself in the Russian art houses.

AD LINES: "A Panorama Of Life In Post-War Russia . . . Don't Miss This Thrilling Spectacle"; "If You Want To See Russia As It Is Today, Don't Fail To See 'August 14'"; "'August 14' . . . One Of The Best Russian Films To Hit An American Screen In Years."

Champagne Charlie

MUSICAL
COMEDY
71m.

(Bell)

(English-made)

ESTIMATE: Entertaining British import for the duallers.

CAST: Tommy Trinder, Stanley Holloway, Betty Warren, Jean Kent, Harry Fowler, Drusilla Wills, Joan Carol, Billy Shine, Guy Middleton, Frederick Piper, Andrea Malandrinos, Paul Bonifas, Austin Trevor, Peter De Greeff, Eddie Phillips, Eric Boon. Produced by Michael Balcon; directed by Cavalcanti.

STORY: Tommy Trinder, singing at a cafe owned by Betty Warren, doesn't make much of a hit, but Warren signs him to a contract. Her faith is borne out as he becomes successful. Warren's competitor also boasts of a successful singer in Stanley Holloway, who begins to grow jealous of Trinder's success. A feud is brewing. Warren's daughter, Jean Kent, meets wealthy lord Peter De Greeff, and he falls in love with her. The two want to get married but find that De Greeff's father, Austin Trevor, will not approve. Trevor also heads a committee formed to investigate taverns. It turns out that Warren had formerly been engaged to Trevor, and that his father had stopped the marriage for the same reason that Trevor refuses to allow his son to marry. When Warren accosts Trevor with the information, the latter issues his permission for the marriage. He also discontinues the investigation, and the taverns continue to operate. Trinder and Holloway patch up their feud.

X-RAY: Stacking up as pleasant entertainment, this is a good bet for the art and specialty houses. The film has the English stamp on it, which will detract from its selling power, but for entertainment value, the film rates rather well. The musical score includes: "Come On Algeron," "Hit Him On The Boke," "Strolling In The Park," "Drop Of Gin," "Burgundy, Claret and Port," "Rum, Rum, Rum," "A Glass Of Sherry Wine," "Champagne Charlie," "The Man On The Flying Trapeze," "Bye And Bye," and "Hunting After Dark."

AD LINES: "A Fun-Fest Designed To Tickle Your Funny-bone"; "Gay Songs, Frivolous Romance, And Plenty Of Laughs . . . Don't Miss 'Champagne Charlie'"; "An Intoxicating Comedy."

The Honorable Catherine

COMEDY
85m.

(Distinguished)

(English-made)

ESTIMATE: Moderate English import.

CAST: Edwige Feuillere, Andre Luguet, Claude Genin, Raymond Rouleau, Charles Granval, Denise Grey, Pasquali, Hubert de Malet, Irene Lud, Sinoel Pally, Jeanne Fusier, Gir. Produced by Marcel L'Herbier; directed by Georges Lampin.

STORY: Edwige Feuillere uses undercover tactics to learn which married man is seeing which married woman, and then proceeds to blackmail them through the sales of a clock to make everything seem legal. Her methods work out until she visits Raymond Rouleau, suspecting that something is brewing between him and Claude Genia. Although she gets the money, she is forced to aid Genia to leave the house without her husband, Andre Luguet, seeing. In order to do so, Feuillere poses as Rouleau's sweetheart. When Feuillere leaves the apartment, she finds an invitation from Luguet waiting for her, inviting her to a dinner. Luguet, believing he has broken up a love affair between her and Rouleau, and seeks to patch things up. After some more adventures, during which Feuillere tries to blackmail a young couple, and lands in jail with Rouleau, only to be released to a large estate owned by Rouleau, the two are reconciled, realizing they had been in love.

X-RAY: A farcical French comedy which rates as a sub-par French import, this will have to be content with lesser playing time in this country. The film moves along at a rambling pace, suffering from some poor continuity and too much comedy that misses fire. The lone saving point of the film is the comedy stint turned in by Feuillere.

AD LINES: "A Mirthful, Daring French Comedy Guaranteed To Give You A Lift"; "For Fresh And Genuine Comedy, Don't Fail To See 'The Honorable Catherine'"; "Her Occupation Was Blackmail . . . Her Pastime Was Love."

Murderers Among Us

DRAMA
84m.

(Artkino)

(German-made) (English titles)

ESTIMATE: Suspenseful tale of postwar Berlin.

CAST: Hildegard Knef, Ernst Borchert, Arno Paulsen, Erna Sellner, Robert Forsch and Albert Johann. Written and directed by Wolfgang Staudte. Produced by Herbert Uhlich.

STORY: Hildegard Knef returns from a concentration camp following the end of the war, and finds Berlin in ruins. The house with her apartment is still standing. When she tries to regain her quarters, she finds them occupied by Dr. Ernst Borchert, who is still affected mentally by the after effects of the war, and who devotes most of his time to drinking, despite the shortage of doctors. She agrees to let him have one of the rooms. She finds among Borchert's effects a letter addressed to Erna Sellner, to be delivered in the event of the death of her husband, Arno Paulsen. She gets his consent to deliver it, and finds that Paulsen is alive, a wealthy businessman. Borchert, when he hears the news, is determined to kill Paulsen. Eventually, it develops that he was Borchert's commanding officer, and that he ordered the death of many old men, women, and children. Borchert tried to stop it, but failed, so he seeks to avenge all those deaths now. Knef, who loves him, stops him, and lets justice take its normal course, whereupon Paulsen is jailed, and life looks brighter to the pair of lovers.

X-RAY: Utilizing different and effective camera angles, an interest-holding story, and capable performances, this shapes up with the better imports. Where others of its type have gone well, this should, too. Knef and Borchert are particularly im-

pressive, and the broken Berlin background adds to the value.

AD LINES: "One Of The First Films To Emerge From Post-War Berlin"; "A Dramatic Thriller From The Ruins Of Berlin"; "Could They Pick Up The Threads Of Normal Living Once Again? Don't Miss The Touching Answer."

The Shorts Parade

Three Reel

Topical

MOSCOW'S 800TH ANNIVERSARY. Artkino. 34m. The year, 1947, marked the 800th anniversary of Moscow, and the event was held with enthusiasm and festivities. Representatives from the various sectors of the Union gathered to view the different displays and events reserved to celebrate the event. A number of sports events are only a few of the many spectacles that set this day apart from others. The film's color shows to good advantage, and it should be well received in Russian-predominated areas. **GOOD.**

Two Reel

Comedy

HOME CANNING. RKO—Edgar Kennedy Comedy. 16m. Edgar Kennedy decides that his economic stability calls for some home canning in an effort to save some dough. Kennedy is soon disturbed by the painter, who forces him to vacate to the kitchen of an absent neighbor. Things progress smoothly until the pressure cooker explodes, and ruins the kitchen. Adding to the confusion is the loss of a diamond by Kennedy's wife. The film winds up with Kennedy paying more than it ever would have cost him otherwise. **FAIR.** (83406).

Color Musical

TROPICAL MASQUERADE. Paramount—Musical Parade Featurette. 16m. Sally Rawlinson awaits the arrival of her fiancé, Tito Guizar, at a Mexican fiesta. Guizar has gambling troubles, being hunted by one of his debtors, and hires his double (also Guizar), to stand in for him. Rawlinson finds the double much more appealing than her fiancé, and soon has a crush on him. The fiancé finally shows up, arriving in time to take a beating from his pursuer. The film fades with Rawlinson and Guizar, the double, a duo. The three songs heard are "Morena," "Tonight Will Live," and "Rosa." **GOOD.** (FF7-4).

Topical

GLAMOUR STREET. RKO—This Is America. 16m. New York's most celebrated Street, Fifth Avenue, is the subject. Various sections of the street are uncovered as a Fifth Avenue bus takes the audience on a guided tour of the thoroughfare. From its beginning at Washington Square, the Empire State building, St. Patrick's Cathedral, Rockefeller Center, etc., are encountered. The film also points out the various special events and parades which help to make the Avenue the show-place that it is. **GOOD.**

One Reel

Color Cartoon

HALF-PINT PYGMY. MGM—Cartoon. 7m. When a reward is posted for the capture of the world's smallest pygmy, the two bears set sail for Africa to find the prize. Spying what they think is the tiny treasure, they make many vain attempts

to capture the pygmy, with ensuing chases causing the hunters much grief. When they finally catch up, with the small pygmy, the bears are then introduced to an even smaller pygmy, who scurries away into the distance. Thwarted, the hunters shoot themselves. FAIR. (W-941).

PLUTO'S PURCHASE. RKO—Walt Disney Cartoon. 7m. Mickey Mouse hands Pluto some money and instructions, and tells him to pick up some meat at the local butcher. Pluto hops along merrily, keeping one eye open for his chief tormentor, Butch. Butch is right on the job but waits until Pluto gets the meat before he begins his attack. The chase begins on Pluto's way home but he arrives safe and sound. At home, he is told that the meat is for Butch's birthday, which makes Pluto a very unhappy dog indeed. GOOD. (94101).

SPINACH VS. HAMBURGERS. Paramount—Popeye Cartoon. 8m. Popeye's four youngsters prepare for a hearty lunch, but, to Popeye's amazement, the kids prefer Wimpy's hamburgers to the sailor's spinach. Popeye illustrates the potency of the green stuff by showing a few of his films in which he threw the villain, Bluto, for a loop. The kids finally seem impressed, and eat their spinach. When they finish, they are strong enough

to tie Popeye up and amble across the street to knock off a few hamburgers. FAIR. (E7-7).

Musical

COMMUNITY SING No. 9. Columbia. 9m. A group of five songs presented by The Song Spinners in community sing style are offered to the audience. Numbers heard are "California Here I Come," "Pennsylvania Polka," "Red River Valley," "Carry Me Back To The Lone Prairie," and "Sunday, Monday, And Always." GOOD. (9659).

THE LONE STAR STATE. Paramount—Screen Song. 9m. With Cal Tinney doing the narration, the history of Texas is traced from its early pioneer days to the present time, and is treated in a humorous fashion, though the humor wears thin at times. The song featured in this one is "Deep In The Heart Of Texas." This fails to measure up to the usual standard. FAIR. (X7-8).

TONY PASTOR AND HIS ORCHESTRA. Columbia—Thrills of Music. 10m. Disc jockey Fred Robbins introduces the numbers, and Tony Pastor and his orchestra go through their paces in a trio of tuneful novelty songs. The numbers heard are "The Maharajah Of Magador," "The

Secretary Song," and "Man At The Door." This is a sprightly reel. GOOD. (9958).

Color Novelty

THE FLYING WING. Paramount—Popular Science No. 6. 10m. The first of three new developments in the world of science is the preparation of dinners for family consumption by professional chefs. The dinners are cooked, frozen, and sold by the plate to housewives. The second sequence features the demonstration of a mechanical brain developed at UCLA. The brain, as it is called, solves mathematical problems. The feature subject is a preview of the most powerful, longest-ranged, and possibly the fastest plane in the world, the Northrup "Flying Wing." GOOD. (J7-6).

Sports

ATHLETIC VARIETIES. RKO—Sport-scope. 8m. This is divided into three sections, polo, swimming, and dog racing. The number one star of polo is Stewart Iglehart, who succeeded the late Tommy Hitchcock. The second part shows Bill O'Brien, of Florida, instructing the younger set in the aquatic ways of champions. The last section introduces one of America's top-flight racing dogs, "Beach-comber," to the audience. GOOD. (84312).

The Shorts Parade

(Additional listing of 1946-47 shorts product will be found on pages 2225, 2226, 2227, 2244, 2245, 2303, 2304, 2305, 2404, 2405, and 2406 of The Pink Section, another regular service of THE EXHIBITOR. Additional listing of 1947-48 shorts will be found on pages 2446, 2447, and 2448. The number opposite each series designates the total announced by the company at the beginning of the season. Uncompleted 1946-47 and 1947-48 series will appear until ended.—Ed.) (Ratings: E—Excellent; G—Good; F—Fair; B—Bad.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel					
COMEDIES					
ASSORTED AND ALL-STAR (20)					
9421	(Oct. 9)	Wedding Belle (Schilling-Lane)	F	17m. 2287	
9422	(Nov. 13)	Should Husbands Marry? (Herbert)	F	17m. 2302	
9423	(Jan. 29)	Silly Billy (Burke)	F	18m. 2351	
9424	(Feb. 19)	Two Nuts In A Rut (Schilling and Lane)	F	18m. 2360	
9425	(Apr. 15)	Tall, Dark and Gruesome (Herbert)	F	16m. 2375	
9426	(May 13)	Crabbin' in the Cabin (Vernon and Quillan)	F	18m. 2413	
9427	(June 10)	Pardon My Lamb Chop (Schilling and Lane)	B	17m. 2422	
9431	(Sept. 4)	Rolling Down To Reno (Von Zell)	G	16 1/2m. 2262	
9432	(Sept. 18)	Hectic Honeymoon (Holloway)	F	17m. 2271	
9433	(Nov. 20)	Wife To Spare (Clyde)	F	16m. 2302	
9434	(Dec. 18)	Wedlock Deadlock (DeRita)	G	16m. 2328	
9435	(Dec. 25)	Radio Romeo (Von Zell)	F	17 1/2m. 2351	
9436	(Jan. 15)	Man or Mouse (Holloway)	F	18m. 2351	
9437	(Mar. 11)	Eight-Ball Andy (Clyde)	F	17 1/2m. 2369	
9438	(Apr. 29)	Jitter Bughouse (De Rita)	G	17m. 2393	
9439	(May 27)	The Sheepish Wolf (Von Zell)	F	17 1/2m. 2413	
9440	(June 24)	Flat Feet (Holloway)	F	17 1/2m. 2436	
SERIALS (3)					
9120	(Sept. 4)	The Sea Hound	G	15ep. 2241	
9140	(Dec. 18)	Brick Bradford	G	15ep. 2311	
9160	(Apr. 1)	Tex Granger	G	15ep. 2369	
SPECIAL FEATURE SERIAL					
9180	(July 15)	Superman	E	15ep. 2428	
SPECIAL (1)					
9451	(Jan. 15)	A Voice Is Born	E	20 1/2m. 2271	
THREE STOOGES (8)					
9401	(Sept. 11)	Brideless Groom	G	16 1/2m. 2262	
9402	(Oct. 30)	Sing A Song of Six Pants	F	17m. 2287	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9403	(Dec. 11)	All Gummed Up	F	18m. 2302	
9404	(Jan. 8)	Shivering Sherlocks	G	17m. 2375	
9405	(Feb. 26)	Pardon My Clutch	F	15m. 2351	
9406	(Mar. 4)	Squareheads of the Round Table	F	18m. 2360	
9407	(May 6)	Fiddlers Three	B	17m. 2393	
9408	(July 8)	The Hot Scots	G	17m. 2436	
One Reel					
COLOR FAVORITES (8)					
(Re-releases)					
(Technicolor)					
9601	(Oct. 30)	Dreams On Ice	G	6 1/2m. 2271	
9602	(Nov. 20)	Novelty Shop	F	6 1/2m. 2303	
9603	(Dec. 18)	Dr. Bluebird	F	8m. 2302	
9604	(Jan. 22)	In My Gondola	F	7 1/2m. 2329	
9605	(Feb. 19)	Animal Cracker Circus	G	7m. 2336	
9606	(Apr. 8)	Bon Bon Parade	G	8 1/2m. 2375	
9607	(May 6)	House That Jack Built	F	7m. 2393	
9608	(July 15)	The Untrained Seal	F	7 1/2m. 2436	
COLOR PHANTASIES (8)					
9701	(Nov. 6)	Kitty Caddy	F	6m. 2287	
9702	(Feb. 5)	Topsy Turkey	F	6 1/2m. 2352	
9703	(June 3)	Short Snorts On Sports	F	6 1/2m. 2422	
COLOR RHAPSODIES (8)					
(Technicolor)					
9501	(Sept. 11)	Swiss Tease	F	6m. 2263	
9502	(Dec. 4)	Boston Beany	G	6m. 2302	
9503	(Mar. 18)	Flora	G	7m. 2352	
COMMUNITY SINGS (12)					
(Series 12)					
9651	(Sept. 4)	No. 1—Linda	G	10m. 2243	
9652	(Oct. 2)	No. 2—April Showers	G	9m. 2271	
9653	(Nov. 6)	No. 3—Peg O' My Heart	G	9m. 2303	
9654	(Dec. 4)	No. 4—When You Were Sweet Sixteen	G	9 1/2m. 2328	
9655	(Jan. 8)	No. 5—Feudin' & Fightin'	G	10 1/2m. 2352	
9656	(Feb. 12)	No. 6—Civilization	G	10m. 2360	
9657	(Apr. 29)	No. 7—I'm Looking Over A Four-Leaf Clover	G	9 1/2m. 2376	
9658	(June 3)	No. 8—Manana	G	10 1/2m. 2413	
9659	(Aug. 12)	No. 9—California Here I Come	G	9m. 2463	
FILM NOVELTIES (12)					
9901	(Nov. 27)	Aren't We All	F	10 1/2m. 2328	
	(.....)	Candid Microphone	E	10m. 2437	
SCREEN SNAPSHOTS (12)					
(Series 27)					
9851	(Sept. 4)	Hollywood Cowboys	G	9 1/2m. 2243	
9852	(Oct. 9)	Laguna, U. S. A.	G	9 1/2m. 2303	
9853	(Nov. 27)	Out of This World Series	G	9m. 2328	
9854	(Dec. 18)	Off The Air	F	10m. 2328	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9855	(Jan. 22)	Hawaii In Hollywood	G	10m. 2361	
9856	(Mar. 18)	Photoplay Magazine's Gold Medal Awards	G	9 1/2m. 2376	
9857	(Apr. 1)	Smiles and Styles	G	9 1/2m. 2376	
9858	(May 6)	Hollywood Honors Hersholt	G	8m. 2393	
9859	(June 10)	Hollywood Party	G	9m. 2422	
9860	(July 8)	Hollywood Friars Honor George Jessel	G	9 1/2m. 2437	
THRILLS OF MUSIC (12)					
(Series 2)					
9951	(Sept. 18)	Boyd Raeburn and Orchestra	G	11m. 2263	
9952	(Oct. 30)	Claude Thornhill and Orchestra	G	11m. 2271	
9953	(Nov. 13)	Lecuena Cuban Boys	G	10 1/2m. 2297	
9954	(Dec. 11)	Skitch Henderson and Orchestra	G	10m. 2352	
9955	(Jan. 15)	Charlie Barnet and Orchestra	G	10 1/2m. 2393	
9956	(Mar. 25)	Ted Weems & Orchestra	G	10 1/2m. 2361	
9957	(June 10)	Gene Krupa and Orchestra	F	10m. 2422	
9958	(July 22)	Tony Pastor and Orchestra	G	10m. 2463	
WORLD OF SPORTS (12)					
9801	(Sept. 25)	Cinderella Cagers	G	9 1/2m. 2263	
9802	(Oct. 23)	Ski Demons	G	9m. 2287	
9803	(Nov. 13)	Bowling Kings	G	10m. 2306	
9804	(Dec. 25)	Navy Crew Champions	G	10m. 2328	
9805	(Jan. 29)	Rodeo Thrills and Spills	G	9 1/2m. 2361	
9806	(Mar. 11)	Net Marvels	G	9m. 2377	
9807	(May 13)	Champions in the Making	F	8 1/2m. 2407	
9808	(June 17)	No Holds Barred	G	9m. 2423	
9809	(July 15)	Aqua Zanies	F	9m. 2437	

Metro-Goldwyn-Mayer

Two Reel					
SPECIALS (4)					
A-901	(Mar. 27)	Drunk Driving	F	21m. 2360	
A-902	(Apr. 24)	Going To Blazes	E	21m. 2384	
One Reel					
CARTOONS (16)					
(Technicolor)					
(T-J—Tom and Jerry)					
W-931	(Sept. 20)	Slap Happy Lion	G	7m. 2281	
W-932	(Sept. 27)	The Invisible Mouse (T-J)	F	7m. 2256	
W-933	(Dec. 6)	King Size Canary	F	7m. 2297	
W-934	(Jan. 31)	The Bear and the Bean	G	7m. 2336	
W-935	(Mar. 20)	What Price Freedom	F	6m. 2352	
W-936	(Apr. 24)	Make Mine Freedom	G	9m. 2376	
W-937	(May 1)	Kitty Foiled (T-J)	E	7m. 2384	
W-938	(May 15)	Little Tinker	G	8m. 2413	
W-939	(June 26)	The Bear and the Hare	F	7m. 2422	
W-940	(July 17)	The Truce Hurts (T-J)	G	7m. 2444	
W-941	(Aug. 7)	Half-Pint Pygmy	F	7m. 2462	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
FITZPATRICK TRAVELTALKS (6)					
(Technicolor)					
T-911 (Nov. 29)	Visiting Virginia	G	9m.	2281	
T-912 (Dec. 13)	Cradle Of A Nation	G	10m.	2297	
T-913 (May 8)	Cape Breton Island	G	9m.	2438	
T-914 (July 31)	Chicago, the Beautiful	G	10m.	2444	

T-911 (Nov. 29)	Visiting Virginia	G	9m.	2281	
T-912 (Dec. 13)	Cradle Of A Nation	G	10m.	2297	
T-913 (May 8)	Cape Breton Island	G	9m.	2438	
T-914 (July 31)	Chicago, the Beautiful	G	10m.	2444	

GOLD MEDAL REPRINT CARTOONS (7)					
(Technicolor)					
W-921 (Nov. 22)	Goldilocks and the Three Bears	F	11m.	2289	
W-922 (Dec. 20)	The Fishing Bear	F	8m.	2311	
W-923 (Feb. 14)	The Milky Way	E	8m.	2342	
W-924 (Mar. 27)	The Midnight Snack	F	9m.	2360	
W-925 (Apr. 24)	Puss 'N' Toots	G	7m.	2393	
W-926 (June 12)	The Bowling Alley Cat	F	8m.	2428	

MARTIN BLOCK'S MUSICAL MERRY-GO-ROUNDS (4)					
M-981 (Feb. 14)	No. 1—Freddy Martin and Keenan Wynn	E	10m.	2342	
M-982 (Apr. 24)	No. 2—Tex Beneke and Orchestra	G	10m.	2352	
M-983 (June 26)	No. 3—Ray Noble and Buddy Clark	G	11m.	2422	
M-984 (July 17)	No. 4—Les Brown and Virginia O'Brien	G	10m.	2444	

PASSING PARADES (6)					
K-971 (Dec. 20)	Miracle in A Cornfield	E	8m.	2312	
K-972 (Jan. 10)	It Can't Be Done	E	10m.	2337	
K-973 (Jan. 24)	Goodbye Miss Turlock	G	10m.	2342	
K-974 (Feb. 7)	My Old Town	G	9m.	2342	
K-975 (June 19)	Souvenirs of Death	G	10m.	2428	

PETE SMITH SPECIALTIES (10)					
S-951 (Sept. 6)	Football Thrills No. 10	E	10m.	2250	
S-952 (Oct. 18)	Surfboard Rhythm	G	9m.	2263	
S-953 (Nov. 8)	What D'Ya Know?	G	9m.	2281	
S-954 (Dec. 13)	Have You Ever Wondered?	G	10m.	2303	
S-955 (Jan. 10)	Bowling Tricks	E	9 1/2m.	2312	
S-956 (Feb. 7)	I Love My Mother-In-Law, But	G	8m.	2337	
S-957 (Mar. 20)	New You See It	G	9m.	2361	
S-958 (May 29)	You Can't Win	F	9m.	2393	
S-959 (July 17)	Just Suppose	F	9m.	2444	
S-960 (Aug. 21)	Football Thrills No. 11	G	8m.	2444	

Monogram

Two Reel
(Anso Color)

4741 (May 30)	Climbing the Matterhorn	E	21m.	2249	
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Paramount

Two Reel

MUSICAL PARADE FEATURETTES (6)

FF7-1 (Feb. 27)	Samba Mania	G	18m.	2336	
FF7-2 (Apr. 9)	Footlight Rhythm	G	19m.	2369	
FF7-3 (June 25)	Gypsy Holiday	F	19m.	2414	
FF7-4 (Aug. 6)	Tropical Masquerade	G	16m.	2462	
FF7-5 (Oct. 1)	Big Sister Blues				

One Reel

GRANTLAND RICE SPORTLIGHTS (10)

R7-1 (Oct. 3)	Riding The Waves	G	10m.	2281	
R7-2 (Oct. 31)	Running The Hounds	G	11m.	2287	
R7-3 (Nov. 28)	Five Fathoms of Fun	G	10m.	2306	
R7-4 (Dec. 5)	Stop, Look And Guess 'Em	G	10m.	2312	
R7-5 (Jan. 16)	All American Swing Stars	G	10m.	2337	
R7-6 (Feb. 20)	Double Barrelled Sport	G	10m.	2342	
R7-7 (Mar. 26)	Big Game Angling	G	10m.	2361	
R7-8 (Apr. 30)	Riding Habits	G	10m.	2377	
R7-9 (June 11)	Big League Glory	E	10m.	2414	
R7-10 (July 30)	Her Favorite Pools	G	10m.	2444	

NOVELTOONS (8)

(Polacolor)

P7-1 (Dec. 5)	Santa's Surprise	G	9m.	2303	
P7-2 (Jan. 9)	Cat O' Nine Ails	G	7m.	2313	
P7-3 (Feb. 13)	Flip Flap	G	8m.	2360	
P7-4 (Mar. 19)	We're In The Honey	G	8m.	2360	
P7-5 (Apr. 9)	The Bored Cuckoo	G	8m.	2375	
P7-6 (Apr. 23)	There's Good Boo's Tonite	G	9m.	2374	
P7-7 (May 7)	Land Of The Lost	E	7m.	2385	
P7-8 (June 4)	Butterscotch and Soda	G	7m.	2414	

(1948-49) (8)

P8-1 (Sept. 3)	The Mite Makes Right				
P8-2 (Sept. 3)	Hector's Hectic Life				
P8-3 (Sept. 3)	Old Shell Game				
P8-4 (Sept. 3)	Little Red School House				
P8-5 (Sept. 10)	Hep Cat Symphony				
P8-6 (Oct. 1)	Lost Dream				

PACEMAKERS (6)

K7-1 (Oct. 3)	It Could Happen To You	G	11m.	2281	
K7-2 (Nov. 14)	Babies, They're Wonderful	G	11m.	2287	

K7-3 (Jan. 2)	Bundle From Brazil	G	11m.	2313	
K7-4 (Mar. 12)	Musical Miracle	G	11m.	2361	
K7-5 (May 28)	A Model Is Born	G	7m.	2403	
K7-6 (July 30)	Neighbor To The North	G	13m.	2437	

POPEYE CARTOONS (8)

(Polacolor)

E7-1 (Dec. 19)	All's Fair At The Fair	G	8m.	2302	
E7-2 (Jan. 30)	Olive Oyl For President	G	7m.	2313	
E7-3 (Feb. 27)	Wigwam Whoopee	G	8m.	2360	
E7-4 (Mar. 26)	Pre-Hysterical Man	G	7m.	2376	
E7-5 (June 18)	Popeye Meets Hercules	G	7m.	2414	
E7-6 (July 30)	A Wolf In Sheik's Clothing	F	8m.	2444	
E7-7 (Aug. 27)	Spinach vs. Hamburgers	F	8m.	2463	
E7-8 (Sept. 3)	Snow Place Like Home				

POPULAR SCIENCE (6)

(Magnacolor)

J7-1 (Oct. 17)	No. 1—Radar Fishermen	G	10m.	2281	
J7-2 (Dec. 26)	No. 2—Desert Destroyers	G	11m.	2303	
J7-3 (Feb. 20)	No. 3—Streamlined Luxury	G	10m.	2337	
J7-4 (Apr. 2)	No. 4—Fog Fighters	G	10m.	2376	
J7-5 (May 21)	No. 5—The Big Eye	G	10m.	2393	
J7-6 (Aug. 6)	No. 6—The Flying Wing	G	10m.	2463	

SCREEN SONG (8)

(Polacolor)

X7-1 (Dec. 26)	The Circus Comes To Clown	G	7m.	2312	
X7-2 (Jan. 23)	Base Brawl	G	8m.	2337	
X7-3 (Feb. 20)	Little Brown Jug	G	8m.	2337	
X7-4 (Mar. 12)	The Golden State	G	8m.	2360	
X7-5 (Mar. 19)	Winter Draws On	G	7m.	2360	
X7-6 (June 4)	Sing Or Swim	G	7m.	2414	
X7-7 (July 16)	Campdown Races	G	8m.	2444	
X7-8 (Aug. 20)	The Lone Star State	F	9m.	2463	

(1948-49) (8)

X8-1 (Sept. 17)	Readin', 'Ritin' and Rhythmic				
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SPEAKING OF ANIMALS (4)

Y7-1 (Oct. 3)	Dog Crazy	G	11m.	2281	
Y7-2 (Nov. 14)	Ain't Nature Grand	F	10m.	2287	
Y7-3 (Dec. 12)	Monkey Shines	G	9m.	2306	
Y7-4 (Feb. 6)	Home Sweet Home	F	10m.	2337	
Y7-5 (Apr. 16)	Tain't So	F	10m.	2376	
Y7-6 (June 18)	As Headliners	G	10m.	2414	

UNUSUAL OCCUPATIONS (4)

(Magnacolor)

L7-1 (Nov. 7)	No. 1—Hula Magic	G	10m.	2281	
L7-2 (Jan. 2)	No. 2—Bagpipe Lassies	G	11m.	2313	
L7-3 (Feb. 13)	No. 3—Modern Pioneers	G	11m.	2361	
L7-4 (Apr. 16)	No. 4—Nimrod Artist	G	10m.	2376	
L7-5 (May 14)	No. 5—Feather Flurry	G	10m.	2393	
L7-6 (Aug. 13)	No. 6—Aerial Hot Rods	G	16m.		

RKO

Two Reel

EDGAR KENNEDY COMEDIES (6)

83401 (Nov. 21)	Mind Over Mouse	F	17m.	2311	
83402 (Jan. 2)	Brother Knows Best	F	17m.	2336	
83403 (Feb. 6)	No More Relatives	F	18m.	2351	
83404 (May 14)	How To Clean House	F	18m.	2403	
83405 (June 25)	Dig That Gold	F	17m.	2436	
83406 (Aug. 6)	Home Canning	F	16m.	2462	

LEON ERROL COMEDIES (6)

83701 (Jan. 16)	Bet Your Life	G	14m.	2336	
83702 (Mar. 5)	Don't Fool Your Wife	F	18m.	2360	
83703 (Apr. 9)	Secretary Trouble	F	17m.	2403	

MY PAL (4)

83201 (Oct. 31)	My Pal	G	22m.	2262	
83202 ()	Lost Pal				

RAY WHITLEY MUSICAL WESTERN REISSUES (4)

83501 (Sept. 5)	Molly Cures A Cowboy	F	19m.	2256	
83502 (Oct. 10)	Musical Bandit	F	16m.	2280	
83503 (Nov. 14)	Corralling A School Marm	F	20m.	2319	
83504 (Dec. 19)	Prairie Spooners	G	13m.	2328	

SPECIALS

83901 (Dec. 12)	Football Highlights of 1947	G	19 1/2m.	2302	
841 ()	Louis-Walcott Fight	G	21m.	2302	
83601 (Apr. 1)	Twenty Years of Academy Awards	E	18m.	2369	
83801 (Apr. 23)	Basketball Headliners Of 1948	G	18m.	2384	
842 (June 26)	Louis-Walcott Fight No. 2	G	19m.	2422	

THIS IS AMERICA (13)

83101 (Nov. 14)	Border Without Bayonets	E	16m.	2286	
83102 (Dec. 12)	Switzerland Today	E	18m.	2311	
83103 (Jan. 9)	Children's Village	E	19m.	2319	
83104 (Feb. 6)	Operation White Tower	G	18m.	2336	
83105 (Mar. 5)	Photo Frenzy	E	16m.	2352	
83106 (Apr. 2)	Funny Business	E	18m.	2369	
83107 (Apr. 30)	Democracy's Diary	E	17m.	2384	
83108 (May 28)	Crime Lab	E	17m.	2403	
83109 (June 25)	Letter To A Rebel	G	16m.	2428	
83110 (July 23)	Sport's Golden Age	G	17m.	2436	
83111 (Aug. 20)	Glamour Street	G	17m.	2462	

One Reel

FLICKER FLASHBACKS (7)

84201 (Oct. 24)	No. 1	G	10m.	2281	
84202 (Dec. 5)	No. 2	G	9m.	2319	

84203 (Jan. 16)	No. 3	F	9m.	2337	
84204 (Feb. 27)	No. 4	F	9m.	2361	
84205 (Apr. 9)	No. 5	F	8m.	2385	
84206 (May 21)	No. 6	F	9m.	2437	
84207 (July 2)	No. 7	G	9m.	2438	

JAMBOREES (7)

(Re-Releases)

84401 (Sept. 5)	Enric Madriguera and Orchestra	F	8m.	2256	
84402 (Oct. 3)	It's Tommy Tucker Time	F	8m.	2281	
84403 (Oct. 31)	Johnny Long and His Orchestra	G	8m.	2287	
84404 (Nov. 28)	Duke Ellington and His Orchestra	G	9m.	2319	
84405 (Dec. 26)	Jerry Wald and His Orchestra	G	9m.	2328	
84406 (Jan. 23)	Ray McKinley and His Orchestra	F	8m.	2328	
84407 (Feb. 20)	Dick Stabile and His Orchestra	G	8m.	2337	

SPORTSCOPES (13)

84301 (Sept. 19)	Ski Holiday	G	8m.	2271	
84302 (Oct. 17)	Golf Doctor	G	8m.	2271	
84303 (Nov. 14)	Quail Pointers	G	8m.	2287	
84304 (Dec. 12)	Pin Games	G	8m.	2312	
84305 (Jan. 9)	Racing Day	G	8m.	2319	
84306 (Feb. 6)	Sports Coverage	G	8m.	2337	
84307 (Mar. 5)	Teen Age Tars	G	9m.	2361	
84308 (Apr. 2)	Doggone Clever	G	8m.	2385	
84309 (Apr. 30)	Big Mouth Bass	F	8m.	2437	
84310 (May 28)	Muscles and the Lady	G	9m.	2414	
84311 (June 25)	Ladies In Wading	G	8m.	2437	
84312 (July 23)	Athletic Varieties	G	8m.	2463	

WALT DISNEY CARTOONS (18)

(Ninth Series)

(Technicolor)

D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro (1946-47)

74101 (May 30)	Figaro And Frankie (F)	F	7m.	2131	
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Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
MOVIETONE ADVENTURES (12)					
(Black and White)					
8201	(Sept. 12)	Horizons Of Tomorrow	G	9 1/2m. 2281	
8202	(Nov. 7)	The Three R's Go Modern	G	9m. 2243	
8203	(Mar.)	Sky Thrills	E	9m. 2342	
8204	(July)	Majesty Of Yellowstone	G	9m. 2393	
(Color)					
(T—Technicolor; C—Cinecolor)					
8251	(Aug. 22)	Holiday In South Africa (T)	G	8m. 2256	
8252	(Oct. 17)	Home Of The Danes (T)	G	8m. 2256	
8253	(Dec. 12)	Jungle Closeups (T)	G	8m. 2342	
8254	(Jan.)	Copenhagen Pageantry (T)	G	8m. 2342	
8255	(June)	Scenic Sweden (T)	G	8m. 2407	
8256	(July)	Riddle of Rhodesia (T)	G	9m. 2444	
8257	(Aug.)	Bermuda (T)	G	8m. 2444	
8258	(Aug.)	Desert Lights (T)	G	8m. 2444	

SPECIAL					
()		Thanks America	E	11m. 2352	
()		Israel Reborn	G	10m. 2437	

SPORTS REVIEWS (6)					
(Technicolor)					
8351	(Sept. 26)	Vacation Magic	G	8m. 2256	
8352	(Jan.)	Aqua Capers	F	8m. 2297	
8353	(Apr.)	Playtime In Scandinavia	G	8m. 2377	
(Black and White)					
8301	(Aug. 1)	Gridiron Greatness	G	10 1/2m. 2243	
8302	(Feb.)	Olympic Class	G	10m. 2342	
8303	(May)	Everglades Adventure	G	9m. 2342	
8304	()	Football Finesse	G	10m. 2444	

TERRYTOONS (24)					
(Technicolor)					
8501	(Feb.)	One Note Tony	G	7m. 2256	
8502	(Aug. 15)	The Talking Magpies In Flying South	F	7m. 2256	
8503	(Aug. 29)	Mighty Mouse In A Date For Dinner	F	7m. 2256	
8504	(Sept. 19)	The Talking Magpies In Fishing By The Sea	F	6 1/2m. 2281	
8505	(Oct. 10)	Mighty Mouse in the First Snow	F	6 1/2m. 2297	
8506	(Oct. 24)	The Talking Magpies In the Super Salesman	F	6 1/2m. 2297	
8507	(Nov. 14)	Mighty Mouse In A Fight to the Finish	F	7m. 2303	
8508	(Dec. 5)	The Wolf's Pardon	G	7m. 2311	
8509	(Dec. 19)	Mighty Mouse In Swiss Cheese Family Robinson	G	7m. 2337	
8510	(Dec. 12)	The Talking Magpies In The Hitchhikers	F	7m. 2352	
8511	(Dec. 26)	Mighty Mouse In Lazy Little Beaver	F	7m. 2352	
8512	(Jan.)	Felix The Fox	G	7m. 2375	
8513	(Jan.)	The Talking Magpies In Taming The Cat	G	7m. 2376	
8514	(Mar.)	Mighty Mouse and the Magician	F	7m. 2385	
8515	(Mar.)	Gandy Goose and the Chipper Chipmunk	F	7m. 2413	
8516	(Apr.)	Hounding The Hares	F	7m. 2403	
8517	(Apr.)	Mighty Mouse In the Feudin' Hillbillies	F	7m. 2403	
8518	(May)	Mystery in the Moonlight	F	7m. 2403	
8519	(June)	Seeing Ghosts	F	7m. 2403	
8520	(June)	The Talking Magpies In a Sleepless Night	F	7m. 2444	
8521	(July)	Mighty Mouse In the Witch's Cat	F	7m. 2444	
8522	(July)	The Talking Magpies In Magpie Madness	F	7m. 2444	
8523	(Aug.)	Mighty Mouse In Love's Labor Won	F	7m. 2444	
(Reissues)					
8531	(May)	Butcher of Seville	G	7m. 2384	
8532	(May)	Mighty Mouse In the Green Line	F	7m. 2422	

United Artists

One Reel					
SPECIAL PALESTINE FILMS					
()		Israel In Action			
WALTER LANTZ CARTUNES (11)					
(Technicolor)					
(Dec. '47)		The Bandmaster	G	7m. 2297	
(Feb. '48)		The Mad Hatter	G	7m. 2337	
(Mar. '48)		Banquet Busters	G	7m. 2336	
(Apr. '48)		Kiddie Concert	F	7m. 2376	
(May '48)		Pixie Picnic	G	7m. 2376	
(June '48)		Wacky-bye Baby	G	7m. 2376	

Universal-International

Three Reel					
MUSICAL WESTERNS					
3351	(Feb. 5)	Hidden Valley Days	F	27m. 2336	
3352	(Feb. 26)	Powder River Gunfire	G	24m. 2369	
3353	(Apr. 1)	Echo Ranch	G	25m. 2403	
SPECIAL (1)					
(Technicolor)					
5555	(Nov. 27)	The Royal Wedding	G	27m. 2302	

Two Reel					
NAME BAND MUSICALS (13)					
3301	(Oct. 22)	Alvino Rey and his Orchestra	G	15m. 2319	
3302	(Dec. 3)	Drummer Man	G	15m. 2328	
3303	(Dec. 31)	Carlos Molina and Orchestra	G	15m. 2328	
3304	(Mar. 3)	Tex Beneke and Orchestra	G	15m. 2342	
3305	(Mar. 31)	Woody Herman and His Orchestra	G	15m. 2369	
3306	(June 16)	Red Ingle and his Natural Seven	G	15m. 2403	
3307	(June 23)	Tex Williams and Orchestra in "Western Whoopee"	G	15m. 2436	
3308	(Aug. 18)	Jimmy Dorsey and Orchestra			
()		Redskin Rhumba			

SPECIALS (2)					
(1946-47)					
2201	(Aug. 27)	Fight of the Wild Stallions	G	20m. 2255	
2202	(Nov. 12)	Hornessed Lightning	F	17m. 2297	
(1947-48)					
3201	(Feb. 18)	Snow Capers	G	19m. 2342	

One Reel					
THE ANSWER MAN (8)					
3391	(Dec. 22)	No. 1—Wind, Curves and Trapdoors	G	9m. 2319	
3392	(Jan. 19)	No. 2—Hall of Fame	G	7m. 2376	
3393	(Mar. 15)	No. 3—Men, Women and Motion	G	8m. 2403	
3394	(Apr. 26)	No. 4—Flood Waters	G	8m. 2437	
3395	(June 21)	No. 5—Mighty Timber	G	9m. 2437	
3396	(July 5)	No. 6—Rockets of the Future		8m.	
3397	(Aug. 16)	No. 7—Water Battlers		7m.	
3398	(Aug. 23)	No. 8—Home of the Iceberg			

SING AND BE HAPPY (3)					
3381	(Mar. 29)	Spotlight Serenade	G	8m. 2385	
3382	(June 14)	Singin' The Blues	F	9m. 2437	
3383	(July 5)	River Melodies	G	8m. 2437	

WALTER LANTZ CARTUNES					
(Technicolor)					
2329	(Dec. 15)	Woody, the Giant Killer	F	7m. 2319	
()		Pickled Puss	F	7m. 2328	
(Reissues) (13)					
3321	()	Knock Knock	G	7m. 2403	
3322	(May)	Syncopated Sioux	F	7m. 2403	
3323	(July)	Woody Woodpecker	F	7m. 2403	

VARIETY VIEWS (8)					
3341	(Sept. 29)	Tropical Harmony	G	10m. 2287	
3342	(Nov. 17)	Chimp Aviator	G	9m. 2287	
3343	(Feb. 9)	Brooklyn Makes Capital	G	10m. 2319	
3344	(June 7)	Whatta Bull!	F	10m. 2407	
3345	(June 28)	Copa Carnival	F	10m. 2423	
3346	(July 12)	Paris On The Plate	F	10m. 2438	
3347	(Aug. 16)	Gauche Fiesta	F	8 1/2m. 2428	

Vitaphone

Two Reel					
SPECIAL (1)					
(Technicolor)					
4101	(Oct. 11)	Power Behind the Nation	G	18m. 2256	
(1948-49)					
5101	(Sept. 11)	Football Magic			
5102	(Nov. 13)	Grandfather's Follies		20m.	
TECHNICOLOR SPECIALS (8)					
4001	(Jan. 31)	Celebration Days	B	19m. 2336	
4002	(Oct. 18)	Soap Box Derby	G	20m. 2273	
4003	(Feb. 21)	Teddy, the Rough Rider			
(Reissue)					
4004	(Apr. 3)	King of the Carnival	E	20m. 2341	
4005	(May 29)	Calgary Stampede	E	20m. 2360	
4006	(July 3)	A Day At the Fair	G	19m. 2414	
4007	(Sept. 4)	The Man From New Orleans	G	19m. 2443	
4008	(Oct. 16)	My Own United States			
(1948-49)					
5001	(Nov. 20)	Sons of Liberty		20m.	

One Reel					
ADVENTURE SPECIALS (6)					
(Technicolor)					
4801	(Sept. 6)	Land of Romance	G	10m. 2263	
4802	(Nov. 15)	Beautiful Bali	G	10m. 2297	
4803	(Dec. 20)	Dad Minds the Baby	G	10m. 2311	
4804	(Feb. 28)	What's Hatchin'?	G	10m. 2342	
4805	(Mar. 27)	Rhythm of a Big City	G	10m. 2352	
4806	(June 5)	Living With Lions	E	10m. 2415	
(1948-49)					
5801	(Sept. 25)	Mysterious Ceylon			

BLUE RIBBON HIT PARADES (13)					
(Reissues)					
(Technicolor)					
4301	(Dec. 20)	Dangerous Dan McFee	G	7m. 2319	
4302	(Jan. 17)	Hobo Gadget Band	G	7m. 2319	
4303	(Mar. 20)	Little Pancho Vanilla	G	7m. 2336	
4304	(Apr. 10)	Don't Look Now	F	7m. 2336	
4305	(Apr. 24)	Curious Puppy	F	7m. 2403	
4306	(May 22)	Circus Today	G	7m. 2403	
4307	(June 12)	Little Blabber Mouse	G	7m. 2422	
4308	(July 10)	The Squawkin Hawk	G	7m. 2436	

4309	(July 13)	A Tole Of Two Kitties	G	7m. 2436	
4310	(Aug. 14)	Pigs In A Palka	G	7m. 2436	
4311	(Aug. 28)	Greetings Boit	G	7m. 2436	
4312	(Sept. 18)	Hiss and Make Up			
4313	(Oct. 2)	Hollywood Steps Out			

(1948-49)					
5301	(Oct. 30)	An Itch In Time			
BUGS BUNNY SPECIALS (8)					
(Technicolor)					
(1946-47)					
3719	(June 28)	Easter Yeggs	B	7m. 2221	
3720	(Nov. 1)	Slick Hare	G	7m. 2297	
3721	(Jan. 3)	Garilla My Dreams	G	7m. 2336	
3722	(Feb. 7)	A Feather in His Hare	F	7m. 2336	
3723	(Apr. 10)	Rabbit Punch	G	7m. 2376	
3724	(May 8)	Buccaneer Bunny	F	7m. 2393	
3725	(June 12)	Bugs Bunny Rides Again	F	7m. 2415	
3726	(July 24)	Haredevil Hare	G	7m. 2438	

(1947-48)					
4719	(Aug. 21)	Hot Cross Bunny			
4720	(Sept. 25)	Hare Splitter			

JOE McDOAKES COMEDIES (6)					
4401	(Sept. 13)	So You Want To Be A Salesman	G	10m. 2263	
4402	(Nov. 22)	So You Want To Hold Your Wife	F	10m. 2297	
4403	(Jan. 3)	So You Want An Apartment	G	11m. 2328	
4404	(Feb. 14)	So You Want To Be A Gambler	G	10m. 2337	
4405	(May 15)	So You Want To Build A House	G	11m. 2393	
4406	(June 26)	So You Want To Be A Detective	G	10m. 2415	

		(1948-49)	
5401	(Oct. 23)	So You Want To Be In Politics	
5402	(Nov. 6)	So You Want To Be On The Radio	
		MELODY MASTERS (8)	
		(Reissues)	

National Release Dates, Prod. Nos. On 1947-'48 And 1948-'49 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1947-48 and 1948-49 product, accurate to time of publication.—Ed.)

Columbia

(For Additional 1946-47 Product, see Pages 2288,2395)

(1947-48)

901	Best Man Wins	May 6
902	Adventures In Silverado	Mar. 25
903	Black Eagle, The Story Of A Horse	Sept. 16
904	Thunderhoof	July 8
905	Key Witness	Oct. 9
906	Mary Lou	Jan. 23
907	Glamour Girl	Jan. 16
909	Port Said	Apr. 15
910	The Woman From Tangier	Feb. 12
911	Blondie In the Dough	Oct. 16
912	Blondie's Reward	June 3
913	Blondie's Anniversary	Dec. 18
914	My Dog Rusty	Apr. 8
915	The Crime Doctor's Gamble	Nov. 27
916	Gentleman From Nowhere	Sept. 9
917	The Lone Wolf In London	Nov. 13
918	Sweet Genevieve	Oct. 23
919	Two Blondes and a Redhead	Nov. 6
920	The Return of the Whistler	Mar. 18
921	Trapped By Boston Blackie	May 13
923	Devil Ship	Dec. 11
928	The Fuller Brush Man	June
929	Her Husband's Affairs	Nov.
930	Down To Earth	Oct.
931	It Had To Be You	Dec.
932	The Swordsman	Jan.
933	Prince of Thieves	Jan.
934	I Love Trouble	Jan.
935	To the Ends of the Earth	Feb.
936	The Sign of the Ram	Mar.
937	Relentless	Feb.
938	The Lady From Shanghai	May
939	Coroner Creek	July
940	The Mating of Millie	Apr.
941	Lulu Belle	Aug.
942	The Black Arrow	Aug. 27
951	Rose Of Santa Rosa	Dec. 25
952	Song of Idaho	Mar. 30
953	The Arkansas Swing	July 29
961	Buckaroo From Powder River	Oct. 14
962	Six-Gun Law	Jan. 9
963	Whirlwind Raiders	May 13
964	The Last Days Of Boot Hill	Nov. 20
965	Phantom Valley	Feb. 19
966	West of Sonora	Mar. 25
967	Trail To Laredo	Aug. 12
968	Blazing Across the Pecos	July 1
981	The Last Round-Up	Nov.
982	The Strawberry Roan	Aug.
	Singin' Spurs	Sept. 23

(Reissues)

9071	Texas	
9072	Arizona	
9073	Golden Boy	
9074	Good Girls Go To Paris	
9075	More Than A Secretary	
9076	The Doctor Takes A Wife	
9077	Let Us Live	
9078	She Couldn't Take It	
9079	The Daring Young Man	
9080	Shut My Big Mouth	

(End 1947-48 Season)

(1948-49)

Triple Threat	Sept. 30
Walk A Crooked Mile	Sept.

Eagle Lion

(For 1947 Product see Page 2395)

(1947-48)

801	Out of the Blue	Oct. 11
802	Green For Danger	Oct. 4
803	Bury Me Dead	Oct. 18
804	Return of Rin Tin Tin	Nov. 1
805	Whispering City	Nov. 15
806	Love From A Stranger	Nov. 15
807	Blonde Savage	Nov. 22
808	Linda Be Good	Jan. 3
809	T-Men	Jan. 10
810	Headin' For Heaven	Jan. 17
811	The Smugglers	Jan. 31
812	Adventures of Casanova	Feb. 7
813	Open Secret	May 5
814	Take My Life	Feb. 28
815	Man From Texas	Mar. 6
816	Ruthless	Apr. 3
817	The Enchanted Valley	Mar. 27
818	The October Man	Mar. 20
819	The Noose Hangs High	Apr. 17
820	The Cobre Strikes	Apr. 24
821	Assigned To Danger	May 19
822	Raw Deal	May 26
823	Sword of the Avenger	June 2
824	Close-Up	June 9
825	Mickey	June 23

826	Canon City	June 30
827	The Spiritualist	Aug. 1
828	Oliver Twist	July 14
829	Shed No Tears	July 21
831	Lady At Midnight	Aug. 8
851	Black Hills	Oct. 25
852	Shadow Valley	Nov. 29
853	Check Your Guns	Jan. 24
854	Tornado Range	Feb. 21
855	The Westward Trail	Mar. 13
856	The Hawk of Powder River	Apr. 10
857	Prairie Outlaws	May 12
858	The Tioga Kid	June 17

EDWARD SMALL REISSUES

738	Count of Monte Cristo	Oct. 24
739	Son of Monte Cristo	Oct. 24
737	My Son, My Son	Sept. 26
734	International Lady	Sept. 26

(Reissues)

848	Seven Sinners	Mar. 27
849	Sutter's Gold	Mar. 27
847	Hold That Ghost	Aug. 15
850	Hired Wife	Aug. 27

(1948-49)

901	Northwest Stampede	Sept. 5
902	The Olympic Games of 1948	Sept. 12
903	In This Corner	Sept. 19
904	Hollow Triumph	Oct. 3
905	Adventures of Gallant Boss	Oct. 10
906	Behind Locked Doors	Oct. 17

Film Classics

(1947-48)

Patient Vanishes	Sept. 1
Spirit of West Point	Oct. 10
Furia	Feb. 6
For You I Die	Jan. 2
Women In the Night	Jan. 23
Discovery	Feb. 1
Devil's Cargo	Apr. 1
Money Madness	Apr. 15
Argyle Secrets	May 7
Blonde Ice	May 20
Will It Happen Again?	Apr. 29
Sofia	July
Miraculous Journey	Aug.
The Unbelievable	Sept.

(Re-Releases)

Spoilers	Oct. 24
Diamond Jim	Oct. 24
Bride of Frankenstein	Nov. 7
Son Of Frankenstein	Nov. 7
Bad Lands of Dakota	Dec. 26
Trail of Vigilantes	Dec. 26
Elephant Boy	Jan. 1
Broadway	Jan. 15
Flame Of New Orleans	Jan. 15
Buck Privates	Jan. 9
South of Tahiti	Mar. 1
Jungle Woman	Mar. 25
The Challenge	May 20
Gung-Ho	June 11
Eagle Squadron	June 11
Tower of London	July 1
The Man Who Reclaimed His Head	July 1
Drums	July 7
Four Feathers	Aug. 1

(Western Re-Releases)

Lone Star Trail	Feb. 15
Smoking Guns	Feb. 15
Courage Of The West	Mar. 15
Bury Me Not On The Lone Prairie	Mar. 15
Honor Of The Range	Apr. 15
Singing Outlaw	Apr. 15
Deep In The Heart Of Texas	July 15
Wheels Of Destiny	July 15
Border Wolves	Aug. 15
Pony Post	Aug. 15
Gun Justice	Sept. 15
Last Stand	Sept. 15

Metro-Goldwyn-Mayer

(For 1947-48 Listing, see Page 2449)
(1948-49)

901	Luxury Liner	Sept.
902	A Southern Yankee	Sept.
903	Julia Misbehaves	Oct.
	No Minor Vices	Oct.
	The Secret Land	Oct.

Monogram

(For 1946-47 Listing, see Page 2395)

(1947-48)

4701	High Tide	Oct. 11
4702	Joe Palooka In the Knockout	Oct. 18
4703	Louisiana	Nov. 1
4704	Jiggs and Maggie In Society	Jan. 10
4705	Rocky	Mar. 7
4707	Perilous Waters	Feb. 14
4708	Angel's Alley	Mar. 21
4709	Fighting Mad	Feb. 7
4712	Docks of New Orleans	Apr. 4
4713	Campus Sleuth	Apr. 18
4714	French Leave	Apr. 25
4715	Stage Struck	June 13
4716	I Wouldn't Be In Your Shoes	May 23
4717	Jinx Money	June 27
4718	The Shanghai Chest	July 11
4719	Michael O'Halloran	Aug. 8
4720	The Golden Eye	Aug. 29

4721	Music Man	Sept. 5
4725	Kidnapped	Sept. 26
4751	Overland Trail	Jan. 31
4752	Triggerman	June 20
4753	Fighting Ranger	Aug. 15
4755	Crossed Trails	Apr. 11
4756	Frontier Agent	May 16
4757	Back Trail	July 18
4761	Oklahoma Blues	Mar. 28
4762	Cowboy Cavalier	July 4
4763	Silver Trails	Aug. 22
4765	Partners of the Sunset	May 6
4766	Range Renegades	June 6
	Joe Palooka In Winner Take All	Sept. 12

(Reissues)

4402	Dillinger	July 5
4706	Betrayed	Dec. 27
4710	Rose of the Rio Grande	Mar. 14
4711	Sign of the Wolf	May 2
	Drums of the Desert	

(Range Busters Reissues)

Texas To Bataan	
Trail Riders	
Two Fisted Justice	
Haunted Ranch	
Land of Hunted Men	
Cowboy Commandos	
Black Market Rustlers	
Bullets and Saddles	

ALLIED ARTISTS

AA1	It Happened On 5th Avenue	Apr. 19
AA2	Black Gold	Sept. 16
AA3	The Gongster	Nov. 22
AA4	Song Of My Heart	Jan. 31
AA5	The Hunted	Apr. 7
AA6	Smart Woman	Apr. 30
AA7	Panhandle	Feb. 22
AA8	The Dude Goes West	Aug. 30
AA10	The Babe Ruth Story	Sept. 6

(1948-49)

4801	16 Fathoms Deep	July 25
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Paramount

(For 1948-49 Listing, see Page 2449)

(1948-49)

4801	Sorry, Wrong Number	Sept. 24
4802	Isn't It Romantic	Oct. 8
4803	Night Has A Thousand Eyes	Oct. 22
4804	Sealed Verdict	Nov. 5
4805	Miss Tatlock's Millions	Nov. 19
4806	Disaster	Dec. 3
4807	The Paleface	Dec. 24

RKO

(For 1946-47 Listing, see Page 2223)

(1947-48)

801	The Bachelor and the Bobby-Soxer	
802	Crossfire	
803	Riffruff	
804	Seven Keys To Baldpate	
805	Under the Tonto Rim	
806	Night Song	
807	Out of the Past	
808	So Well Remembered	
809	Wild Horse Mesa	
810	Dick Tracy Meets Gruesome	
811	If You Knew Susie	
812	Western Heritage	
813	Tarzan and the Mermaids	
814	The Arizona Ranger	
815	Berlin Express	
816	Fighting Father Dunne	
817	Return of the Badmen	
819	Guns of Hate	
820	The Twisted Road	
821	Race Street	
822	Mystery In Mexico	

Specials

751	The Best Years of Our Lives (Goldwyn)	
951	The Secret Life of Walter Mitty (Goldwyn)	
852	The Bishop's Wife (Goldwyn)	
861	The Long Night (Hakim-Litvak)	
862	Magic Town (Riskin)	
863	The Fugitive (Argosy)	
864	Man About Town (Clair)	
866	Tycoon (Ames)	
868	I Remember Mama (Stevens)	
869	The Miracle of the Bells (Lasky)	
870	Fort Apache (Argosy)	
872	The Velvet Touch (Independent Artists)	
891	Fun and Fancy Free (Disney)	

(Reissues)

892	Bambi (Disney)	
818	Bring 'Em Back Alive	

(1948-49)

901	Rachel and the Stranger	
902	Variety Time	
903	Mourning Becomes Electra (Nichols)	
904	The Pearl	
905	Bodyguard	
907	Design For Death	
991	Melody Time (Disney)	
962	Good Sam (Rainbow)	
906	Station West	

(Continued on page 2467)

Production Numbers

(Continued from page 2466)

Republic

(1946-47)

656 The Timber Trail June 11
(For Additional 1946-47 Listings, see Page 2396)

(1947-48)

701 The Main Street Kid Jan. 1
702 Slippery McGee Jan. 15
703 Campus Honeymoon Feb. 1
704 Madonna of the Desert Feb. 23
705 The Inside Story Mar. 14
706 Lightnin' In The Forest Mar. 25
707 Heart of Virginia Apr. 25
708 Old Los Angeles Apr. 25
709 King of the Gamblers May 10
710 I, Jane Doe May 25
711 Secret Service Investigator May 31
712 Train To Alcatraz June 28
713 Angel In Exile Sept. 3
714 Moonrise Oct. 1
715 The Gallant Legion July 25
716 Daredevils of the Clouds Aug. 10
717 Out Of The Storm Aug. 25
718 Sons Of Adventure Aug. 28
728 Bill and Co Mar. 28
731 Under California Stars May 1
732 The Eyes Of Texas July 15
751 Wild Frontier Oct. 1
752 Bandits of Dark Canyon Dec. 15
753 Oklahoma Badlands Feb. 22
754 The Bold Frontiersman Apr. 1
755 Carson City Raiders May 13
756 Marshal Of Amarillo July 25
733 Night Time In Nevada Aug. 29
Code Of Scotland Yard Aug. 30

Screen Guild

(For 1946-47 Listing, see Page 2224)

(1947-48)

4701 Hollywood Barn Dance June 21
4702 Killer Dill Aug. 2
4703 Dragnet Oct. 25
4704 They Ride By Night (The Burning Cross) Oct. 11
4705 The Prairie Aug. 6
4706 Road To the Big House Dec. 27
4707 Where the North Begins Dec. 13
4708 Trail of the Mounties Feb. 21

(Reissues)

S-1 Racketeers Sept. 13
S-2 Call It Murder Sept. 13
S-3 Runaway Daughter Aug. 20
S-4 King of the Turf Aug. 20
S-5 Flirting With Fate Sept. 3
S-6 That's My Boy Sept. 3
S-7 Duke of West Point Oct. 1
S-8 Miss Annie Rooney Oct. 1

(Hopalong Cassidy Reissues)

HC13 Pride of the West Jan. 3
HC14 In Old Mexico Feb. 7
HC15 The Frontiersman Nov. 8
HC16 Sunset Trail Nov. 25
HC17 Silver On The Sage Mar. 6
HC18 Renegade Trail Apr. 10
HC19 Range War May 7
HC20 Law of the Pampas June 4
HC21 Santa Fe Marshal June 25
HC22 The Showdown July 30
HC23 Hidden Gold Aug. 27
HC24 Stagecoach War Oct. 22

(Herald)

X-1 Sepia Cinderella Oct. 18
X-2 Boyl What A Girl! Sept. 20
X-3 Miracle In Harlem June 11

(1948-49)

4801 The Return Of Wildfire Aug. 13
4802 Jungle Goddess Aug. 13
4803 SOS Submarine Sept. 17
4804 Harpoon Sept. 24
4805 The Mozart Story Oct. 8
Last Of The Wild Horses Oct. 15
Dead Man's Gold Sept. 10
Mark Of The Lash Oct. 29
Thunder In The Pines Nov. 5
Police Force Nov. 19
Shep Comes Home Dec. 3
I Shot Jesse James Dec. 17
Grand Canyon Dec. 24

SRO

Duel In The Sun Apr.
The Paradine Case Oct.
Mr. Blandings Builds His Dream House July
Portrait of Jennie
If This Be My Harvest.....

(Reissues)

Intermezzo Oct. '47
Rebecca

20th Century-Fox

(For 1946-47 Listing, See page 2396)

(1948)

801 Captain From Castile Jan.
802 You Were Meant For Me Feb.
805 Call Northside 777 Feb.
806 Gentleman's Agreement Mar.
807 The Challenge Mar.
809 An Ideal Husband Feb.
810 Sitting Pretty Apr.
811 Scudda Hoo! Scudda Hay! Apr.
812 Meet Me At Dawn Apr.
813 Let's Live Again Mar.
814 13 Lead Soldiers Apr.
815 Fury At Furnace Creek May
816 The Iron Curtain May
817 Arthur Takes Over May
818 Green Grass of Wyoming June
819 The Counterfeiters June
820 Anna Karenina May
821 Deep Waters July
822 Escape Sept.
823 The Street With No Name July
824 Mine Own Executioner July
825 The Checkered Coat July
826 The Walls of Jericho Aug.
827 Give My Regards To Broadway June
829 The Winner's Circle Aug.
836 That Lady In Ermine Aug.
837 The Luck of the Irish Sept.
838 Forever Amber Sept.
839 The Creeper Sept.
840 The Gay Intruders Sept.

(Alson)

803 The Tender Years Jan.

(Wurtzel)

804 Dangerous Years Feb.
808 Half Past Midnight Mar.
828 Fighting Back Aug.

(Reissues)

B30 Belle Starr June
831 Frontier Marshal June
832 Rose Of Washington Square July
833 Slave Ship July
834 Blood And Sand Aug.
835 I Wake Up Screaming Aug.

United Artists

(For 1946-47 Listing, See Page 2224)

ENTERPRISE

The Other Love July 11
Body and Soul Nov.
Arch Of Triumph April
So This Is New York June 25
Four Faces West Aug. 20

FEDERAL

Carnegie Hall Aug.

ROACH

Hal Roach Comedy Carnival Aug. 30
Laff-Time Apr.

STROMBERG

Personal Column (Lured) Sept. 5

NEBENZAL

Montana Mike (Heaven Only Knows) Sept.
Atlantis, The Lost Continent

BOGEAUS

Christmas Eve Oct.
On Our Merry Way (A Miracle Can Happen) June 15
Girl From Manhattan Oct. 15

CHAPLIN

Monsieur Verdoux Oct.

BISCHOFF

Intrigue Dec.
Pitfall Aug. 27

TOLA

The Roosevelt Story Nov.

TRIANGLE

Sleep My Love Jan.

GAINESBOROUGH

Man Of Evil Jan.

WESTPORT

Kings of the Olympics Apr.

HOPALONG CASSIDY

The Dead Don't Dream
Sinister Journey
False Paradise
Strange Gamble
Silent Conflict Apr.

CAGNEY

The Time Of Your Life July 30

GOLDEN

Texas, Brooklyn, and Heaven Sept. 23

ROGERS-COHN

High Fury Aug. 20

HAWKS

Red River Aug. 27

NASSER

An Innocent Affair Sept. 17

POPKIN

My Dear Secretary Nov. 15

WILDER

The Vicious Circle July 21

BREAKSTON-COPLIN

Urubu Aug. 27

Universal International

(For 1946-47 Listing, see Page 2289)

(1947-48)

624 Frieda Sept.
625 Ride the Pink Horse Oct.
626 The Lost Moment Dec.
627 The Secret Beyond the Door Feb.
628 The Wistful Widow of Wagon Gap Oct.
629 Black Narcissus Dec.
630 The Exile Nov.
631 The Upturned Glass Nov.
632 Pirates Of Monterey
633 The Senator Was Indiscreet Jan.
634 A Woman's Vengeance Feb.
650 A Double Life Mar.
651 Naked City Mar.
652 Captain Boycott Jan.
653 Black Bart Apr.
654 Jassy Mar.
655 Casbah Apr.
656 Are You With It May
657 All My Sons May
658 Dear Murderer May
659 Letter From An Unknown Woman June
660 Another Part of the Forest June
661 River Lady June
662 Up In Central Park June
663 Bad Sister July
664 Abbott And Costello Meet Frankenstein July
665 Feudin', Fussin', And A-Fightin' July
666 Man-Eater Of Kumaon July
667 Mr. Peabody and the Mermaid Aug.
668 Tap Roots Aug.
669 Larceny Aug.
670 One Touch of Venus Aug.
671 The Saxon Charm Sept.
672 For The Love Of Mary Sept.
673 An Act Of Murder Sept.

Warners

(For 1946-47 Listing, See Page 2224)

(1947-48)

701 Deep Valley Sept. 1
702 Life With Father Aug. 14
703 Dark Passage Sept. 27
706 The Unsuspected Oct. 11
707 That Hagen Girl Nov. 1
708 Escape Me Never Nov. 22
711 My Wild Irish Rose Dec. 27
713 Always Together Jan. 10
714 Treasure of Sierra Madre Jan. 24
715 My Girl Tisa Feb. 7
716 The Voice of the Turtle Feb. 21
717 I Became A Criminal Mar. 6
719 April Showers Mar. 27
720 To The Victor Apr. 10
721 Winter Meefing Apr. 24
724 The Woman In White May 15
725 Silver River May 29
726 Wallflower June 12
727 The Big Punch June 26
728 Romance On The High Seas July 3
731 Key Largo July 31
732 Embraceable You Aug. 21

(Reissues)

704 Bad Men Of Missouri Oct. 4
705 Each Dawn I Die Oct. 4
709 Anthony Adverse Dec. 13
710 Jezebel Dec. 13
712 A Slight Case Of Murder Dec. 13
718 The Adventures of Robin Hood Mar. 13
722 Valley Of The Giants May 8
723 The Fighting 69th May 8
729 God's Country and the Woman July 17
730 Flowing Gold July 17

(End 1947-48 Season)

(1948-49)

801 Two Guys From Texas Sept. 4
802 Rope Sept. 25

ALPHABETICAL GUIDE To 42 Features Reviewed Since The Aug. 18 Issue

(This index covers features reviewed thus far during the 1948-49 season, in addition to any features of the 1947-48 season reviewed after the issue of Aug. 18, 1948.—Ed.)

A
ACT OF MURDER, AN—91m.—U-Int. 2460
ADVENTURES OF GALLANT BESS—73m.—Eagle Lion 2453
AUGUST 14 (ONE DAY IN THE USSR)—68m.—Artkino 2461

B
BLOOD AND SAND—125m.—20th-Fox 2459

C
CHAMPAGNE CHARLIE—71m.—Bell 2462
CODE OF SCOTLAND YARD—60m.—Republic 2458
COWBOY CAVALIER—54m.—Monogram 2455

D
DEAD DON'T DREAM, THE—62m.—UA 2460
DESIGN FOR DEATH—48m.—RKO 2457

F
FOR THE LOVE OF MARY—90½m.—U-Int. 2460

G
GOOD SAM—114m.—RKO 2457

H
HONORABLE CATHERINE, THE—85m.—LeLarge 2462
HOLLOW TRIUMPH—89m.—Eagle Lion 2453

I
ISN'T IT ROMANTIC—87m.—Paramount 2456
I WAKE UP SCREAMING—82m.—20th-Fox 2459

J
JOE PALOOKA IN WINNER TAKE ALL—64½m.—
Monogram 2455
JULIA MISBEHAVES—99m.—MGM 2454

L
LARCENY—89m.—U-Int. 2460
LOVES OF CARMEN—97m.—Columbia 2453
LUXURY LINER—98m.—MGM 2454

M
MELODY TIME—75m.—RKO 2457
MIRACULOUS JOURNEY—76m.—Film Classics 2454
MOURNING BECOMES ELECTRA—121m.—RKO 2457
MURDERERS AMONG US—84m.—Artkino 2462

N
NIGHT HAS A THOUSAND EYES—81m.—Paramount 2456

NIGHT WIND—68m.—20th-Fox 2459
NORTHWEST STAMPEDE—75m.—Eagle Lion 2454

O
ONE TOUCH OF VENUS—81m.—U-Int. 2461

P
PEARL, THE—77m.—RKO 2456
PRAIRIE, THE—68m.—Screen Guild 2459

R
RACHEL AND THE STRANGER—93m.—RKO 2458
RETURN OF WILDFIRE, THE—79m.—Screen Guild 2459
ROPE—80m.—Warners 2461

S
SECRET LAND, THE—71m.—MGM 2455
16 FATHOMS DEEP—83m.—Monogram 2455
SOFIA—83m.—Film Classics 2454
SONG IS BORN, A—112m.—RKO 2458
SOUTHERN YANKEE, A—90m.—MGM 2455
SORRY, WRONG NUMBER—89m.—Paramount 2456

T
TWO GUYS FROM TEXAS—86m.—Warners 2461

V
VARIETY TIME—59m.—RKO 2458

U
URUBU—65m.—UA 2460

(The running times carried in these listings represent the latest corrected times of each feature.—Ed.)

	COLUMBIA	EAGLE-LION	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
AUG 6		Lady At Midnight R. Denning, F. Rafferty, L. L. Michel		Michael O'Halloran S. Beckett, A. Roberts, T. Cook	So Evil My Love R. Milland, A. Todd, G. Fitzgerald (English-made)	Return Of the Badmen R. Scott, R. Ryan, A. Jeffreys	Daredevils Of The Clouds R. Livingston, M. Clarke	(1948-49) The Prairie L. Aubert, A. Baxter				
13	Trail To Laredo, W C. Starrett, S. Burnette, V. Maxey	Hold That Ghost Abbott and Costello, J. Davis (Reissue)	(August release) The Search M. Cliff, A. MacMahon, J. Novotna	Fighting Ranger, W J. M. Brown, R. Hutton, C. Larson	Race Street G. Rafi, W. Bendix, M. Maxwell (End 1947-48)	Return Of the Badmen R. Scott, R. Ryan, A. Jeffreys		Return of Wildfire R. Arlen, P. Morrison, M. B. Hughes Jungle Goddess G. Reeves, W. McKay, R. Byrd	(August releases) The Walls of Jericho C. Wilde, L. Darnell, A. Baxter			Life With Father W. Powell, I. Dunne, E. Taylor (Technicolor)
20	The Strawberry Roan G. Autry, J. Holt (Cinecolor)	Hired Wife R. Russell, B. Aherne, V. Bruce (Reissue) (End 1947-48)	(September releases) A Southern Yankee R. Skelton, B. Donlevy, A. Dahl	The Golden Eye R. Winters, V. S. Young, M. Moreland	A Foreign Affair J. Arthur, M. Dietrich, J. Lund	The Velvet Touch R. Russell, L. Genn	Out Of The Storm J. Lydon, L. Collier, R. Travis	Runaway Daughter B. Stanwyck, R. Young (Reissue)	That Lady In Ermine B. Grable, D. Fairbanks, Jr. (Technicolor)	Tap Roots V. Heflin, S. Hayward, B. Karloff (Technicolor)	(August releases)	Embraceable You D. Clark, G. Brooks, S. Z. Sakall (End 1947-48)
27	Lulu Belle D. Lamour, G. Montgomery The Black Arrow L. Hayward, J. Blair, G. Macready	Northwest Stampede J. Leslie, J. Craig, J. Oakie (Cinecolor)	Luxury Liner G. Brent, J. Powell, L. Melchior (Technicolor)	The Dude E. Albert, G. Storm, J. Gleason (Allied Artists)	Station West D. Powell, J. Greer	Rachel and the Stranger L. Young, W. Holden, R. Mitchum	Code Of Scotland Yard O. Homolka, D. Farr	Hidden Gold, W W. Boyd, R. Hayden (Reissue)	Fighting Back P. Langton, J. Rogers, G. Gray (Wurtzel)	Four Faces West J. McCrea, F. Dee, C. Bickford (Enterprise)	Mr. Peabody and the Mermaid W. Powell, A. Blyth, I. Hervey	
SEPT 3			(October releases) Julia Misbehaves G. Garson, W. Pidgeon, P. Lawford	Music Man P. Brito, F. Stewart, J. Preisser	Beyond Glory A. Ladd, D. Reed, T. Neal (End 1947-48)	Variety Time J. Paar	Night Time In Nevada R. Rogers, A. Devine (Trucolor)	Flirting With Fate J. E. Brown, B. Roberts, S. Duna (Reissue)	The Winner's Circle J. Longden, M. Farley, J. Willes (Polimer)	Pitfall D. Powell, L. Scott, J. Wyatt (Regal)	Larceny J. Payne, J. Caulfield, D. Duryea (1948-49)	Two Guys From Texas D. Morgan, J. Carson, D. Malone (Technicolor)
10	Gentleman From Nowhere W. Baxter, F. Baker, W. Graff	The Olympic Games of 1948 Commentary by Bill Stern and Ted Husing (Technicolor)	No Minor Vices D. Andrews, L. Palmer, L. Jourdan (Enterprise)	Joe Palooka In Winner Take All J. Kirkwood, E. E. Knox, S. Clements	The Pearl P. Armendariz, M. E. Marques (Mexican-made)	The Best Years of Our Lives F. March, D. Andrews, M. Loy, T. Wright	Angel In Exile J. Carroll, A. Mara, T. Gomez	That's My Boy J. Durante, R. Tauber (Reissue)	Blood And Sand T. Power, L. Darnell, R. Hayworth, (Reissue)	Urubu All-Native Cast (Breakstone- Coplen)	One Touch of Venus A. Gardner, D. Haymes, R. Walker (September releases)	
17	Black Eagle, The Story of A Horse W. Bishop, V. Patton, J. Bell	In This Corner S. Brady, A. Shaw, J. Millican	The Secret Land Admiral Byrd Adventure (Technicolor)	Silver Trails, W J. Wakely, D. Taylor, C. Larson	The Twisted Road C. O'Donnell, F. Granger, H. Da Silva	Good Sam G. Cooper, A. Sheridan, R. Collins		Dead Man's Gold, W L. La Rue, A. St. John	I Wake Up Screaming B. Grable, V. Mature, C. Landis (Reissue)	An Innocent Affair F. MacMurray, M. Carroll, C. Rogers (Nasser)	For The Love Of Mary D. Durbin, E. O'Brien, D. Taylor, J. Lynn	
24	Singin' Spurs H. Hotshots, P. White, K. Grant (End 1947-48)	My Son, My Son B. Aherne, M. Carroll, L. Hayward (Reissue)	International Lady G. Brent, I. Massey, B. Rathbone (Reissue)	Kidnapped R. MacDowell, D. O'Herlihy, S. England	Design For Death Documentary	Melody Time (Disney) (Technicolor)	Moonrise D. Clark, G. Russell, E. Barrymore (Feldman-Grant)	Duke of West Point L. Hayward, J. Fontaine (Reissue)	Escape R. Harrison, P. Cummins, W. Harinell (English-made)	Texas, Brooklyn and Heaven D. Lynn, G. Madison, J. Dunn (Golden)	An Act Of Murder F. March, F. Eldridge, E. O'Brien	Rope J. Stewart, J. Dall, J. Chandler, (Transatlantic) (Technicolor)
OCT 1	Triple Threat (1948-49) R. Crane, G. Henry, Top Pro Football Stars Walk A Crooked Mile D. O'Keefe, L. Hayward, J. Lloyd	Hollow Triumph P. Henreid, J. Bennett, L. Brooks			Bodyguard L. Tierney, P. Lane, S. Brodie	Mourning Becomes Electra R. Russell, M. Redgrave, R. Massey		Miss Annie Rooney S. Temple, W. Gargan (Reissue)	Forever Amber L. Darnell, C. Wilde, R. Greene (Technicolor)			
8		Adventures of Gallant Bess C. Mitchell, A. Long, P. Knight (Cinecolor)			Isn't It Romantic V. Lake, M. Hatcher, B. DeWolfe	Tarzan's Fountain Of Youth L. Barker, B. Joyce, A. Dekker		The Mozart Story H. Holt, W. Markus	The Creeper E. Cianelli, O. Stevens, J. Vincent			
15		Behind Locked Doors R. Carlson, L. Bremer, R. Moore						Last Of The Wild Horses J. Ellison, J. Frazee, M. B. Hughes (Sepiatone)	The Gay Intruders J. Emery, T. Geva, L. Erickson	The Girl From Manhattan D. Lamour, C. Loughton, G. Montgomery (Bogeous)		

HOLIDAYS—SPECIAL EVENTS

Sept. 2—V-J Day
Sept. 6—Labor Day
Oct. 4-5—Rosh Hashanah
Oct. 12—Columbus Day

SELZNICK RELEASING ORGANIZATION

The Paradine Case—G. Peck, Valli, A. Todd
Mr. Blandings Builds His Dream House—M. Loy,
C. Grant, M. Douglas

FILM CLASSICS

Drums—(Technicolor) (Reissue)
Four Feathers—(Technicolor) (Reissue)
Miraculous Journey—R. Calhoun, V. Grey, (Cinecolor).
Deep In The Heart Of Texas—Western Reissue
Wheels Of Destiny—Western Reissue

THIS IS ENTERTAINMENT!

Filmed amid the breathtaking grandeur of the mightiest peaks of our continent...acted magnificently by a trio of top stars—Joan Leslie, James Craig and Jack Oakie...jam-packed with all the thundering action of the wildest rodeo on earth—the fabulous "Calgary Stampede"...

"CINCH TO HIT NEAT GROSSES AT TURNSTILES!" —DAILY VARIETY... "ENTERTAINMENT FOR THE ENTIRE FAMILY!" —EXHIBITOR... "EXCELLENT OPPORTUNITY TO CASH IN!" —MOTION PICTURE DAILY... "SPARKLES WITH FINE SCENES... SHOT IN VERY GOOD CINECOLOR!" —MOTION PICTURE HERALD... "MAXIMUM OF ACTION!" —VARIETY... "EXCELLENT MARQUEE NAMES!" —SHOWMEN'S TRADE REVIEW... "PHOTOGRAPHY ENHANCES THE BEAUTY!" —BOXOFFICE "GORGEOUS SCENIC PANORAMA!" —HOLLYWOOD REPORTER

"NORTHWEST STAMPEDE"

IN CINECOLOR!



JOAN LESLIE as "Chris Johnson"



JAMES CRAIG as "Dan Bennett"



JOAN LESLIE · JAMES CRAIG · JACK OAKIE in "NORTHWEST STAMPEDE"
with CHILL WILLS · VICTOR KILIAN and The Dog, "FLAME" in CINECOLOR

Executive Producer David Hersh · Produced and Directed by Albert S. Rogell · Story and Screenplay by Art Arthur and Lilli Haas
Suggested by Saturday Evening Post Article "Wild Horse Roundup" by Jean Muir · An EAGLE LION FILMS Production



THE EXHIBITOR



SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE

SEPTEMBER 8, 1948



VOLUME 40
NUMBER 18

NOT SOLD

The Los Angeles "Blandings Dream House" had its official opening recently. One of the highlights was the arrival of the first mail by helicopter, piloted by Paul Mantz. Some 73 "dream houses" went up all over the country as special exploitation on SRO's "Mr. Blandings Builds His Dream House".

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

IN THIS ISSUE: *The Industry's Most Inform-*

EXTRA PROFITS

IT'S NOT NECESSARY!

YOU
DON'T
HAVE TO
KNOCK
WOOD

THERE'S PLENTY OF LUCK
IN VITAMIN M·G·M!

CLARK GABLE
LANA TURNER
Anne Baxter, John Hodiak
in "HOMECOMING"
Ray Collins, Gladys Cooper,
Cameron Mitchell.

★ ★ ★

SPENCER TRACY
KATHARINE HEPBURN
VAN JOHNSON
Angela Lansbury
Adolphe Menjou, Lewis Stone
in FRANK CAPRA's
"STATE OF THE UNION."

★ ★ ★

"A DATE WITH JUDY"
(*Technicolor*)
Starring WALLACE BERRY
JANE POWELL, ELIZABETH TAYLOR
CARMEN MIRANDA, XAVIER CUGAT
ROBERT STACK.

IRVING BERLIN's
"EASTER PARADE"
(*Technicolor*). Starring
JUDY GARLAND, FRED ASTAIRE
PETER LAWFORD, ANN MILLER.

★ ★ ★

ESTHER WILLIAMS, PETER LAWFORD
RICARDO MONTALBAN
JIMMY DURANTE, CYD CHARISSE
XAVIER CUGAT in "ON AN ISLAND
WITH YOU" (*Technicolor*).

★ ★ ★

JUDY GARLAND, GENE KELLY in
"THE PIRATE" (*Technicolor*).
Walter Slezak, Gladys Cooper
Reginald Owen.

★ ★ ★

MONTGOMERY CLIFT
ALINE MacMAHON
JARMILA NOVOTNA
in "THE SEARCH."

GREER GARSON
WALTER PIDGEON in
"JULIA MISBEHAVES"
PETER LAWFORD, ELIZABETH TAYLOR
CESAR ROMERO, Lucile Watson, Nigel
Bruce, Mary Boland Reginald Owen.

★ ★ ★

"LUXURY LINER"
(*Technicolor*). Starring
GEORGE BRENT, JANE POWELL
LAURITZ MELCHIOR, FRANCES GIFFORD
MARINA KOSHETZ, XAVIER CUGAT.

★ ★ ★

RED SKELTON, BRIAN DONLEVY
in "A SOUTHERN YANKEE"
Arlene Dahl, George Coulouris
Lloyd Gough, John Ireland
Minor Watson.

★ ★ ★

"THE THREE MUSKETEERS" (*Technicolor*).
LANA TURNER, GENE KELLY
JUNE ALLYSON, VAN HEFLIN
ANGELA LANSBURY
Frank Morgan, Vincent Price, Keenan
Wynn, John Sutton, Gig Young.

"NO MINOR VICES"
DANA ANDREWS, LILLI PALMER
LOUIS JOURDAN

★ ★ ★

CLARK GABLE, WALTER PIDGEON
VAN JOHNSON, BRIAN DONLEVY
Charles Bickford, John Hodiak, Edwa
Arnold in "COMMAND DECISION."

★ ★ ★

"HILLS OF HOME" (*Technicolor*).
Starring EDMUND GWENN
DONALD CRISP, TOM DRAKE
JANET LEIGH and LASSIE.

★ ★ ★

"WORDS AND MUSIC" (*Technicolor*).
MICKEY ROONEY, JUDY GARLAND
GENE KELLY, JUNE ALLYSON
PERRY COMO, ANN SOTHERN
with Tom Drake, Cyd Charisse, Betty
Garrett, Lena Horne, Janet Leigh, Mars
Thompson, Mel Torme, Vera-Ellen.

Irving Berlin's Technicolor
"EASTER PARADE"
 Continued Sensation!



Technicolorific
"A DATE WITH JUDY"

New M-G-M Record at
 Music Hall for Three
 Successive Weeks!



"LUXURY LINER"
 (Technicolor) Starting
 Off First Class!

"JULIA MISBEHAVES"
 Gets Trade Paper
 Raves!



"A SOUTHERN YANKEE"
 First Date Oklahoma City. Best
 (except "Hucksters") in 3 years!



"ON AN ISLAND WITH YOU"
 (Technicolor)
 Big Everywhere!

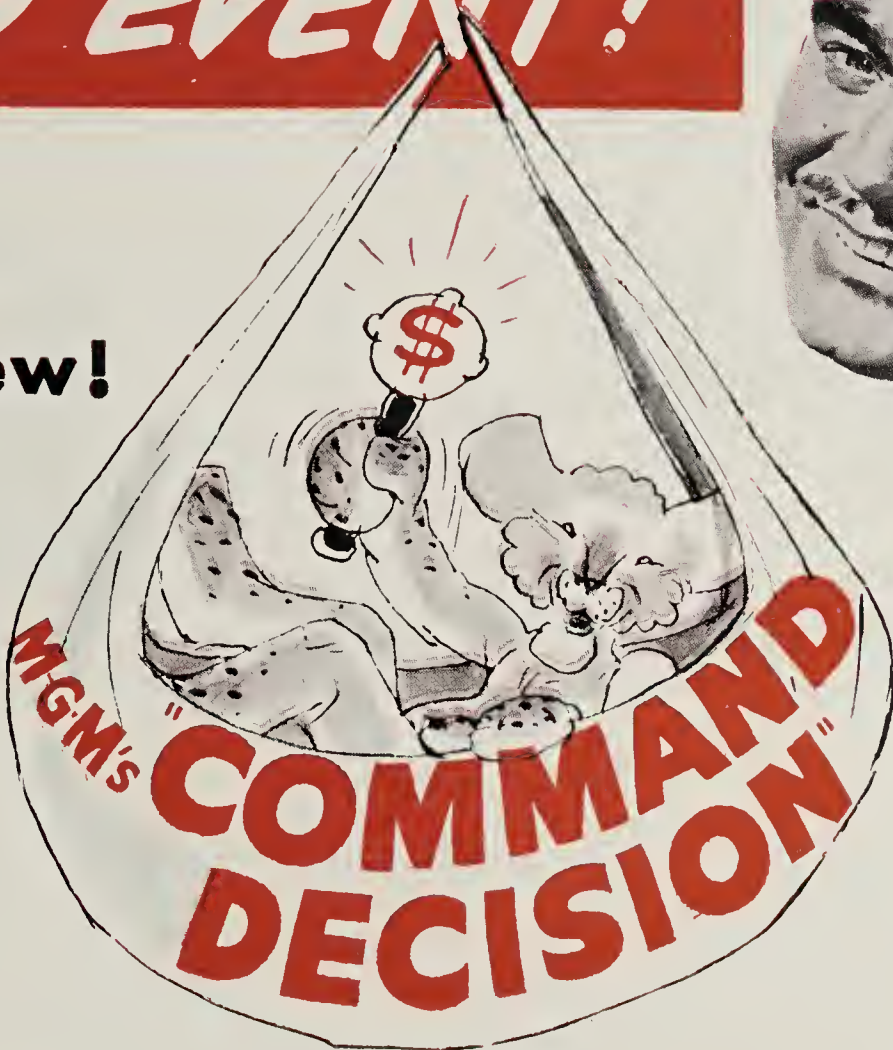


**ANOTHER
 BLESSED EVENT!**



**Lead this wire
 from Coast Preview!**

All the matchless power of New York's stage smash 'COMMAND DECISION' hit the screen at last night's preview of M-G-M's proud achievement. Here is a Gable that pulls you out of your seat, a Pidgeon that thrills, a Van Johnson that keeps you roaring, performances by a truly great cast, Brian Donlevy, Charles Bickford, John Hodiak, Edward Arnold, long to be remembered. Sam Wood's direction, production by Sidney Franklin and associate Gottfried Reinhardt contribute Academy Award quality and importance to this exciting and spectacular dramatic epic destined to strike deeply into the hearts of all America. It's a big helping of Vitamin M-G-M!"



**Every day in every way it's
 truer: M-G-M TOPS 'EM ALL!**

Happy-Go-Lucky Horace Says:

**"YOU CAN'T BEAT THAT EXTRA
SHOWMANSHIP PUNCH FROM 20th!"**

**2-COLOR
NEWSPAPER
ADS!**

**THE PICTURE THAT'S AS
HAPPY AS IRISH LAUGHTER!**

...oh those happy-
go-loving goings-
on in this happy-
go Irish hit!

Look at the two of
them now, making love
as if no one was
watching!
It's a great day for
the Irish...for laughing...for you!

**TYRONE
POWER
ANNE
BAXTER**

**THE
LUCK OF
THE IRISH**

**TYRONE
POWER · ANNE
BAXTER**

**THE
LUCK OF THE
IRISH**

with
CECIL KELLAWAY · LEE J. COBB
JAMES TODD · JAYNE MEADOWS · J. M. KERRIGAN
PHIL BROWN · CHARLES IRWIN
Directed by
HENRY KOSTER · FRED KOHLMAR
Screen Play by Philip Dunne
Based on a Novel by Guy and Constance Jones

with
CECIL KELLAWAY · LEE J. COBB
JAMES TODD · JAYNE MEADOWS
J. M. KERRIGAN · PHIL BROWN
Directed by **HENRY KOSTER** · Produced by **FRED KOHLMAR**
Screen Play by Philip Dunne

S I G N A T U R E S I G N A T U R E

Here's happy-go-
lucky Horace who'll
change your luck
...and life!

These Are The 2-Color Newspaper Ads (840 LINES and 1000 LINES) That Kick Off The Campaign In

SALT LAKE CITY ➔ *Tribune-Telegram & Deseret News*
ST. LOUIS ➔ *Star-Times & Globe-Democrat*
SPOKANE ➔ *Chronicle Spokesman Review*
ATLANTA ➔ *Journal & Constitution*
CINCINNATI ➔ *Times-Star, Post & Enquirer*

HOUSTON ➔ *Chronicle, Press & Post*
DALLAS ➔ *Times-Herald & News*
BIRMINGHAM ➔ *News Age-Herald*
MONTGOMERY ➔ *Advertiser-Journal*
FT. WORTH ➔ *Press & Star-Telegram*

NASHVILLE ➔ *Banner Tennessean*
SYRACUSE ➔ *Post-Standard*
BUFFALO ➔ *Courier-Express*
CLEVELAND ➔ *Plain Dealer*

Showmen coast-to-coast say you can't beat

**20th
CENTURY-FOX**

September Is LUCKY MONTH At 20th Century-Fox . . . September Is YOUTH MONTH All Over America!



A REAL CIVIC LEADER is Robert Smith, Chief, Steamboat Springs, Colo. He is not only mayor of the town, and Lions Club president, but at a recent barbecue, his son even pitched in and sang.

★

THEY TELL the story of an interior decorator who did such a grand job placing two artificial palm trees in a theatre lobby that when an aide walked up, and took a look, he then said disgustedly: "Now I'll probably have to water 'em daily."

★

THERE ARE reports of a group of theatres getting together to feature a \$100,000 jackpot. A cheaper method would be to wind up by giving a theatre away.

★

THE SOCIETY For The Prevention Of Cruelty To Theatre Employees will probably think of some punishment for the manager who dressed an aide in heavy winter coat, muffler, and cap on a recent day when the temperature was in the 100's, wearing a sign reading: "Heading for the ——— Theatre, where it's 20 degrees cooler."

★

PALM of the week for a sense of humor goes to the Long Island manager who played "I'm Dreaming Of A White Christmas" over the theatre's p.a. system while the temperature hit 100 degrees outside.

★

THE SIGN LETTER changers lost a close one when "The Unafraid" reverted back to "Kiss The Blood Off My Hands."

★

THE DANGERS of extra profits activities were demonstrated in a southern theatre recently when an irate patron told an ice cream vender to stop hawking his wares while the picture was on the screen. The vender landed a haymaker, and the patron swore out an assault and battery charge.
—H. M. M.

I N D E X

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THE EXHIBITOR

VOL. 40, No. 18



SEPTEMBER 8, 1948

Tribute To A Grand Fellow

MUCH has been said about forgetting about the easy, war-boom days, when all an exhibitor had to do was to open the doors, and then avoid getting crushed in the onrush of patrons, and this already is taking form in a drive being sponsored by National Screen Service.

CALLED "Getting Back To Showmanship," this seeks to propagate the idea that show business was founded upon that very thing, although during war days many exhibitors seemed to have forgotten about it. Ordinarily, any such move would naturally get the backing of all exhibitors, and distributors, too, but in this case there is also an added incentive.

NSS's president, popular Herman Robbins, has proclaimed the period from Sept. 13 to Dec. 31 as the "George F. Dembow Tribute" drive, in honor of the vice-president of the company in charge of sales.

GEORGE F. DEMBOW started in this business back in 1913 when Boxoffice Attractions, William Fox, president, was operating in the Philadelphia territory. This eventually gave way to Fox Film Company, which was the start of his distinguished career in distribution. It has been said that he knows as many exhibitors throughout the country as does anyone, and in his position as NSS vice-president is constantly on the go, attending meetings, figuring out answers to problems, and generally trying to increase the efficiency between NSS and its thousands of customers.

THERE IS a personal angle here, too. The writer was a boyhood chum of George F. Dembow, and it is interesting to note that he still bears the same characteristics of boyhood, which has resulted in the man becoming a sincere fellow, on the level, and always trying to give the next man a square deal. Of him it is said, "he never took advantage of anyone."

IT GOES WITHOUT SAYING that any drive for such an individual deserves lots of support. NSS, in its present position, no doubt counts good will of exhibitors one of its more important assets, and among these assets the presence of George Dembow is most valuable. We're proud of him.

CONGRATULATIONS to a grand guy.

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IN LOS ANGELES, MYRNA LOY RECEIVES COPIES OF CLOSE-UP MAGAZINE FROM THE HELICOPTER PILOT AS BEVERLY J. LAKE LOOKS ON.

The "Dream House" Comes True

A Unique National Promotion Results In An Excellent Charitable Enterprise

WHAT developed into one of the greatest single promotions in the history of motion pictures was carried out recently by Selznick Releasing Organization on behalf of its release, "Mr. Blandings Builds His Dream House." The company, in a unique move, tied in with builders and furnishers in 73 major American cities for the construction of that many "Dream Houses."

While primarily concerned with throwing attention onto the film, tieups were arranged with various charities so that they would also benefit. The aggregate cost of the national building project was estimated at over \$2,500,000, and it is expected that \$70,000,000 will be made for charity.

The houses were completed and opened to the public in time with the various openings of the picture. In many of the situations, proceeds from tickets sales went to prominent charities such as the New York Heart Association and the Crippled



Workmen swarm over the dream house in Boston, where money was raised for the "Blandings" Underprivileged Child Fund, Natick, Mass., Kiwanis.

Children's Organization. Also, organizations like the American Legion, Kiwanis, Junior League, etc., handled the disposal of the houses for charitable purposes.

As an example, one of the biggest campaigns was put on in Los Angeles, where tickets to inspect "Blandings'" dwelling were sold, with the proceeds going to the Memorial Medical Center of California, and the house itself to the holder of the winning ticket. The entire Merchants and Manufacturers Association of Los Angeles cooperated. Highlight of the official opening was the arrival of the first mail to the dream house by helicopter and some 400 top press, civic, social, and business leaders turned out to participate in the festivities. On hand to receive the mail were "Mr. and Mrs. Blandings" themselves (Cary Grant and Myrna Loy).

The whole campaign was well worthy of the industry and SRO, and certainly did all concerned a world of good.



This is the Los Angeles "Blandings dream house" as it neared completion.



Miss Loy and film architect Reginald Denny pose in L.A. for photographers.



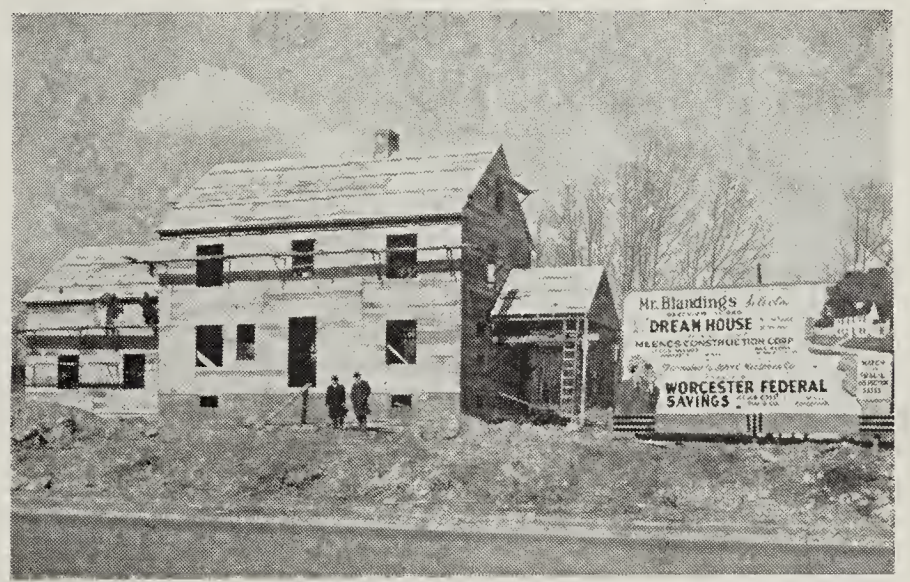
In Toledo, O., ground is broken for the construction of the local house.



Bay Village, O., has its "dream house", seen in a semi-completed stage.



Oklahoma City, Okla., has this version of the famed "Blandings" house.



A "Blandings" establishment goes up in Worcester, Mass., shown here.



Lakewood, N. Y., a new suburb near Buffalo, is another site for a dwelling.



Attractive and very pleasant looking is this completed Pittsburgh "dream".



FBI TEAMS UP

YARD TO AVENUE



MURDER OF

COLUMBIA PICTURES presents

WALK A CROOKED M

starring

Louis HAYWARD · Dennis O'KEEFE

with LOUISE ALLBRITTON
CARL ESMOND

An EDWARD SMALL Production

play by George Bruce • Directed by GORDON DOUGLAS • Produced by GRANT WHYTOCK

WITH SCOTLAND THE SPY RING G-MAN!

E



True-to-life...
on-the-spot...
heart-in-mouth realism
...as foreign agents
stealing America's top
secrets are tracked
down!

MEL KONECOFF'S NEW YORK

AT AN INTERVIEW last week with producer Walter Wanger when the latter arrived in town with the finished print of "Joan Of Arc," he decried everyone both within and without the industry who might be selling it short. Those who should know have erred, he claimed, by stressing Hollywood's trend toward lower budgeted films to the public, which made for poor overall showmanship. Said he, "It's hard to overcome the reaction now that we are shooting budgets instead of pictures. If cheap pix are stressed, the boxoffice is sure to feel it next, a condition which should be non-existent, as the public is not concerned with budgets but rather with the entertaining results."



He said that the present hysteria stemmed from a failing foreign market and the lack of the "oldtime cooperation among producers, distributors, and exhibitors." He claimed that there exists a breach

between Hollywood and the east, and the sooner that it is overcome, and the industry returns to the hands of showmen, the sooner will the light of prosperity dawn on all concerned. Real showmen must be at the helm, not bankers, lawyers, and agents, who presently control a large segment of the industry, in his opinion. He urged an exchange of ideas between leading exhibitors and distributors and the guilds and other production people on the coast as a means of better understanding as well as better educating of the top people who hold the production reins.

Wanger hit at the lack of pride being exhibited by the industry as a whole. He urged that greater attention be paid to evaluating the industry's worth to the government and Congress, and that the government, in turn, should see that we have free entry in countries the world over, and, where this is impossible, urged that OSS tactics be effected by dropping 16mm. prints of our pix behind the iron curtains.

Continuing on his tirade against pessimism, Wanger asked exhibitors to show greater showmanship in their presentations and for production not to worry about cutting costs, but rather about the acquisition of new ideas. He stated that the British situation was mishandled. Wanger felt that the two friendly nations should have settled things amicably across the conference table.

He illustrated his example of disregard for the present wave of pessimism by pointing to three of his own high-budgeted films awaiting general release. "Joan Of Arc," in Technicolor, which cost \$4,600,000 without prints or advertising, will be released at advanced admissions in November in New York. "Tap Roots," being released by Universal-International, cost over \$2,200,000 and is showing very fine returns. The third high-budgeter in Technicolor, "Tulsa," to be released by Eagle Lion, cost \$1,500,000.

Futures include two more for Eagle Lion, "Blank Wall" to star Joan Bennett, to get under way in November at a million, and "Reign Of Terror," with Robert Cummings, presently in production also budgeted at close to a million. Others planned include a film with Greta Garbo to be made in either Rome or Paris next spring, wherein she would participate in the profits, and several with Susan Hayward.

Wanger opined that the industry should seek a more effective public relations job perhaps through producers endorsing one another's product, a nation-wide radio show sponsored by the industry and featuring top talent, etc. He stated that he was unfamiliar with present public relations campaigns by various segments of the industry.

PUBLIC RELATIONS DEPT.: We had our attention called to a little different public relations slant as instituted by 20th Century-Fox ad-pub head Charlie Schlaifer. Many of you are probably receiving his bi-weekly newsletter, consisting of four pages of interesting information not only about 20th Century-Fox but about the industry in general, as seen through his eyes. It goes out to some 600 key exhibitors and executives, and acts as a two-way street, with suggestions and ideas up on the trading block. There can be no doubt that the newsletter has promoted extreme good will.

SO YOU THINK YOU'VE GOT TROUBLE: In Japan film delivery service is not so hot, so many exhibitors make it a habit to send considerable distances to pick up a film. So one time a messenger had to pick up a print of "All This And Heaven, Too," from one exhibitor for another. The messenger, who arrived too late to catch a return train, was invited to spend the night at the home of the exhibitor. Before daybreak, the lad made off with not only the print but with one of his host's best suits. The exhibitor was quick to notice the theft, and hurried off to the station where he found the messenger awaiting his train newly garbed. The suit changed hands again quickly, and the exhibitor was undecided whether to jail the lad or to let him go, and make sure that his fellow-exhibitor received the needed film on time. F.S. He sent him on his way, and the show opened as scheduled.

THE METROPOLITAN SCENE: Maxwell Weinberg, eastern shorts representative for MGM, makes our desk happy by sending over a very cute Tom and Jerry pencil holder (come to think of it, it could also be used to hold pipe cleaners) with a notation that the cartoons are naturally being distributed by MGM, as if we didn't already know it. . . . Myer Beck, public relations consultant extraordinaire, has been signed to handle the publicity and promotion for 10 features to be released by Film Rights International during the coming season. Beck also takes over in a similar capacity for the new soon-to-be-opened Paris. . . . Shelley Winters, U-I star player, presently appearing in "Larceny," is in. . . . Janet Rosenthal, manager, Allied Artists and Monogram's print departments, was married. . . . French author-director-producer Jean Cocteau comes to town in connection with the premiere of "The Eagle With Two Heads."

Paramount, RKO Ask Specific Information

NEW YORK—The Department of Justice received a request last fortnight from Paramount and RKO to name specifically what houses are part of a conspiracy and monopoly in the anti-trust suit of the government against the "Big Five."

The Department was asked to show any instances where theatres were bought illegally. Other majors are going ahead with replies to the government on their holdings, due by Sept. 15.

"Wrong" Hottest In B'way Sector

NEW YORK—The long Labor Day weekend resulted in some remarkable grosses being rung up in the Broadway first-runs, among them was the Paramount, which broke all house records; the Globe, Roxy, and Radio City Music Hall. According to usually reliable sources, reaching THE EXHIBITOR, the break-down was as follows:

"TWO GUYS FROM TEXAS" (WB). Strand, with stage show including radio's "Winner Take All," claimed \$28,000 for Friday through Monday, the second week expected to tally \$42,000.

"ROPE" (WB). Globe hit \$29,000 for Friday through Monday, with the second week going to a very good \$56,000.

"RUTHLESS" (EL). Gotham claimed \$16,500 for the opening week.

"THAT LADY IN ERMINE" (20th-Fox). Roxy, with stage and ice shows, reported \$109,000 for Wednesday through Monday, with the second week going to a very good \$120,000.

"A DATE WITH JUDY" (MGM). Radio City Music Hall, with stage show, garnered \$111,500 for Thursday through Monday, the fifth week heading toward a very good \$141,000.

"RACE STREET" (RKO). Mayfair claimed \$17,500 for the third week.

"PITFALL" (UA). Capitol, with stage show, checked in with \$65,000 for Thursday through Monday, going to \$82,000 on the third and last week.

"TAP ROOTS" (U-I). Criterion had \$28,000 for the second week.

"LARCENY" (U-I). Winter Garden opened to a \$22,000 week.

"SORRY, WRONG NUMBER" (Para.). Paramount, with stage show, claimed a new all-time record with \$120,000 for the opening week.

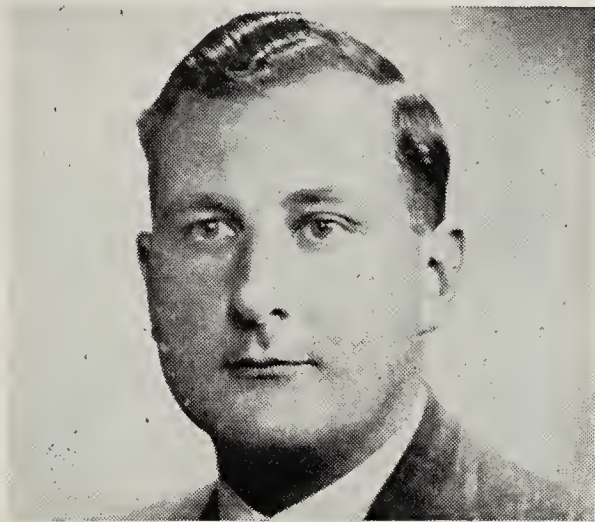
ROSE (NOT BILLY) DEPT.: Another rose reached our desk last week, and in this second chapter of the saga of the rose, the note accompanying stated "This is the Carmen Rose, both blessed and cursed. Guard it. It is a deadly weapon in the hands of a beautiful, predatory woman. Legend says it grows perpetually upon the grave of Prosper Merimee, planted by a great ghost whose beauty still haunts Seville, watered by gypsies' tears. This is the Carmen Rose."

Aside to ye ed: How long can this continue? A rose by any other name smells just as sweet, but how sweet can you get?

CHARLES SKOURAS HONORED; IATSE HOLDS CONVENTION; H. J. YATES RETURNS



L. E. Webb, city manager, Wolloce Theatres, Level-land, Tex., recently presented a sterling silver plaque to Mr. and Mrs. W. B. Blankenship, Lubbock, Tex., in recognition of Blankenship's 25 years as an exhibitor.



Shown here is Victor J. Hoore, recently appointed executive director, Selznick Studios, Ltd., England. Serving in the Royal Army during the war, he has held many other important positions in the industry.



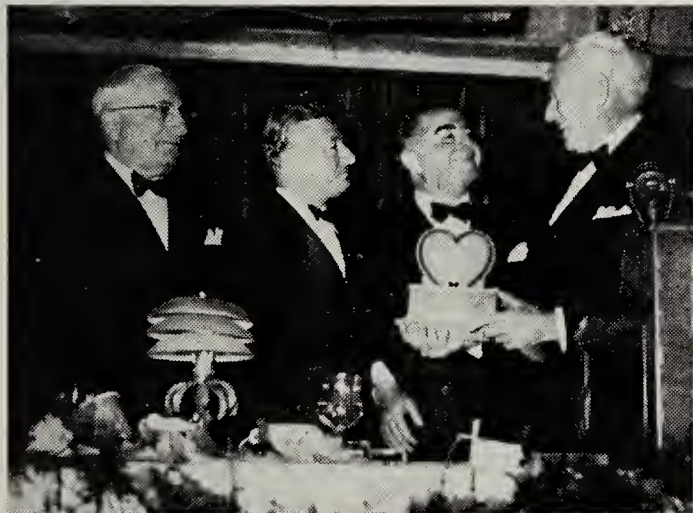
Republic President Herbert J. Yates recently returned from Europe, where he made a survey of overseas producing conditions. Here Yates has a chat with the captain of the big liner as it pulls into New York harbor.



A question and answer period was held recently in MGM executive Howard Dietz's New York office between Dore Schory and the press on MGM policy.



When the IATSE recently held its convention in Cleveland, AFL President William Green, left, addressed the session, and exhorted the delegates to vote for labor-friendly men who would repeal the Taft-Hartley Law. Ernest Schwartz, right, president, Cleveland MPEA, also paid tribute to the Cleveland locals for their cooperation.



In recognition of his many various and warthy drives, the Variety Club of Southern California recently awarded the "Great Heart Award" to Charles P. Skouras at a banquet in Los Angeles. Top row, left, shows Skouras receiving the award from Bab O'Dannell, Chief Barker, Variety Clubs, International, while Louis B. Mayer and George Jessel look on. David O. Selznick, center, is seen chatting with

Dr. Charles Straub, and also at the banquet were, right, N. E. Depinet, Rick Ricketson, and Ted R. Gamble. Jean Hersholt, president, Academy of Motion Picture Arts and Sciences, center, left, bottom row, conversed with Ted R. Gamble and George Bawser, while Skouras was being congratulated by Joseph M. Schenck, center. At right, Oscar Oldknaw, B. O. Miller, and Willard Keith discuss the award.

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hottest men in
music beating
out the rhythm
with'm...!*

'Kaye DAY' is PAY DAY!

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Full Color National Magazine and
Newspaper Campaign Reaching
Over 150,000,000 Readers!**

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MEL POWELL
BUCK & BUBBLES
THE GOLDEN GATE QUARTET
THE PAGE CAVANAUGH TRIO
RUSSO & THE SAMBA KINGS

Directed by
HOWARD HAWKS

Released thru RKO RADIO PICTURES, INC.

Southern Drive-In Operators Organize

CHARLOTTE—The Drive-In Theatre Owners' Association, Inc., was organized with an initial membership of 50 at a meeting on Aug. 29, with R. O. Jeffrees, Charlotte, owner-operator, Ft. Rock Drive-In, situated between Fort Mill and Rock Hill, S. C., elected president.

It was Jeffrees who proposed that such an organization be formed for protection and mutual benefit. The idea that prompted the call for organization is said to have grown out of a patent infringement suit filed by the Park-In Theatres, Camden, N. J., against the North 29 Theatre on the Charlotte-Concord highway.

Besides Jeffrees as president, the following officers were named:

Hoop Jernigan, Lancaster, S. C., vice-president for the Palmetto State; L. L. Theimer, Charlotte, vice-president for the Tar Heel State, and A. W. "Happy" Bell, head of a Charlotte booking agency, secretary-treasurer.

The next meeting will be held on Dec. 6 and operators of drive-ins from other states bordering the Carolinas will be invited to join.

The board of directors named at the organization meeting include, beside the officers:

Fred Sessoms, Winston-Salem, N. C.; Jack Biggart, Lancaster, S. C.; C. B. Hayworth, Pink Hill and Clinton, S. C.; Howard Nally, Fayetteville, N. C.; Ben Pless, Asheville, N. C.; Bob Rogers, Cheraw, S. C., and J. Francis White, Charlotte.

At the end of the meeting, all drive-in operators and owners were entertained at a cocktail party at Astor by President Bob Pinson.

Guy Eyssell To Be Honored

KANSAS CITY—The local motion picture industry will honor a home town boy who has reached the top in exhibition on Oct. 14 when film leaders tender a testimonial dinner to Gus Eyssell, executive manager, Rockefeller Center, and president, Radio City Music Hall, in the Muehlebach Hotel.

It will be an all-industry affair, with leaders from every segment of the film business attending. Elmer C. Rhoden, president, Fox Midwest Amusement Company, is general chairman, and Ben Shlyen, Arthur Cole, and Senn Lawler are co-chairmen of the committee arranging for the dinner.

Eyssell began his career at the Isis in 1918, while still in high school.

Ohio Readies Meeting

COLUMBUS, O.—Statewide poll on exhibitor opinion of sales policies of 13 major and minor film distributors is being conducted among Ohio exhibitors as a prelude to the convention of the Independent Theatre Owners of Ohio on Sept. 14 and 15 at the Deshler-Wallick Hotel. The questionnaire was sent by Secretary P. J. Wood.

"Constructive business sessions" and "no long-winded banquet speeches" are promised by Wood. A meeting of small-town exhibitors and the board of directors will precede the opening day's sessions.

"Don't Pay ASCAP", Weisman Tells Exhibs

NEW YORK—Judge Vincent Leibell's ruling in the ASCAP suit will be appealed by the ITOA in order to obtain "far more sweeping relief," it was revealed last week by general counsel Milton C. Weisman.

Weisman condemned the attitude of TOA toppers who advised exhibs to keep on paying ASCAP fees, and, in turn, told theatremen to cease payments. He claimed that Judge Leibell's decision made the collection of fees by ASCAP illegal, and that TOA statements on the subject are "designed to sabotage, undermine, or destroy the morale of exhibitors."

Acquisition of both synchronization and performing rights by several producers indicated company acceptance of the fact that ASCAP could not collect fees, Weisman pointed out, and went on to say that producers will also benefit from the decision since they will not have to pay "any exorbitant or monopolistically and privately fixed price for performing rights."

Commenting on the monograph Herman M. Levy, general counsel, TOA, made the following statement in part:

"We shall be glad to argue with anybody at any time the merits of the two positions with regard to payments to ASCAP at this time under current licenses and prior to the entry of a decree by Judge Leibell."

UA Sets Dutch Deal

NEW YORK—Arthur W. Kelly, executive vice-president, United Artists, last week cabled the company's New York office from London that he had concluded a franchise agreement with F. L. D. Streng-holt, head, N. V. Filmverhuurkantoor Nederland, under the terms of which the latter will distribute UA product in Holland for a period of five years.

Kelly has been surveying the company's operations in Great Britain and Continental Europe in the light of current political, economic, and film conditions in those territories.

Jersey "Bingo" Dies

TRENTON, N. J.—Legalization of "Bingo" died in the state legislature last fortnight. Assemblyman R. H. Reiffin, Republican, Passaic, who sponsored the bill, conceded defeat, and said he would make no further moves to revive the issue during the current session. Legalization of "Bingo" was made possible by the new state constitution, and the convention that drafted the new charter adopted a memorial to the legislature asking that the issue be submitted to the people this year.

UTSC Holds Election

DALLAS—At the annual meeting of stockholders and officers of United Theatres Service Corporation last fortnight, the following officers were elected: John C. Greer, director-general manager; Lore McFarland, secretary, and L. T. Riley, treasurer. Sally Applegate was named assistant to Greer and shorts booker. President John L. Franconi called the confab.

Johnston Announces English Unit System

LONDON—Eric Johnston, MPAA president, last week reported at a press conference that after Oct. 1 American distributors will not book American pictures with English films on double features, restricting U. S. films to unit dual programs. The step was taken to protect American releases under the quota system now in effect, and to guard against top U. S. product being played on the lower half with British films. Bookings made previous to Oct. 1 will not be affected.

Due to its commitments to J. Arthur Rank, Universal-International refrained from participating in the plan, while United Artists left it up to its producers to come in on the agreement.

It was also announced by Johnston that the same policy pertains to English films handled by American distribs, while films which Americans make in England will be judged as British for the purposes of distribution.

Johnston said that Board of Trade President Harold Wilson, foreign minister Ernest Bevin, and Rank indicated approval of the plan, with CEA leaders also "favorably impressed."

An early November conference of the Anglo-American Joint Council in the U. S. was announced by Johnston, with Rank, Sir Alexander Korda, and Sir Henry French representing the British Film Producers Association.

NSS Holds Meetings

NEW YORK—Regional meetings of all sales personnel are being held this week by captains of the "George Dembow Tribute," National Screen Service sales drive, honoring George F. Dembow, vice-president in charge of sales. William Bein, eastern drive captain, and Ben Ashe, western drive captain, will begin a flying tour of regional meetings, four meetings being held in each area.

Bein will hold eastern section meetings at Chicago, Pittsburgh, New York, and Atlanta. Ashe will hold western sectional meetings at Los Angeles, Denver, Kansas City, and Dallas.

SOPEG Makes Demands

NEW YORK—The Screen Office and Professional Employees Guild last week sent its new contract demands to a group of film industry employers whose present SOPEG contracts expire on Sept. 27.

"Main goals for the 1948 contracts are stronger job security features, improved grievance machinery, and a general wage increase of 25 per cent," Sidney Young, president, SOPEG, announced.

Loew's Declares Dividend

NEW YORK—Directors of Loew's last week declared a regular quarterly dividend of 37½ cents per share on the company's common stock, payable on Sept. 30 to stockholders of record on Sept. 10.

M. J. Siegel Passes

NEW YORK—While travelling west by train near Winslow, Ariz., Morris J. Siegel, producer and former Republic president, died suddenly last week. He was 47.

THE
EXHIBITOR

WILL CELEBRATE ITS

30th

ANNIVERSARY

*WITH THE
ISSUE OF*

NOVEMBER

24th

TRADE SCREENINGS

WARNERS—"Smart Girls Don't Talk" (Virginia Mayo, Bruce Bennett, Robert Hutton), in all exchange centers on Sept. 13.

WARNERS—"Johnny Belinda" (Jane Wyman, Lew Ayres, Charles Bickford) in all exchange centers on Sept. 27.

Zanuck Announces French Production

PARIS—Darryl F. Zanuck, vice-president in charge of production, 20th Century-Fox, announced last week that his company was making plans for the production of motion pictures in France. Zanuck said that the company's French earnings, blocked by the French government, would be used to pay for French production.

The company is at present producing films in England and Italy, and Zanuck indicated that plans for European production would entail the spending of \$24,000,000 during the next year, \$12,000,000 of which would utilize frozen currency.

MGM Execs Confer

HOLLYWOOD—With the expected return this week of E. J. Mannix, studio executive, after an absence of three months due to illness, the first of a series of important conferences was to get underway this week at MGM regarding the company's production and distribution activities for winter and spring.

Attending the various conferences in addition to Mannix were to be Louis B. Mayer, head of the studio; Dore Schary, vice-president in charge of production, and William F. Rodgers, vice-president and general sales manager.

Peak "River" Gross Seen

NEW YORK—"Red River" will be the biggest grossing picture in the history of United Artists, according to Gradwell L. Sears, president, who last week made public the receipts thus far on "Red River's" opening engagements in the southwest. Sears estimated that the epic western produced by Howard Hawks would top the \$5,000,000 mark by a substantial margin.

"If its current pace is maintained," Sears said, "'Red River' might well gross between \$7,000,000 and \$8,000,000.

Strike Threat Looms

NEW YORK—The strike launched here last week by Local 807, International Brotherhood of Teamsters, (AFL) had up to presstime left film carriers unaffected, since film carrier drivers and helpers are not members of the local.

There still remained a possibility that film carriers may become involved, if only with a sympathy strike.

Kirsch Unit Adds Two

CHICAGO—Jack Kirsch, president, Allied Theatres of Illinois, Inc., announced last week that the Elm, Elmwood Park, Ill., and the Montclare had joined the Allied buying and booking organization.

These two theatres are owned by B. Charuhas, also a director of the local Allied association.

Temporary Writ Sought By Government Counsel

WASHINGTON—A temporary writ restraining the defendants from buying or selling any houses will be sought in the industry anti-trust case by government prosecutor Robert L. Wright, when it comes before the New York Federal Court on Oct. 13. Wright will also seek other temporary injunctions pending entry of a further order.

The New York Court turned down Wright's request on this score at a June 15 hearing, claiming it had no power to do so until a third judge was appointed to replace the late John Bright, with Judge Alfred C. Cox having since received the appointment.

Injunctions restraining the film companies from arranging franchise deals with houses connected with any of the defendants and from discriminating against competing theatres will be pressed by Wright.

Trade Leaders At Michigan Meet

DETROIT—A plan to redistrict Allied Theatres of Michigan along Congressional District lines received unanimous approval at the group's confab last fortnight.

The step is expected to give further state representation, and arouse more interest in members.

A regional meet a month before the yearly convention will be held by separate districts, at which time a board member and alternate, serving one year, will be elected. One member-at-large as well as an alternate will be picked each year for three-year-terms at the convention, and officers will be elected before the end of the annual meeting by the full board.

A schedule of district meetings is being arranged, and no elections were held at this convention because of the plan.

At a luncheon held during the convention, W. L. Ainsworth, National Allied head, reported on many state activities, as well as the functions of sectional directors.

Abram F. Myers predicted greater film production and disappearance of the video threat, with the tele medium being good for special events only. Myers suggested that exhibs would be safe in not dealing with ASCAP, and suggested that Judge Leibell may not enter an order as now anticipated or it may be modified by the U. S. Appeal Court.

Indiana Allied President Trueman Rembusch made the prediction that movies on television may recapture millions of non-moviegoers for theatres. Film carrier rates caused much discussion at the convention with Film Trucking Service President Gladys B. Pike denying her organization was a monopoly. On a move by Joseph P. Uvick, a committee was voted to contact state officials and legislature to bring about an enabling act for Allied to have its own non-profit trucking service. Uvick also denounced TOA as a mouthpiece for ASCAP.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

20TH-FOX

"The Luck Of The Irish"—Pleasing program.

"The Creeper"—For the lower half.

RKO

"Bodyguard"—For the lower half.

St. Louis Deadline Passes

ST. LOUIS—With the passing of the deadline for filing objections, deals whereby National Theatres President Charles P. Skouras and Skouras Theatres head George P. Skouras will purchase the total stock of Ambassador Building Corporation and the Missouri Theatre Building Corporation from the voting trustees became definite last week. The deal should be completed by Sept. 10.

Charles Skouras as well as 20th Century-Fox President Spyros Skouras will be relieved of their guarantee of the Missouri bonds when bonds of both firms are called in and retired. They were due on July 15, 1949. The Skouras brothers will pay \$11 for each \$100 bond of Missouri along with a share of stock, while \$7 per share of stock will be paid for Ambassador, and funds will be advanced to retire all bonds at par, along with accumulated and unpaid interest.

In the Ambassador deal, the Skourases will control the common stock of the Ambassador Investment Company, which owns 52 per cent of St. Louis Amusement Company stock, as well as ownership of the Ambassador building and Grant Central property. Fanchon and Marco own 45 per cent of St. Louis Amusement and indications are that the Skourases will come to terms with F and M regarding leases of the Ambassador and Missouri theatres and the closed Grant Central, and the running of the St. Louis Amusement houses.

"Lucky Month" Starts

NEW YORK—Twentieth Century-Fox last week designated September as "Lucky Month" for the second of a series of special exploitation campaigns designed to give maximum publicity to current pictures and stars. Pictures in the "Lucky Month" campaign, announced by Charles Schlaifer, director of advertising and publicity, include "The Luck Of The Irish," "Escape," and "Forever Amber." The "Lucky Month" campaign also includes "The Walls Of Jericho" and "That Lady In Ermine."

H. E. Sullivan Mourned

WICHITA, KAN.—H. E. Sullivan died last fortnight. Sullivan was formerly an exhibitor at Newkirk, Okla., and lately was associated with his brother, O. F. Sullivan, in drive-in operations in that state. He died following a heart attack which he suffered while visiting a sister, who is ill in a hospital here. Sullivan retired from active theatre operations last January 1. His brother, who has several theatres here, is Kansas-Missouri Allied president.

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Atlantic City: "Ice-Capades." Amsterdam: World Conference of Churches. U.S.: Twenty-five-year-olds register for draft. New York: Lomakin leaves U.S.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 70) New York: Hughes mourned. Berlin: Communists storm City Hall. Washington: Truman returns from vacation. New York: Premier of Eire arrives in U.S. France: Winston Churchill pays a visit. Italy: Darryl Zanuck arrives to produce "The Prince Of Foxes." Homewood, Ill.: Citation wins again.

NEWS OF THE DAY (Vol. XX, No. 200) New York: Olympic stars arrive. Tulare, Cal.: Olympic star greeted. Stillwater, Minn.: Centennial celebrated (Minneapolis only).

PARAMOUNT NEWS (Issue No. 3) New York: Olympic stars arrive. Brooklyn: Football, Dodgers vs. Yankees.

UNIVERSAL NEWSREEL (Vol. 21, No. 174) New York: Olympic stars arrive. Homewood, Ill.: Citation wins again.

WARNER PATHE NEWS (Vol. 20, No. 5) Berlin: Communists storm City Hall. San Francisco: General Eichelberger arrives. New York: Olympic stars arrive. Tulare, Cal.: Olympic star greeted. Rome: New baby elephant. Brooklyn: Football, Dodgers vs. Yankees. Homewood, Ill.: Citation wins again.

IN ALL FIVE:

New York: Mrs. Kasenkina tells why she jumped. New York: Hiss and Chambers face to face.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 69) New York: Lomakin leaves the U.S. Berlin: Red zone boundary closed. Kansas City: Kids' baseball. Dayton, Tenn.: Five-year-old aquabelle. Brooklyn: Kids' boxing.

NEWS OF THE DAY (Vol. XIX, No. 303) Berlin: Red zone boundary closed. Frederick County, Md.: Farm revitalized.

PARAMOUNT NEWS (Issue No. 2) New York: Heat wave.

UNIVERSAL NEWSREEL (Vol. 21, No. 173) Montreal, Que., Canada: Freight yard fire. South Africa: Donald O'Connor welcomed. Dayton, Tenn.: Five-year-old aquabelle.

WARNER PATHE NEWS (Vol. 20, No. 4) Frederick County, Md.: Farm revitalized. Washington State: Horsemen in suicide race.

TELENEWS DIGEST (Vol. II, No. 35) New York and Washington: Communist probe looks for liar; Kasenkina case reaches climax. U.S.A.: The draft comes back. New York, Austria, Germany, China: Americans help peoples around the world. Holland: Dulles speaks at International Church Conference. Israel: Young country issues own currency. Russia: Scientists unearth new theories. Turkey: Officers graduate Ankara military school. England: Fastest jet plane in existence. Czechoslovakia: Record heat wave. New York: Olympic stars return. New York: Yanks beat Dodgers in summer football.

ALL AMERICAN NEWS (Vol. 6, No. 306) New York City: Fans mourn death of Babe Ruth. Chicago: Toni Harper, 11-year-old singing sensation. St. Louis:

"Kodak" Celebrates 60th Anniversary

ROCHESTER, N. Y.—It was announced last weekend that "Kodak," a word coined by George Eastman, came into being 60 years ago. It was registered as a trade-mark in the United States on Sept. 4, 1888, Eastman Kodak officials recall. The word literally came "out of the ether." Except as it describes a kind of camera and photographic equipment, it is as meaningless as a child's first "goo."

The year Eastman designed his first camera, he also devised the word, by experimenting with letters. He wanted a word easily spelled and pronounced. He toyed with letters until he arranged them to his satisfaction. He accounted for the word thus:

"I devised the name myself. A trade-mark should be short, vigorous, incapable of being misspelled to an extent that will destroy its identity, and, in order to satisfy trade-mark laws, it must mean nothing.

"A letter 'K' had been a favorite with me. It seemed a strong incisive sort of letter. Therefore, the word I wanted had to start with 'K'. Then it became a question of trying out a great number of combinations of letters."

Shriners convention. Puerto Rico: Harvesting sugar crop.

NATIONAL BOARD OF REVIEW

Aug. 28, 1948

STARRED SELECTED FEATURES: "An Act Of Murder" (U-I); SELECTED FEATURES: "Julia Misbehaves" (MGM); "Night Wind" (20th-Fox).

NATIONAL LEGION OF DECENCY

Sept. 2, 1948

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Girl From Manhattan" (UA); "Isn't It Romantic" (Para.); "Night Wind" (20th-Fox); "The Secret Land" (MGM); "A Southern Yankee" (MGM); "The Spirit And The Flesh" (Variety Film Dist.) (Italian); UNOBJECTIONABLE FOR ADULTS: "Bodyguard" (RKO); "The Creeper" (20th-Fox); "Embraceable You" (WB); "The Gentleman From Nowhere" (Col.); "The Loves Of Carmen" (Col.); OBJECTIONABLE IN PART: "The Damned" (Discina-Int.) (French); "An Innocent Affair" (UA); "My Dear Secretary" (UA).

Nicholson In Army Post

NEW YORK—Fred Bund, chief, Army and Air Force Motion Picture Service, last week announced the resignation of Gordon McFarland, who has for the past two years been the New York representative of that service, which is a division of Office of the Chief of Special Services, Department of the Army. McFarland, who has been connected in various executive capacities with the army's motion picture activities since 1940, is leaving to engage in real estate operations in Arlington, Va., where he has maintained his residence for some years.

The duties presently performed by McFarland will be assumed by John J. Nicholson, chief, overseas branch, Army and Air Force Motion Picture Service.

P E O P L E

MILWAUKEE—Caspar J. Chouinard has been appointed branch manager in Milwaukee for United Artists, it was announced last week by Fred M. Jack, UA western division sales manager. He replaces Robert Allen, resigned. Chouinard, one of the original Golden Circle winners, symbolic of meritorious sales achievement, joined UA as booker and office manager of the Minneapolis branch in 1934. He was promoted to salesman in 1936, a post he held until the present time except for an interval last year when he served as buyer for Associated Theatres of Minneapolis.

NEW YORK—Mort Blumenstock last week announced the promotion of William Gold as head of Warners' poster art department filling the position formerly held by Joe Tisman. Gold has been a member of the company's home office poster art department for seven years, with three years of army service intervening.

NEW YORK—William J. Heineman, Eagle Lion vice-president in charge of distribution, last week appointed Fred Stein as special representative for the road-showing of J. Arthur Rank's Technicolor picture "The Red Shoes," and other J. Arthur Rank productions. Stein will work under the supervision of Heineman and L. Jack Schlaifer, starting immediately.

NEW YORK—Tom Donaldson, Eagle Lion district manager for the New England area, was last week assigned two more branches by William J. Heineman, vice-president in charge of distribution. In addition to his present supervision of the Boston and New Haven exchanges, Donaldson will oversee Eagle Lion's Buffalo and Albany offices.

NEW YORK—Al Adams, in charge of motion picture advertising in the New York office of the J. Walter Thompson Company, resigned last week. Formerly with RKO and Paramount, among others, Adams leaves the organization on Sept. 15.

CHICAGO—Irving Mack, president, Filmack Trailers, announced last week the return of Harold Perlman as advertising director for Filmack. Perlman has served in this capacity for Filmack previously for five years.

NEW YORK—Sidney Weiner, in the sales department of Film Classics for the past four years has resigned, it was announced last week.

Hughes, RKO In Deal

NEW YORK—Gradwell L. Sears, president, United Artists, last week announced that his company had completed arrangements with Howard Hughes whereby the latter would finance through his Hughes Tool Company three pictures for delivery to UA to replace "The Outlaw," "Mad Wednesday," and "Vendetta," which Hughes produced.

The extent of the financing, Sears said, would involve approximately \$750,000, with the Hughes Tool Company participating in the profits of the three productions in the same manner as any normal investor.

PRODUCTION

HOLLYWOOD—Humphrey Bogart signed a young Negro actor from Mobile, Robert A. Davis, to make his celluloid bow in "Knock On Any Door," Bogart's first Santana production for Columbia release. . . . British thesp Robert Douglas went into "The Fountainhead" at Warners, after completing work on three other WB items. . . . Sterling Hayden okehed a co-starring role with John Payne and Gail Russell in "El Paso," which Pine-Thomas will film in color for Paramount.

ERROL FLYNN returned to Warners for "Montana," western adventure epic. . . . After being upped from the MGM editorial board to a producer's spot, Volde-mar Vetluguin was busy readying "East Side, West Side." Another shift at the studio extended Kenneth MacKenna's duties to story department supervisor, as well as executive editorial assistant to L. B. Mayer and Dore Schary. . . . Monogram's next Johnny Mack Brown western, "Gunning For Justice," gets under way late this month. . . . Henry Hull joined the cast of Warners' "The Fountainhead."

Foley At TOA Meeting

NEW YORK—Edward H. Foley, Jr., undersecretary of the Treasury, last week accepted the invitation of executive director Gael Sullivan to address the Sept. 24 session of the Theatre Owners of America convention in Chicago. Foley will discuss "The Excise Tax."

"Theatre Owners of America Day" will be celebrated on Sept. 24 at Chicago's current railroad fair, "Wheels a Rolling." TOA members, meeting for their annual convention in the Drake Hotel, will be special guests at the evening performance of the fair.

Meanwhile, Dave Wallerstein, chairman, registration committee, for the convention, appointed the following Chicago theatremen to serve on his committee: Tom Gilliam, 20th Century-Fox; Sam Gorelick, RKO; Herb Wheeler, Warner Theatres, and William Holden, Balaban and Katz.

Joseph DiPesa Mourned

BOSTON—Joseph DiPesa, 65, dean of Boston press agents, died last week of a heart condition complicated by pneumonia. DiPesa was advertising, publicity, and public relations director for Loew's Theatres in Boston for nearly 40 years. He was born in Italy, and came to America as a child.

He is survived by a widow, one daughter, Betty, local newspaper reporter; a brother, and a sister.

The Service Kit Is the Season's Hit.

Youngstein Ends Tour

NEW YORK—After completing an air tour equal to two-thirds of the distance around the world, Max E. Youngstein, Eagle Lion vice-president in charge of advertising, publicity, and exploitation, returned last week to conduct the 31st and final meeting in his nationwide series of exchange city conferences on the Bill Heineman Sales Drive, of which he is captain.

Petrillo, Companies Make New Agreement

NEW YORK—Extended agreements for a one-year period were reached between the American Federation of Musicians and eight major film companies last fortnight.

President James C. Petrillo, head, AFM, said the union recognized today's general economic difficulties in the industry, and was thus making the extension of present agreements, but with the reservation that the AFM could reopen the contract at any time on 60 days' notice. Reached after negotiations lasting a week, the extended agreements were between MGM, Paramount, 20th Century-Fox, RKO, Republic, Warners, U-I, and Columbia. Five hundred regularly employed musicians are covered by the agreements, with their wage rate remaining at \$13.30 per hour, with a minimum of three hours' work on each call. The conference resulting in the above agreement was held at the Waldorf-Astoria Hotel and was attended by Petrillo, Nicholas M. Schenck, Barney Balaban, Charles Boren, Spyros P. Skouras, and Albert Warner. The extension of this contract will expire on Aug. 31, 1949.

Republic Passes Dividend

NEW YORK—Due to unsettled conditions in the industry throughout the world, the board of directors of Republic last week passed the quarterly dividend on the preferred stock usually declared. Herbert J. Yates, Republic president, voluntarily reduced his salary 50 per cent. In addition to many economies already in effect, Yates stated that further substantial economies are contemplated during the next 60 days.

All available cash above operational requirements will be used to further reduce the company's bank loans.

Finney Offers Percentage

HOLLYWOOD—Producer Edward Finney last week announced that 10 per cent of all profits paid to him out of the receipts from "The Prairie" will be turned over to a group of recognized youth organizations to give greater opportunities and make better Americans out of the underprivileged youth. "The Prairie"—Young America fund will be held in trust, and distributed from the main office of the Bank of America. Finney is inviting outstanding Americans interested in the youth movement to handle the fund.

20th-Fox Meets In L.A.

NEW YORK—The 20th Century-Fox domestic sales convention, originally scheduled for Chicago during the week of Sept. 11, will now be held in Los Angeles on Sept. 14, 15, 16, and 17, general sales manager Andy W. Smith, Jr., announced last week.

The meetings will be held in the National Theatres Headquarters building.

Selznick Honored In Mexico

NEW YORK—President Aleman of Mexico awarded David O. Selznick a gold medal as "testimony of gratitude" for the producer's contributions to Mexico's national fund in its fight against tuberculosis. Fund is Mexico's number one charity.

TELEVISION

NEW YORK—The Radio Manufacturers Association announced production figures received by it indicated that the month of June hit a new high in the manufacture of television sets, with RMA members producing 64,353 receivers. Total figures reveal that manufacturers turned out 100,000 more video sets during the first half of 1948 than they did during the entire year of 1947.

THE TELEVISION BOX-SCORE as of Aug. 9 showed 30 stations operating, 87 CP's granted, and 293 applications pending.

Niles At Allied Meeting

CAPE GIRARDEAU, Mo.—Charles Niles, Anamosa, Ia., secretary, Allied States Association of Independent Exhibitors, was the principal speaker at the first regional meeting of the newly formed Mid-Central Allied unit at the Colonial Tavern last fortnight. Niles gave a complete picture of the varied activities of the Iowa-Nebraska Allied unit, and spoke to a highly enthused and appreciative audience.

Brief talks were made by Henry Hollaway, president; Jeff Jefferis, vice-president, and other members of the board of directors.

Hugh Graham, treasurer and secretary, announced that new memberships were coming in, and that the treasury contained a comfortable balance.

Among those present were Charles Beninati, Carlyle, Ill.; Andy Dietz, Henry Hollaway, and Hugh Graham, St. Louis; Charles Frobese, Benton, Mo.; W. T. Zimmerman, Warrenton, Mo.; Martin Operle, Ste. Genevieve, Mo.; Lyle Richman, Sr., and Lyle Richman, Jr., Senath, Mo.; Dale Turvey, Pawnee, Ill.; T. D. Beninati, Pinkeyville, Ill.; Mr. and Mrs. E. H. Weick, Staunton, Ill.; Earl Vandiver and John F. Ray, Kennett, Mo.; R. K. Wilson, Jackson, Mo.; Mr. and Mrs. R. D. Fisher, Willow Springs, Mo.; G. H. Hunt, Doniphan, Mo.; Mr. and Mrs. William Sherman, Bloomfield, Mo.; W. K. and W. H. Dillon, Morehouse, Mo.; Roy Dillard, Wardell, Mo., and Bob Jefferis, and Mr. and Mrs. Jeff Jefferis, Piedmont, Mo.

California Suits Settled

LOS ANGELES—Three percentage fraud suits pending in the U. S. District Court for the Southern District of California, Central Division, were settled last week by the filing of a stipulation providing that each action be dismissed. The actions brought by Paramount, Loew's, and 20th Century-Fox involved the Forum, Barstow, Cal. Each stipulation states that the defendant has accounted and paid in full to the respective plaintiff the amount found to be due, and further provided that the suits were dismissed by agreement between the respective parties without further costs to either side.

It's A Girl

HOLLYWOOD—A six-and-one-half pound daughter was born on Aug. 31 at Hollywood Presbyterian Hospital to Mrs. Edward Finney. The father is a Screen Guild producer.

SWEET AND LOWE-DOWN

WITH THE INCREASING INTEREST in drive-ins has come an increasing awareness of the unusually great possibilities for extra profits in this particular type of theatre operation.



SAMUEL L. LOWE, JR.

Whereas in the more conventional closed type of theatre, the concession counter and its auxiliary services usually produce from five to 18 cents gross revenue per theatre admission, it is not uncommon for drive-in concessions to achieve a normal ratio of 25 to 30 cents per paid admission.

THIS GREAT DIFFERENCE in concessions revenue derived by the drive-in is quite obviously due to the salability of many higher priced items that are not applicable to closed theatre operation. Equipment for the drive-ins is as comparatively new a problem as the food supplies, but the increased revenue per admission makes it financially imperative for the drive-in theatre operator to learn how to operate this type of concession.

SUCH QUESTIONS as the following are typical of those met within the drive-in concession:

(1) Hot dogs: Should No. 8's, 10's, or 12's be used, and at what sale price?

(2) Fried foods: Should frozen or fresh clams be utilized? Should potatoes be bought pre-cut?

(3) Car service: What type of service best satisfies car customers, and yet does not intrude upon their privacy?

(4) Beverages: What capacity and type of coffee equipment is required, and what type of soft drinks and dispensing equipment are most suitable?

(Continued on page EP-8)

Seen here are some of the many vermin-proof storage cribs for ear popcorn owned by the Weaver Popcorn Company, Huntington, Ind. For an interesting article on popcorn, please see feature article in this issue.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS



ONLY *Manley* DELIVERS THE

"COMPLETE PACKAGE"

① THE FINEST POPCORN MACHINE ② THE HIGHEST QUALITY SUPPLIES

Plus ③

A NATIONAL ADVERTISING CAMPAIGN TO INCREASE POPCORN SALES IN YOUR THEATRE...

Success is the sum total of "many little things"

Manley popcorn machines, for a quarter of a century, have been the outstanding choice of profit-wise exhibitors everywhere. Dependability, big capacity, and sturdy construction are all important sales features in a popcorn machine, but, Manley adds another... "EYE APPEAL." Manley's "Eye Appeal" means *extra* profits for the operators of Manley machines.

Remember, too, Manley is not only a manufacturer... they are suppliers as well. From Manley you'll get the finest popcorn, the type that pops out bigger, fluffier, more delicious. You'll get better Seasoning—the kind that gives the popcorn that freshly buttered look. And don't forget the special Manley Salt and their famous candy striped Bags and Boxes... together they mean bigger profits for you, per hundred pounds of corn popped.

And, now, in addition to these "profit pluses," Manley is building tremendous consumer demand for Manley's Hi Pop Popcorn with 72,240,437 individual advertising messages in national magazines during 1948 and 1949. Popcorn is a national habit and you can cash in on it, but be sure to use Manley's "complete package." Mail the coupon below for our new booklet, "How to Make Big Profits from Popcorn."

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Kansas City, Mo.

Without obligation please send me a copy of your booklet "How to Make Big Profits From POPCORN."

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Seattle, Wash.
Toronto, Ontario
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Washington, D. C.



SHOWN HERE IS THE SHELLING MACHINE USED BY THE WEAVER POPCORN COMPANY TO SHELL CORN ON THEIR ACREAGE LOCATED AT HUNTINGTON, IND.

The Weavers Discuss Popcorn

One Of The Most Prominent Families
In The U. S. Popcorn Field Contributes
A Valuable Article That Should Be
Of Interest To Every Theatreman

(*Extra Profits* is especially proud to present the following article in question and answer form, following a recent trip by Welcome T. Weaver, sales manager, Weaver Popcorn Company, Huntington, Ind., through some of the larger popcorn growing sections.—Ed.)

The speakers:

Welcome I. Weaver—Sales manager.

Paul L. Weaver—Farm manager and contractor.

D. Meredith Repp—Manager of processing plant.

I. E. Weaver—Father, originator, and president of the company.

P. L.: Hello, Welcome, how was the trip?

W. I.: Fine. I had a very nice time, and everyone asked a lot of questions.

I. E.: That sounds interesting. What were their questions?

W. I.: Everyone asked about the 1947 crop of popcorn still to be shipped. Dad, you have covered the midwest popcorn centers during the past months. What, in your opinion, is the total supply?

I. E.: The 1947 crop was very short. I believe the government report of 96 million pounds was about right. The corn crop was very spotty. Some areas had good corn whereas other large popcorn centers had nearly a complete failure.

P. L.: Our own crop was not as large as we wanted due to the acres we lost last spring from the wet weather. Our popcorn that was planted certainly came through in good shape, thanks to the warm summer and very late fall.

I. E.: In order to get the whole picture, we must take in consideration the larger than normal carryover of corn from last year. I even saw numerous cribs of popcorn raised in 1945 which will help increase the supply for this year.

D. M.: Why was this popcorn held so long?

I. E.: It was immature and frosted corn of poor quality which does not have a market until popcorn becomes scarce. A lot of this corn was poorly stored, and is infested with rats and mice. This old corn

that I saw was pale, and had expansion of 20 to 25 volumes.

W. I.: This corn will be dumped on the market from now on. In fact, I saw some of it out in the trade recently.

P. L.: Inferior popcorn is good competition as it is expensive at any price.

W. I.: That is true, but you always find some buyers who use price as the yardstick. Several buyers asked if the supply of good popcorn would last until the 1948 crop reaches the market.

I. E.: That is a very hard question to answer. I do feel sure that good popcorn is scarce. Buyers should be sure they are lined up with a reliable source of popcorn. There is plenty of marginal quality popcorn as well as heavily blended corn on the market. After all, quality is the most important factor in buying popcorn.

P. L.: Dad, you spoke of popcorn deteriorating in storage. What are the reasons for this?

Dad: It is surprising and enlightening to see the cribs that are used by some processors to store popcorn, which is food product. In most cases, no attempt has been made to keep out rats and mice, and they do like popcorn. A very few cribs allow for proper ventilation so that the popcorn will cure. I saw popcorn stored in cribs over 12 feet wide, and corn stored in these cribs will sweat and spoil.

P. L.: That is right. Popcorn must have air to breathe in order to retain a sweet taste. It is like all natural products. The air must be changed, or it will become stale, and develop a musty taste and odor.

I. E.: Several factors are important to consider in the building of cribs for the curing and storage of popcorn. First, the crib must be vermin proof, as popcorn is

(Continued on page EP-4)

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of THE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address THE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc., Publishing office: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York Office: 1690 Broadway, New York 19. West Coast Representative: Paul Manning, 923 Alandale Avenue, Los Angeles 36, California. Editorial Consultant: Samuel L. Lowe, Jr.

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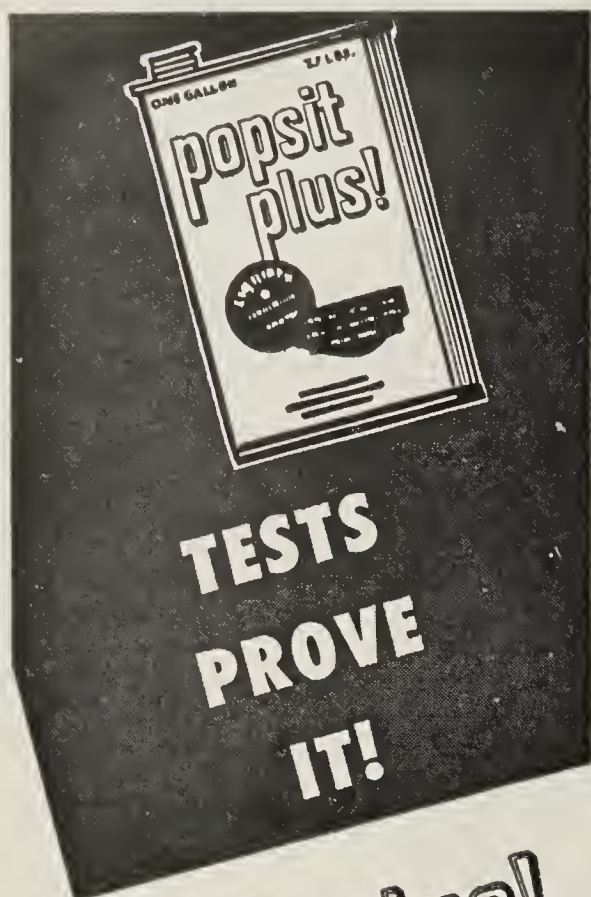
EXTRA PROFITS

Vol. 3, No. 6 September 8, 1948

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LIQUID POPCORN SEASONING
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Here's positive proof that Popsit Plus costs less than substitutes—judged by final results. Tests by a leading agricultural college reveal that Popsit Plus liquid seasoning (1) pops more corn by volume (2) leaves fewer duds (3) gives corn the flavor your customers demand.

That's why Popsit Plus costs less. It gives you more for your money than so-called cheaper substitutes. Avoid substitutes and save money.

popsit plus!
means profit plus

Simonin of Philadelphia
SEASONING SPECIALISTS TO THE NATION

The Weavers Discuss Popcorn

(Continued from page EP-3)

a food. We have found this can readily be done by lining the lower side of the crib with hardware cloth topped with an 18-inch band of sheet aluminum. This protection will keep out rats and mice. Second, a crib must be built with ventilators so that the stored popcorn will have fresh air passing through at all times. This we have accomplished with ventilators so the ear corn is never over three feet wide. Thus, the wind and breezes keep the air moving through the corn naturally curing it as well as keeping it fresh. There are several other considerations which experience and good judgment dictate. Our cribs are spaced to take advantage of prevailing winds, and speed the natural drying. This spacing also breaks down your storage into smaller units, which minimizes the fire hazard.

D. M.: I have just completed some expansion tests which verify the importance of the state of cultivation and available plant food in the soil to the quality of popcorn produced. Test samples were taken from several different fields of popcorn which had been planted with the same hybrid seed. Volume tests on these carefully conditioned samples gave volume expansion variations of 25 per cent. The fields which had been in legume crops the previous year, and received heavy applications of fertilizer, yielded the higher expansion. It takes plenty of plant food in the ground to produce popcorn with quality in each kernel. In fact, there can be more difference in fields planted with the same type of hybrid seed than between different varieties of popcorn. Our tests definitely prove that along with good seed you want to carefully select your growers.

P. L.: That is just what we have been doing year after year in selecting our growers. We even carry it farther in that we keep records, and if they do not meet certain standards, they are dropped from our list. I check with each grower the conditions of his soil, what crop had previously been in the field, the amount of fertilizer he will use, and whether he has the equipment to do a good job of farming before I contract with him.

W. I.: On my trip I heard of some southern popcorn coming on the market now.

I. E.: Popcorn has been raised in the South, Texas, Oklahoma, and other southern states. It reaches the markets earlier than popcorn raised in the corn belt. However, this southern popcorn is only stop-gap-corn as quality popcorn must be raised in the corn belt. Corn is a crop that for years has been acclimated to this area, and southern corn never has the quality found in northern popcorn. Popcorn raised in the southern states is always very badly infested with weevil, and this creates another problem.

W. I.: Several large users were asking me about the weevil control.

I. E.: Weevil cause trouble. Prevention is better than cure. It is like the vermin problem in that the best solution is to prevent infestation. By prevention, I mean raise popcorn far enough north so that the amount of weevil is nil. Then store this corn only on the ear, and shell just as the popcorn is shipped. This method assures freshly shelled corn, which pops better, and is free from weevil.

D. M.: Grain cars used in shipping popcorn are often weevil infested, and contaminate the corn. We are shooting each car after loading with a penetrating gas, which kills all weevil and eggs both in the bagged corn and side walls of the car.

P. L.: Will this gas penetrate moisture proof bags?

W. I.: Yes. We have checked this method several times by taking live weevil and their eggs, and sealing them inside several thicknesses of moisture proof burlap. These test bags were placed inside of 100 pounds of popcorn, and buried at the bottom of the car. After treatment, these sample bags were examined, and all the weevil were killed. The eggs, likewise, were destroyed, as incubation did not hatch any weevil. Thus, we feel this method is very effective.

I. E.: I like the sound of this method as it stops infestation from the grain cars. We still want to keep after this problem of prevention by raising our popcorn north of the weevil line, and keeping all popcorn on the cob until shipped.

D. M.: Where is the weevil line?

I. E.: Popcorn raised north of latitude 40° will rarely show any weevil infestation unless stored as shelled corn for long periods of time at high temperatures. Shelled popcorn should not be stored under these conditions as it will lose moisture with a corresponding drop in expansion. The amount of weevil infestation increases as you go south. Last year, I had some seed test plots in Cuba. Examination of the ear corn while still in the field showed almost every kernel damaged by weevil.

W. I.: Meredith, you have had a lot of experience processing popcorn. What are the requirements or secrets for producing quality popcorn throughout the year?

D. M.: Several points have been mentioned already which are very important and essential along with others in processing popcorn. I would list them as follows as they appear in the cycle of growing and processing popcorn:

SEED—Purdue and other State Universities have developed new hybrids which out-pop the old open-pollinated popcorn by at least 25 per cent. These hybrids are tender, and have superior eating qualities.

FERTILITY—Popcorn must be raised on fertile soil where there are plenty of necessary plant foods by farmers who know how to farm.

STORAGE—Ear corn should be stored in vermin proof properly ventilated cribs where it can naturally cure without spoiling.

GRADING AND CLEANING—The natural cured popcorn is shelled as needed and processed over both a clipper mill and also a gravity separator. The clipper mill will grade the corn according to size. The gravity mill grades the kernels according to weight. This is a very essential step as it removes all light weight kernels, thus lowering the percentage of waste.

GOOD COMMON SENSE—This includes the ability to know when to shell and process popcorn. It excludes such practices as blending inferior corn to try and get by. You can't add poor quality popcorn, and maintain popping expansion. Processing equipment will give a uniform product if the popcorn you process is good but you

(Continued on page EP-8)



Coca-Cola in the Selwyn Theatre, 42nd Street, New York City

COCA-COLA IN YOUR LOBBY— AND THE EASIEST PROFIT YOU EVER MADE

A Coca-Cola cooler in your lobby takes up little space. It does all the work. All you have to do is collect the nickels.

Or, if you have more space available, serve Coca-Cola over the counter and make a still greater volume of profit.

Every type of theatre in America has profited from turning lobby space into sales of Coca-Cola.

Your theatre can profit, too—and



Vendorlator 242
Coin Cooler

it will be the easiest profit you ever made.

Let us give you ALL the facts about this new source of profits. Write National Sales Department, The Coca-Cola Company, 515 Madison Avenue, New York 22, New York, or get in touch with your Coca-Cola bottler.

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.

PROFIT ITEMS

Of special interest to theatremen are these units, a few just introduced, some on the market for some time, but all offering extra sales opportunities



... costs less
than substitutes
because Seazo keeps
indefinitely ... won't
go rancid in the con-
tainer ... and pops
corn that stays fresh
longer.

- For those states where
colored oil is not sold
—use **SIMKO** brand.

By the makers of POPSIT PLUS!



The Carbonette

The Carbonette Corporation of Pittsburgh recently announced the availability of one of the smallest and most compact soda dispensers ever to be put on the market, called The Carbonette.

The company, headed by Gilbert Bernstein, president; M. G. Terzis, vice-president; Edwin R. Miller, treasurer, and D. P. Katsafanus, general sales manager, has produced a small, streamlined-appearing mechanism that automatically carbonates, cools, mixes, and dispenses all three of the major brands of soft-drinks.

It is designed to fit into limited space, being only 14 inches high, 28½ inches wide, 24 inches deep, and weighs only 290 pounds.

Since it is constructed of "battleship" steel, and is extremely rugged, it will stand considerable rough usage. The moderate cost of the apparatus should bring it easily within reach of the average theatre.

Everfrost Units

Added profits, faster service, and economical, dependable service, all musts for any theatremen, are claimed as special features of Everfrost soda fountain equipment, manufactured by Anderson and Wagner, Inc., Los Angeles. After Everfrost units were installed by California Drive-In Theatres, Inc., the circuit reported "a larger volume of drinks with less personnel and greatly improved service."

One of the main features of the Everfrost unit is said to be the lack of installa-

tion expense. After connecting one water inlet line, and plugging into a convenient electrical circuit, such popular beverages as Coca-Cola, as well as drinks of all flavors, are ready to be served. All drinks are well-cooled, requiring no ice.

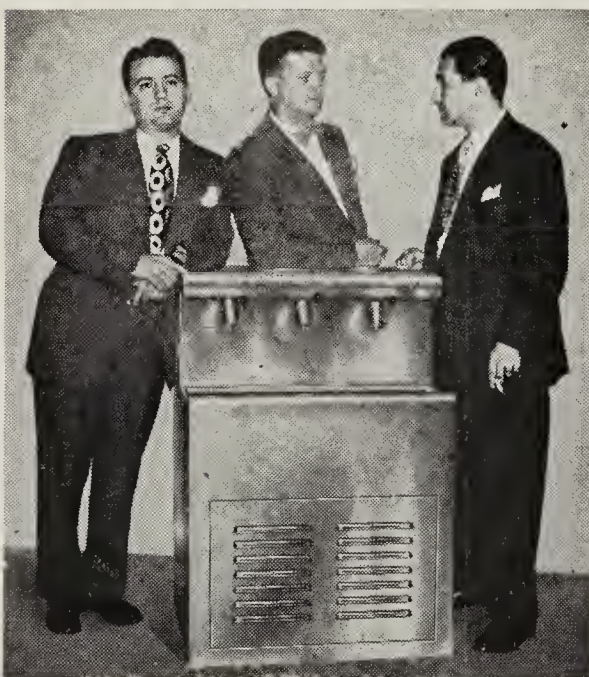
The soda bars are available in a wide variety of styles to fit many requirements. Most popular model among theatremen is the completely refrigerated Model ESB 42 AR, which costs \$825, F.O.B. Los Angeles. Circuit theatre operators are entitled to a 10 per cent discount off this price.

The 42 AR has two faucets and two one-gallon tanks, and is also available without refrigeration. The following Everfrost soda bars are also available to exhibitors: a bar with a Model G3366 Deluxe Dole Dispenser for Coca-Cola and Model 32 Multiplex Dispenser for sweet and carbonated drinks; another fountain with two Model G3366 dispensers, a unit with three Model 12 stainless steel Bar type dispensers for sweet and carbonated drinks, and a bar Model 42 sweet or carbonated drink dispensers with two faucets and two half-gallon tanks.

Hudson Soda Fountain

The Hudson Soda Fountain and Refrigeration Company, Arlington, N. J., has developed a small, compact, and inexpensive soda fountain designed to give the most efficient service in places where space is at a premium. The new unit is 53½ inches long, 66 inches wide, and 18 inches deep. It is equipped with four syrup pumps, three syrup wells, two draft arms, and an electric mixer for milk drinks.

Designed to fit behind most of the standard ice-cream freezers now in use,
(Continued on page EP-8)



Shown here are three gentlemen currently manufacturing one of the most compact soft-drink dispensers on the market, "Carbonette," the streamlined machine shown above, is of sturdy construction, and extremely efficient. Seen from left to right, M. G. Terzis, vice-president; E. R. Miller, treasurer, and D. P. Katsafanus, general sales manager, Carbonette Corporation of Pittsburgh, which makes the dispenser.

MORE PROFITS FOR YOU!



JOLLY TIME POP CORN

AMERICAN POP CORN CO.,
SIOUX CITY, IOWA

OUTDOOR REFRESHMENT CONCESSIONAIRES
from Coast to Coast
over 1/4 Century

Now Specializing in Refreshment Service for
DRIVE-IN THEATRES

SPORTSERVICE, Inc. JACOBS BROS.
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NCA Reelects Officers For 1948

NEW YORK—The board of directors of the National Confectioners' Association announced at its final meeting of the 65th annual convention of the Association, held recently, that all major officers of the association would be returned to their executive offices for another year.

Major officers reelected at this meeting were: Philip P. Gott, president; Irvin C. Shaffer, Just Born, Inc., New York, vice-president; W. Melville Cribbs, Melville Confections, Inc., Chicago, vice-president, and Arthur L. Stang, Shotwell Manufacturing Company, Chicago, secretary-treasurer.

Newly elected directors and those reelected for another term were announced.

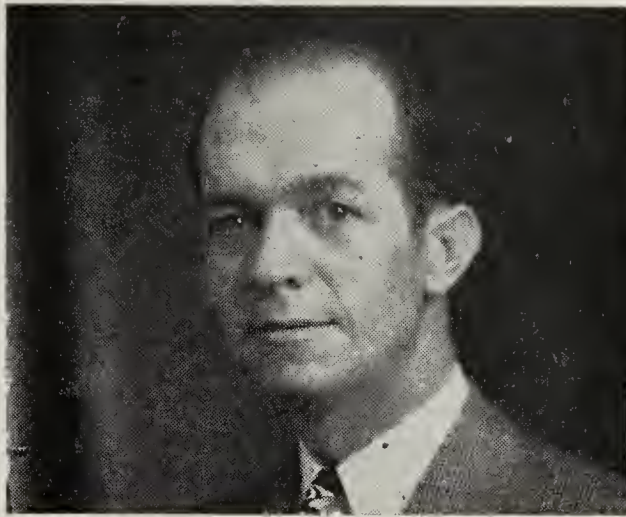
Newly elected directors include: Harry R. Chapman, New England Conf. Company, Cambridge, Mass., representing the New England area; Charles R. Adelson, Delson Candy Company, New York, New York area; R. Lawton Henderson, Norris, Inc., Atlanta, southeastern area; William Fette, Jr., Schutter candy division, Universal Match Corporation, Chicago, central-western area; Elmer C. Muggenberg, Fischer Nut and Chocolate Company, St. Paul, Minn., representing the mid-western area; Porter King, King Candy Company, Fort Worth Tex., south-central area; W. W. Cassidy, Sweet Candy Company, Salt Lake City, Utah, Rocky Mountain area, and Cecil H. McKinstry, Imperial Candy Company, Seattle, Wash., northwest area.

Reelected directors include: Robert H. W. Welch, Jr., James O. Welch Company, Cambridge, Mass., New England area; Herman L. Heide, Henry Heide, Inc., New York, New York area; Charles T. Clark, The D. L. Clark Company, Pittsburgh, mid-eastern area; John Henry, DeWitt P. Henry Company, Inc., Philadelphia, mid-eastern area; Richard H. Hardesty, Jr., R. H. Hardesty Co., Richmond, Va., southeastern area; Neal V. Diller, Nutrine Candy Company, Chicago, central-western area; Harry I. Sifers, Sifers Valomilk Confection Company, Kansas City, mid-western area, and Kenneth L. White, Awful Fresh McFarlane, Oakland, Cal., California-Nevada area, and Warren W. Watkins, Warren Watkins, Conf., Los Angeles, California-Nevada area.

Sugar Reductions Hit

LOUISVILLE, KY.—Increase of the 1948 sugar quota from 7,000,000 tons to 7,200,000 tons, as announced recently by the Department of Agriculture, tends to confirm the contention of candy manufacturers and of industrial users that the reduction of the quota from 7,500,000 tons to 7,000,000 tons on May 26 last, was ill advised, according to a release from the National Confectioners' Association.

With quantities of sugar available in Cuba, this use of the 1948 Act to manipulate prices in this country or as part of a price support program not only did not allow for the building up of adequate stocks of sugar on the part of American industrial users, but actually resulted in an immediate unwarranted increase in the price of sugar to all American users, the NCA claims.



Two appointments to executive positions were recently announced by the Liquid Carbonic Corporation, Chicago. Ford SeBastian, left, became manager of the firm's Ice Cream Cabinet Department, while Allan W. Walter, right, assumed the duties of financial vice-president. Before joining the concern, SeBastian was in business for himself, and Walter came to Liquid from the Magnavox Corporation, where he acted in a consulting capacity.

the economic dispenser with a future



*no bottle handling!
sanitary!*

low cost operation!

greater profits!

available now!

**THEATRE
MODEL**

Send for detailed,
fully illustrated
literature.

ideal in

bars
fountains
theatres
drive-ins
bowling-
alleys
road stands
factories
schools

The simplified, automatic, and self-contained "CARBONETTE" provides a welcome and highly profitable service to theatre patrons. Your regular candy counter attendant serves cold carbonated drinks in any flavor with a flip of the handle! Carbonation, cooling, and mixing are entirely automatic. Patented faucets deliver up to 16 delicious 6-ounce drinks per minute.

It's the fastest, most efficient, most easily maintained dispenser on the market. The moderate cost makes "CARBONETTE" practical for theatres of any size.

**The Carbonette dispenses a finished drink of the finest quality in any quantity . . .
You'll save space, save money, make more profits when you install "The Carbonette"**

carbonette corporation

317 penn avenue

pittsburgh 22, pa.

Hudson Soda Fountain

(Continued from Page EP-6)

the new Hudson unit is completely self-contained. It has attachments that permit the easy use of all sizes of fountain Dixie Cup dispensers, and also contains a waste-disposal bin for used cups. The carbonator and cooler are also built into the single unit.

It is attractive in appearance, and built for easy cleaning and maintenance. It will be sold by jobbers throughout the country at \$789 F.O.B. Arlington, N. J., and should be available within a short time.

Bobtail Fountain

The Liquid Carbonic Corporation, Chicago, recently announced the addition of a new six-foot, six-inch Bobtail Fountain

to its line. The new unit incorporates three basin sinks, 10 by 14 by 12 inches deep, with two combination swing faucets. It will be available in either single or double station, with provision for the addition of a third draft arm.

The new Bobtail Fountain may be secured in self-contained or remote models.

The company also offers a new 24-page catalog on its 1948 line of soda fountains and luncheonette equipment. This booklet is complete with pictures, descriptions of features, and specifications of all standard units. It is a helpful guide in planning a new fountain installation. Copies may be secured by writing to the firm, 3110 South Kedzie Avenue, Chicago 23, Ill.

For Real Coverage Of Happenings
In Your Area, Read THE EXHIBITOR.

The Weavers Discuss Popcorn

(Continued from Page EP-4)

can't take poor corn and expect top quality by just processing.

W. I.: Meredith, you mentioned natural cured popcorn. Do you prefer that to artificial dried corn?

I. E.: I'd like to answer that one. Popcorn can be dried or cured artificially, and through the past years we have tried several of the latest types of equipment for this method as well as several of our own design. This sounds like the right method as far as the processor is concerned as it means faster turnover of inventory, and also eliminates the need for so much ear corn storage. However, there are several handicaps, which, in my estimation, eliminate this type of operation. You sacrifice some popping expansion when you artificially dry popcorn. Ear or shelled popcorn that needs drying will not have a uniform moisture content. Then in drying, some kernels will become very dry while others will be heavy.

W. I.: Yes, but standing will equalize the moisture content.

I. E.: That is right, but forced drying can not be uniform. Some of the corn will be too dry, as low as eight-ten per cent moisture. These kernels will regain moisture on standing but they will never regain their original popping volume. Therefore, because of sacrifice in popping expansion and the difficulty of delivering a uniform product, we will continue to use natural dried popcorn.

P. L.: The old saying, "If there is a better way, it is the way of nature," is certainly true in conditioning popcorn.

W. I.: Paul, you have been investigating and testing new types of hybrids. Can we expect any of these on the market in the near future?

P. L.: The plant breeders and seed growers have made a tremendous contribution to the popcorn industry during the past 10 years. Hybrid popcorn yields greater expansion. It is tastier and tender which means more sales and profit.

I believe there will be new and better hybrids in the future. On our own test plots, we have seen some very interesting new developments. It takes time to evaluate and produce sufficient seed stock before these can be put on the market. Thus, it is premature to predict what we can expect in the future. However, we can all look forward to better popcorn from the standpoint of taste and tenderness, and one entirely free from hulls.

Sweet And Lowe-Down

(Continued from Page EP-1)

THESE SAMPLE PROBLEMS, though new to the theatre operator, are not new to those experienced in the field of food sales. Such problems are met constantly by park and carnival operators. Those with experience in this field can offer valuable, expert assistance. As always, if we here at THE EXHIBITOR can be of assistance, you have only to call on us.

Samuel L. Lowe, Jr

YOU CAN RELY ON Y&Y

A COMPLETE SELECTION
OF NATIONALLY ADVERTISED

CANDY FOR YOUR LOBBY

FREE MERCHANDISE ADVICE

GREATER PROFITS

Y&Y

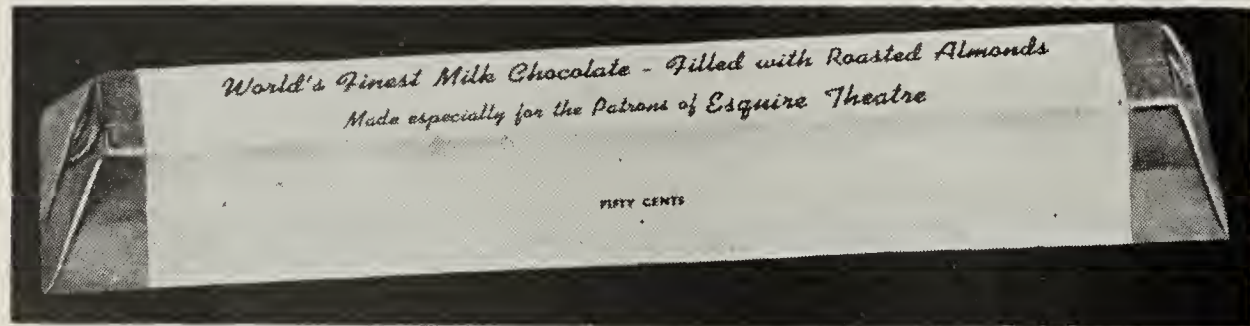
MOVIE CANDY DIVISION

POPCORN SUPPLY CO.

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Phone: LOcust 7-1016

BIG SALES with BIG PROFITS
Make 20 Sales Instead of Just One!



"World's Finest" Made Especially for YOUR Theatre

YOU'LL be amazed at how quick and how often you ring up 50c sales when you feature "World's Finest." Here truly is chocolate that is topmost in quality, pre-eminent in sales appeal, supreme in taste satisfaction. Your patrons gladly will pay 50c again and again for "World's Finest."

One taste will convince you "World's Finest" definitely is the world's finest. Here is delicious, luscious milk chocolate at its very best, solid clear through . . . generously filled with select, crisp, roasted, whole California almonds. It's a big, full quarter-pound bar. It is segmented for easy eating and for sharing. Those who eat "World's Finest" say it's worth far more than 50c.

But that isn't all. "World's Finest" is individualized

for your theatre. Each bar is inscribed with the name of your theatre. "World's Finest" is never sold in ordinary retail stores, such as drug stores, candy stores, grocery stores. Join the exclusive clientele of fine theatres, hotels and clubs that profit by merchandising "World's Finest."

Displays of "World's Finest" not only make a lot of 50c sales. They give your confectionery concession the showmanship that promotes sales of all items. "World's Finest" creates powerful word-of-mouth advertising that draws more trade to your theatre. Make extra profits: feature "World's Finest." Write to Compton Swanson, Sales Director, "World's Finest" Division, Cook Chocolate Co., 4825 S. Rockwell St., Chicago 32, Ill.

NEWS OF THE

Territory

BRANCHES

Atlanta

Seen on Film Row were Ralph Root Curley Harder, and Blondie Neal, from the Birmingham, Ala., IATSE local... Mr. and Mrs. S.H. Autry, he is the Roxy operator, left for a stay in New Orleans.

Jack Pries, business agent and Fred Raoul, IATSE, were back from the meeting in Cleveland... B.A. DeLouch, Roxy, returned with his wife and daughter from a Florida trip.

William Richardson, president, Astor, is a granddaddy. Best of luck to the little one.... Dewey Moussion, formerly with Chesent Amusement Company, Nashville, Tenn., and now in the equipment business there, was visiting with friends.

In on his way back to Jacksonville, Fla., was Joe Hackel, the Florida and Georgia circuit owner... Pete Rosian, southern district manager, U-I, and branch manager Jimmy Frew were off for a stay in Florida... C.D. Spencer is the new candy representative in Alabama for Charlie Durmeyer, Southern Automatic Candy Company... Agnes Clark, Columbia, was off for a stay in Dallas, Ga.... Harvey Smith, manager, Tower, was back from his vacation from the city.

Jimmy Bello, Astor Pictures of Georgia, was off on a trip to Tennessee with President W.M. Richardson.... Merritt Davis, branch manager, Republic, checked in after visiting in Georgia.... Jimmy Hobbs, Monogram branch manager, was pleased with AA's "The Babe Ruth Story", which opened at the Fox to SRO, and which moved over to the Roxy for a holdover.

Charlie Clark, general sales manager, "Jack Pot Quiz Night", was off for a trip to New Orleans to pay a visit to his old friend, Babe Cohen, former branch manager, Monogram here, and now with Screen Guild in New Orleans... Jimmy Campbell, Monogram's special sales representative, was in.

Mr. and Mrs. William Thornhill, for many years in the theatre business in Carbon Hill, Ala., with Mr. and Mrs. W.K. Smith and daughter, stopped off to say "hello" to their many friends on their way to Florida. They have been running theatres for the past 30 years.

Bob Mascow, with Sack Amusement Enterprises in Dallas, returned there after visiting in New York and other points.... Added to Monogram is Maudia Thomas, formerly with U-I, and Dorothy Abiecrombia... Mrs. Grace Hammond is back at her post at Monogram after illness.

Jim Campbell and Ben Jordan, Monogram sales representatives, were in for a sales meeting with branch manager Jimmy Hibbs... In from North Carolina for a meeting with William Richardson, president, Astor Pictures, was Jimmy Bello.... Oscar Howell, Capital City Supply Company, was back after a trip.

Charles Durmeyer, Southern Automatic Candy Company, returned from Tennessee.... Sidney Laird, Al-Dun Amusement, West Point, Ga., and Clyde Sampler, Duncan and Richards Theatres, were in booking.

Ginger Prince, daughter of Hugh Prince, Co-Ad Theatres in Georgia, the little song and dance moppet who left her local home in mid-summer to take up a movie career in Hollywood, completed rehearsals, and returned here to visit her family and friends before beginning camera work next month. Her forthcoming movie is "One Too Many", and her personal manager is Kroger Babb, Hygienic Productions. Her visit will be followed by a tour with her mother of eastern cities as star of the stage production, "The Best Is Yet To Come".

Herman Silverman, buyer, Wometco Theatres, Miami, was in visiting.... Jack Besson, transferred from Universal-International's office in Indianapolis to the local branch, returned to Indianapolis.

The Southeastern Fair on Oct. 1-10 will make a stab this year at being more a true fair and less a mere carnival.... Television became an exciting reality for thousands of Georgians who saw WSB-TV stage Atlanta's first full-scale television broadcast recently.

R.P. Higginbotham, 56, owner, Lyric and other theatres in Alabama, died at his home recently after a long illness. Owner of theatres in Eden, Margaret, New Hope, Lincoln, Goodwater, and Ragland. Higginbotham has been in Pell City, Ala., for many years. Survivors are his wife and three daughters. Funeral services were held in Pell City.

Suzanne Pinto resigned from Monogram, and left for Washington. When she again returns to Atlanta, she will seek employment in one of the exchanges.

Wallace Smith, former manager, Brookhaven, Brookhaven, Ga., was on Film Row visiting.... J.R. Stiles is the new manager, Martin Theatres' Legion and Grand, replacing Ed Kinnamon... Mrs. Laura Reaves is the new secretary to O.S. Barnett, office manager, Monogram.

On the sick list at Monogram was Mrs. Grace Hammond.... R.H. Brannon, Holly, Dahlenega, Ga.; W.R. Boswell, Greensboro, Ga.; Ellis Attyle, Theo-

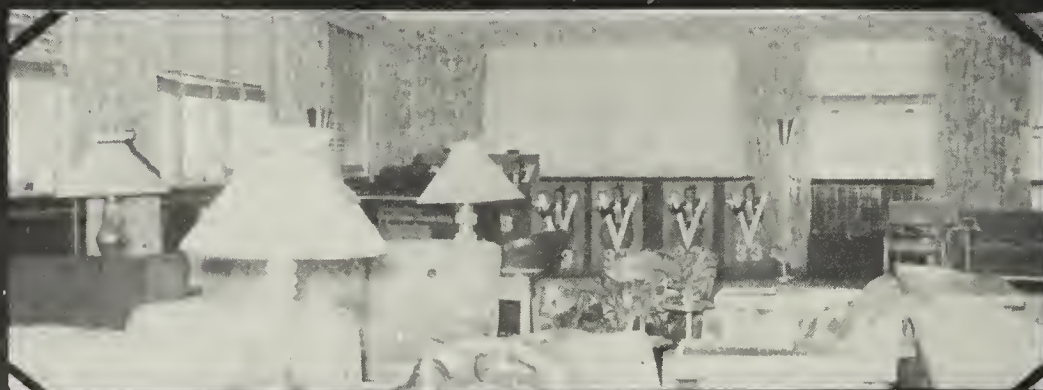


George Wendahl, manager, Dixie, Miami, Fla., thought that the late Tom Brene-man's program, "Breakfast In Hollywood", was too good to be lost when Brene-man died. He transferred the idea to his theatre, and each Wednesday morning, ladies crowd the doors to get in, and have a great time with Ted Anthony, the emcee. Not only does the weekly half-hour breed a great deal of goodwill, but also leaves Wendahl smiling, left, top, which he does while counting receipts as Ted Anthony looks on. Right, top, shows Anthony trying on a hat in the crazy hat contest, a regular feature of the show. Besides the Wednesday show for the adults, Wendahl puts on a show for the kids, gives away bicycles, and other enticing prizes each Saturday matinee. Bottom left shows a local girl dressed as a clown on the bike to be given away, and bottom right shows the lucky winner of that day's top prize, who is naturally quite pleased.

A Page from LEW HERB'S SCRAPBOOK



V.D. Hunter, Florida State Circuit city manager, Orlando, Fla., posed at the Beacham.



When I visited the clubrooms of the Variety Club of Miami, Tent 33, I really enjoyed some solid comfort. The place is nicely furnished, and provides a friendly meeting place for all the barkers.



Hugh G. Martin, Jr., manager of 10 circuit houses in Leesburg, Fla., is shown here.



I visited the Empire, Daytona Beach, Fla., part of the Florida State Circuit, and snapped a picture of the attractive front. MGM's "Cass Timberlane" was playing there and drew a good crowd.

dore Baldwin, and John Stillman, Harlem, Americus, Ga., were in booking.

Mildred Castleberry, booker, Martin Theatres, was back on the job after visiting in Florida.... Jack Barrett, Monogram Southern Exchanges, was still in Lee Memorial Hospital, Ft. Myers, Fla.... Sid Reams, for a short time manager, Republic, and recently appointed a special representative, was in.... James F. Willard, Strong Electric Corporation, Toledo, O., was visiting Capital City Supply Company... In for a sales meeting with Ralph McCoy, Film Classics, was Carlos Moore, special sales representative.

Sara Van Hook, Eagle Lion, checked in after a vacation trip.... Phillis Harden and Junita Howard, Eagle Lion, off on a Florida vacation trip.... Harry Whitestone, the Georgia movie tent showman and magician, was on the program recently at the Rotary Club, Calhoun, Ga., under the sponsorship of Phillip Morris, and made a hit. Robert Howell, shipper, Astor, is back on the job after spending a few weeks at his home in Montgomery, Ala.

Charlotte

Rudy Berger, MGM southern sales head, was in from his Washington headquarters.

Breakfast groups in cafes and restaurants in the Carolinas, whose tobacco markets are handling millions

of pounds of the leaf daily, are being treated to a movie on a 16mm. projector in the interest of Lucky Strike cigarettes. C.L. Cushman, district manager, with headquarters here, supervises the showings for the breakfast groups. The picture features the tobacco market and the Frank Sinatra orchestra and singers.

Memphis

Henry Hammond, Monogram sales representative, is back after a check-up.

Another new business opened its doors on Film Row, Tri-State Poster Service, headed by Wally Nass, formerly with National Screen Service. The new firm handles everything but trailers.

Walter Sawner, new owner, De Soto, which ran into trouble with the union, due to his operating his projector himself, said that he hoped to secure court action which will enable him to reopen the theatre. Sawner said he was barely making expenses due to picketing of the house. However, he said he had no intention of hiring a projectionist as he is a licensed projectionist himself, but that he would hire a union helper as soon as he could get a start in the business.

Al Rothchild, branch manager National Screen Service, and wife returned from a vacation in New York.... Cliff Wallace, Eagle Lion, is the proud father of Barbara Jean Wallace, whose picture ran in Holland's magazine.

Miss Wallace posed as a fashion model for a Memphis shop.

Miss Jean Poulos, office manager-secretary, Monarch Theatre Supply, returned from a vacation in Atlanta.

Visiting Film Row were: L.N. Hynes, Nettleton, Ark.; E.E. Reeves, Oil Trough, Ark.; Leon Roundtree, Water Valley, Miss.; J.F. Adams, Coldwater, Miss.; H.W. Pickens, Carlisle, Ark.; H.A. Ligon, Cherokee, Ala., and J.F. Adams, Jr., Boonville, Ark.

J. Fred Brown, owner of several houses, including the one at Berryville and one at Hardy, Ark., purchased the Navada, Prescott, Ark., from Addys Brown.

The Base showhouse, Newport, Ark., again changed hands. the second change since May 17, when it was bought by David Adcox from Robert Dunham. Now, Adcox has sold it to Harry Grizzle.

Booking on the Row were: Burris Smith, Pocahontas, Ark.; M.E. Rice, Brownsville, Tenn.; Ann E. McCuiston, Booneville, Miss.; C.F. Willis, Munford, Tenn.; Jeff Singleton, Tyrone, Ark.; Orris Collins, president, Tri-State MPTOA, Paragould, Ark.; Whyte Bedford, Hamilton, Ala., and J.C. Brents, Senatobia, Miss.

Ray Kearney, shipper, 20th Century-Fox, was vacationing... J.E. Garrison, district manager, was in.

New Orleans

C.J. Briant, MGM branch manager, returned to his headquarters following several days of conferences in New York City.

Mary Becker, MGM, was vacationing in New York City.

STATES

Alabama

BIRMINGHAM

Back at his post is R.M. Kennedy, district manager, Wilby-Kincey, after a visit with his family at Daytona Beach, Fla....Also back from a vacation in Florida is Mrs. Marie Scott, secretary, Queen Feature Service.

William Johnson has been appointed assistant manager, Roebuck Drive-In....J.C. Sheeham, Capital, is back after a visit to Georgia...Jimmy Bellows, assistant manager, Lyric, is back on the job after visiting in Daytona Beach, Fla.

The birth of a son was recently announced by H.G. Moore, owner, Fox.

COLLINSVILLE

Industryites are all pulling for M.G. Weaver, owner, Crickett, who is running for mayor.

COLUMBIANA

Eddie Watson reopened his Dixie, and changed its name to the Shelby.

FAYETTE

The old Richards has been taken over by the Fayette Times.

FLORENCE

The opening date for the Shoals has been set for Sept. 30. This is one of the Muscle Shoals Theatres.

HACKLEBURY

W.L. Farr, partner, Farr, died recently.

HARTFORD

A.V. Saunders started his new theatre. The house will have 543 seats, and is expected to be completed within two months.

HAZEL GREEN

Younger Ellis opened his theatre seating 200. It will be operated two or three nights each week.

MONTGOMERY

Tom Landers, former assistant manager, Rogers, has been named manager by Forman Rogers. He replaces Ralph Mann.

MOULTON

Mr. and Mrs. Clark Hodgins opened their new 650-seat Star, which cost \$75,000.

OXFORD

A drive-in is to be built by Frances T. Aaron, R.B. Hauss, and James E. Aaron, all of Anniston, Ala.

PISGAH

Thomas E. Rogers is building a new theatre here.



This is one of the window tieups which Sonny Shepherd, manager, Miami, Miami, and Ed May, manager, Lincoln, Miami Beach, arranged for their recent simultaneous first run showings of Universal-International's current production, "Up In Central Park".

RUSSELLVILLE

Thompson Brothers opened their new \$50,000 Home.

TUSCALOOSA

L.W. Worthington, Auto Movie 1 near Bessemer, Ala., will add another to cost about \$40,000, with room for 554 cars.

Arkansas

CAMDEN

A new 1,200-seat house is planned by Malco Theatres, Memphis.

Florida

AUBURNDALE

Maurice Hensler will build a drive-in.

BELLE GRADES

L.E. Witherspoon says that he will have the New open about Oct. 1.

CORAL GABLES

The Branscome Circuit expects to open its new drive-in about Nov. 1.



Ansley B. Padgett, MGM assistant branch manager, Atlanta, is one of the seven men scheduled to take MGM's executive training course, which will open on Sept. 14. The men will spend about six months at the home office, become thoroughly indoctrinated in the company's policy, and then take a short Dale Carnegie course which will equip them for speaking before audiences of all types and at all functions.

IMMOKALEE

K.M. Fether announced that he will open the new Kent about Oct. 1.

JACKSONVILLE

Following issuance of a capias for his arrest and an order for seizure of a "questionable" motion picture film, J.E. Hendryx, manager, Lake Shore, appeared voluntarily at the sheriff's office, and posted \$500 bond for his release. The film, "Curvacious Cuties", had been exhibited several days at the theatre, and could not be found by deputies. Complaints were made by residents who claimed that juveniles were being admitted to see the film, although it had been advertised for adults only.

LEESBURG

Major Hugh Martin, Jr., manager, M and M Theatres, Florida, left for army duty. Bill P. Cumbaa will be city manager.

MIAMI

Wometco Theatres recently has renewed a service and repair-replacement agreement with Altec Service for its entire circuit.

Wometco Circuit hopes to have their new theatre in Hialeah open about the first of the year. It will seat 1,027....Off on his vacation was manager Jim Barrett, Paramount's newest house, the Florida. Also off on vacation to Detroit, was Bill Deck, manager, Paramount.

The Alfred I. DuPont estate has included a 1,700 seat theatre in its plans for the development of DuPont Plaza, downtown Miami....Plans for a \$3,000,000 hotel at Miami International Airport were announced by Skyway Hotel Corporation, and include a theatre. Major Warren C. Freeman is president,

Getting there 'fustest with the latest' is the policy of Wometco Theatres, which replaced, at the Miami, the less than a year old push-back seats installed at the time of opening with the very latest de-luxe type Kroehler push-backs....Sonny Shepherd, manager, Miami, has a stack of pleasant memories from his vacation. He logged over 100 hours flying time and nearly 20,000 miles crossing and criss-crossing the continent....Hal Kopplin, Wometco advertising director, and Harvey Fleischman, district manager, Wometco, have gotten together as pioneers in a television advertising enterprise called Television Film Art Service, Inc. They are specialists in the field of photographic display ads, and their metier is theatrical blow-ups and murals. All fields and various branches of photography and 'stills' keep them busy, while they are marking time for the debut of 16mm. film in the television advertising and commercials.

Saluting "Youth Month", Cloughton Theatres proceeded the formal opening of its new Trail with a matinee especially for children. "Rebecca of Sunnybrook Farm" was scheduled with candy and gifts for all guests. The

event was "on the house" for the kids. Accompanying adults paid 40 cents. The formal opening was later.

The Variety is now sailing under a new skipper with Jim Hahn the new manager.....The gay, appreciative Saturday night crowds at the Variety Club's Alcazar roof clubrooms were treated to an impromptu show by Guy Kibbee and the entire stage show from the Olympia. Tent 33, on Saturday nights, is getting to be a "must" on the list of places to go.

Colonel Mitchell Wolfson, coowner, Wometco Theatres, is back at the old stand, refreshed after a stimulating trip through South America with his family. The group was wined and dined throughout the trip, and must certainly be gourmets after sampling the specialties of each of the Latin countries. In Lima, they enjoyed food in the company of U-I's Peruvian chief booker, Pablo Diaz, Alex Undurraga, manager, and Eric Steinberg, RKO manager, but the colonel agrees with most of the other travellers that the best part of going away is coming home.

ORLANDO

Jim Bartlow, former branch manager, U-I, Atlanta, opened his drive-in near here.

ST. AUGUSTINE

The new manager of the Mantanzos and Jefferson is Phil Lentz, Hickory, N.C. Carrol Lord, Daytona Beach, Fla., has been appointed house manager, Jefferson. L. Crumley will be city manager.

TARPON SPRINGS

Charles Richelieu, owner, Tarpon, announced he would soon start extensive improvements on the theatre.

TALLAHASSEE

The County Commission refused a permit to Targar Theatres for construction of a drive-in.

TAVARES

Charles Stevens has been appointed manager, Tavares, by Hugh Martin, Jr.

Georgia

CALHOUN

The new 400-car drive-in will operate year-round. The spot is being run by W.W. Fincher, Jr., and Dr. R.H. Bradley, Chatsworth, Ga.

CLARKSTON

Fred Bailey, Thompson, retired circus tub-thumper, reports that he has sold the rights of his book, "Under The Big Top", to a film company.

CORDELE

Duncan and Richards, with headquarters in Carrollton, Ga., announced that their new theatre would open on Sept. 15.

DOHLONEGA

R.H. Brannon opened his new 600-seat Holly.

EASTMAN

Pat McGriff, formerly with Martin



Speaking from personal experience, Hank Hearn, veteran North Carolina exhibitor, recently addressed the luncheon in New York City which launched the area drive for funds for the Will Rogers Memorial Home. Hearn was at one time a patient at the home where he was completely cured.

and Thompson, Hawkinsville, Ga., was transferred here as manager, Dodge, replacing Bill Kinney, who goes over to the Peach, Ft. Valley, Ga.

NORCROSS

Ray Ziebell has taken over the Swan from Bill Aiken.

SAVANNAH

Fred Weis revealed plans for the rebuilding of the Savannah, said to be the oldest theatre in the U.S. Weis has run the theatre since 1920, but it has been in the family since 1880.

VIDALIA

The pal was being refitted with new seats.

WAYCROSS

A Sunday evening movie program at the Lyric and Ritz was inaugurated, with a percentage of the proceeds going to the Waycross Booster Club for the promotion of youth activities. John Harrison is manager.

North Carolina

ASHEVILLE

U-I's "Tap Roots" received an editorial recently in The Asheville Times titled, "Our Mountain Top Roots Blossom In The Movies", and claiming that what "Gone With The Wind" was to Atlanta, "Tap Roots" is to Asheville. The editorial concludes: "Seriously though, "Tap Roots" conclusively demonstrates what the colorful settings and glorious scenery of Western North Carolina can do for the movie producers. The tap roots of our mountains have now reached out to blossom in Hollywood, and entertain the whole nation. They can, and will, do more-much, much more!

Tennessee

CHATTANOOGA

Emmett R. Rogers, resident manager for Eastern Theatres, Inc., Tivoli, State, and Rialto, and Mrs. Rogers returned from a vacation trip to Daytona Beach, Fla.

More than 3,500 persons inspected "Mr. Blandings' Dream House" during

the first two days it was open. By the end of the first week approximately 8,000 Chattanoogaans paid admission to see the house and boost the University of Chattanooga Scholarship Fund. It was constructed by Creed Maynard, realtor-builder. In Chattanooga, the public showing was sponsored by the Quarterback Club to aid the UC Scholarship fund.

Milton Newsome, house manager, Tivoli, was spending his vacation in Birmingham, Ala. The Tivoli is one of three theatres operated here by Eastern Theatres, Inc.

The Tivoli was evacuated promptly and in good order early last fortnight when a small fire broke out in a basement storage room, filling the lobby with smoke. Only 30 minutes elapsed from the time Wallace Tillery, an artist at the theatre, went on the stage to ask the patrons to file out quietly through the side exits until the showing of "Key Largo" was resumed. The smoke was discovered at 2:05 p.m., and Miss Marion T. Shepard, acting assistant manager, sent Tillery to the stage while notifying the fire department. Emmett Rogers, resident manager, Eastenn Theatres, Inc., operators of the Tivoli, State and Rialto, was out of the city, as was Milton Newsome, house manager, on vacation. Aides at the exits handled the crowd, and kept down any tendency to panic. The theatre was cleared without incident. State Fire Marshal Max Kimbrough said the theatre was emptied in an orderly manner through the fire exits, and praised the theatre management.

HUNTSVILLE

Younger Ellis, who recently opened his first rural house at Hazel Green, Tenn., announced that he is going to build a 200-seat rural theatre to be located at intersecting rural roads. He is holding up start of construction pending the results of his first theatre, which is currently running on a schedule of two or three shows weekly with no matinees. If this first venture works out, Younger said, he will construct and operate other rural houses in the same manner. Each theatre will have a small stage that can be used for variety programs, and will afford auditorium space to the community when the theatre is not in use.

KNOXVILLE

The Joy will close on Sept. 28, the operators having lost their lease.

NASHVILLE

Crescent Amusement Company opened Davidson County's first drive-in, with room for 750 cars. Chester Morris has been named manager, with Louis Rubenstein in charge of concessions.

R.E. Baulch, president, Crescent Amusement Company, had a new experience as a theatre owner recently when two women patrons of his new drive-in, Murfreesboro, Tenn., asked him to change a flat tire for them. As there were no other theatre employees around, it was up to him to do the job, and he did it with a smile, like he does everything else.

NEWS OF THE

Territory

Chicago

Jerry Cohen, Palace assistant manager, sojourned in the Wisconsin northlands.

Louis Freeman, Chicago, was in Illinois Masonic Hospital for treatment... "Ma" Freeman, United Artists, was injured in an auto accident while on vacation in California.... Gloria Siegel, Will Rogers, is the daughter of Arsine Siegel, Chicago organist during its early days.... Ross Tilt, Crystal; Stanley Lindgren, Terminal, and Paul Garret, United Artists, are trainees.

John Howlett, Whiteway Sign Service, married Ann Flaherty, Garrick, and they honeymooned at Lake Geneva, Ill.... Harry Feinberg, B and K purchasing agent, was mourning the death of his brother, Ansell.... Razia Niewarowski, Riviera, a former high school teacher in Poland, has a lovely daughter, Dana, who presides at the Granada candy counter.

Burglars entered the Elmo and took the 400-pound safe which Robert Tempelar, manager, reported contained \$833.... A lone bandit held up executives of the Griffith Out-door, on route 6, near Hammond, Ind., and took about \$5,000 shortly before midnight, while 1,000 persons were watching the screen show. When the robber entered the office under the screen, Arnold Berger, manager, told him the money was not in the room. The fellow then marched him and his associates, Edward Burkhardt and William Sobel, into an adjoining room, where the safe was located, and forced them to open it.

After 36 years of reviewing countless movies, Roy G. Harris, 67, retired as clerk, police censorship board.

Jimmy Savage, Chicago publicist, played deckhand on a South American steamer trip for his vacation.... Woodruff, Wis., will have a new 500-seat theatre according to present plans.... Manley, Inc., is supplying theatres with trailers to boost popcorn sales.... Charley Cottle's B and K west side district contest for neatness of candy girls, candy counters and storerooms was won by the the Paradise, with the Manor runner-up, and the Central Park and State tied for third. The winning managers and assistants were given the day at a Variety Club outing.

Dallas

Harold Schwartz, head, Tower, closed a deal with Bob Savini, Astor pictures, for the reissue distribution rights and 16mm. rights to eight "Wild Bill" Elliott westerns for the

states of Texas, Oklahoma, and New Mexico. Schwartz flew to Hollywood to close the deal with Savini personally.

The Melba, Majestic, and Palace will have the word "new" prefixed to their names following extensive remodeling, it was announced by James Owen Cherry, Interstate city manager.

John Rosenfield, The Dallas News, awarded his Starlight Opera "Oscars"... Hiram Parks purchased the Victory, Amarillo, Tex., from Underwood and Ezell.... Clara Sawyer is now head booker for RKO.... David Ship, booker Metro, joined Republic as salesman.... The Variety Club, Tent 17, completed its annual "Carnival Week".

Robert Frost, producer, Frost Films, Inc., was in visiting his parents upon completion of his new picture, "Shed No Tears"... Conrad Brady, formerly with Interstate's Dallas office, has been transferred to the Houston, Tex., office as head publicity and advertising.... The local Lagow formerly belonged to M.S. White rather than Forrest White, as previously announced here. -Ed.

Denver

Film row visitors included Ross Bluck, Cheyenne Wells, Colo.; Kenneth Powell, Wray, Colo.; Sam Rosenthal, Buffalo, Wyo.; Fred Anderson, Eaton, Colo.; George Nescher, Springfield, Colo.; Neal Beezley, Burlington, Colo.; Clarence Chidley, Casper, Wyo.; Dave Warnock, Johnstown, Colo.; John Cabot, Frederick, Colo., and Mrs. Leon Coulter, Loveland, Colo.

After a lady had bought a ticket to the Bluebird, she thought of the bottle of cream she was carrying. Afraid it would sour, she appealed to Ralph Lee, manager, who put it in the ice cream cooler.

Hugh Rennie, Monogram salesman, underwent an operation for ulcers at Presbyterian Hospital.... Clarence Brase sold his Peerless, Holyoke, Colo., to Bert J. and Mearle Lewis. Brase went to California to make his home.



Beautiful Gale Storm, who stars with Eddie Albert in King Brothers' "The Dude Goes West" was present at the west coast premiere at the California, San Diego, Cal. Shown here, left to right, are Hyman King, Ray Lindsey, J.L. L'Esperance, manager, California, and AA's Miss Storm.

The service department of Fox Inter-mountain Theatres enjoyed a picnic at Genessee Park.... The RKO exchange finished in third spot in the Ned Depinet Drive; first in the shorts division, and in the money in all classifications. Two salesmen, Merle Gwinn and Marvin Goldfarb, received checks for selling all their prospects and Sam Appelman was rewarded for selling 75 per cent of his customers in the same category.

Charline Davis, daughter of Dave Davis, Atlas Theatres general manager, and Clark Wingate were married in Los Angeles.

J.H. Roberts, who owns the two theatres in Ft. Morgan, Colo., is building a 300-car drive-in there... Mr. and Mrs. Charles Klein, Black Hills Amusement Company, Deadwood, S.D., returned from a vacation trip by auto that took them to Chicago, to the west coast, and into Canada.

C.E. Johnson is opening a 600-car drive-in at Scottsbluff, Neb.... The Resort, Reserve, N.M., was burned to the ground. Glen McCarty, owner, is using the high school auditorium temporarily.

Des Moines

The Orpheum and the Mississippi Hotel, Davenport, Ia., were purchased by the Singer-Davenport Corporation, operator of the house and a subsidiary of RKO Theatres. The \$1,232,000 bid of the corporation was the highest offered at a public sale. Two Chicago investors were the principal competitors, and A.H. Blank, Des Moines, president, Tri-States Theatre Corporation, was the other bidder. The 10-story building was completed in 1931 at a reported cost of \$1,625,000.... The Iowa State Fair, which has been made into several feature pictures and numerous shorts, will be filmed again this year in a three-reel show, "Iowa On Parade". R.B. Eaton, president, United Artists Bureau, and Clyde E. Herring, an assistant Polk County attorney are president and secretary of the sponsoring company. William F. Crouch, producing and directing for Universal-International release, will produce and direct.

"The Babe Ruth Story" received a tie in with the Western League when Tri-States Theatre Corporation theatres at Des Moines, Omaha, and Sioux City, Ia., invited the teams of the league playing in those cities to attend a showing.... A new outdoor house will be built at Riverview Park, Sioux City, Ia., by Roy M. Warfield at an estimated cost of \$250,000.... H.A. Parrot, who operates the Strand, Milford, Ia., plans to build a drive-in, a mile north of Milford.

Kansas City

The newest theatre in Wichita, Kans., the Tower, R.H. Photenhauer, manager, had a successful opening. "Our idea is to make the Tower a family theatre, and to manage the house so that

our pictures will be enjoyable to all", Photenhauer said. House seats 886, and has a mechanical refrigeration system and a parking lot for 400 cars.

Mrs. E.C. Walton, city censor since 1939, will retire in February, she announced recently.

Gladysce Penrod, office secretary, Kansas-Missouri Theatre Owners Association, left for a vacation at International Falls, Minn....The Kansas-Missouri Theatre Owners Association is making preparations for its annual convention at the Hotel Muehlebach on Sept. 28-29.

Wanda Brown, bookers' stenographer, 20th Century-Fox, left for a vacation in California... "The Babe Ruth Story" opened up in three theatres here for a first-run showing. The picture also opened up in Wichita, Kans., in two first-run theatres on the same date, Orpheum and Boulevard.

Visitors on Film Row included: J.T. Ghosen, Sedalia, Mo., Ray Miner, Moran, Kans.; C.A. Jones, Breckinridge, Mo., and Mr. and Mrs. Bill Flynn, Drive-In, Great Bend, Kans.

Bernadine Kaminski, cashier, Monogram, returned to work on Aug. 26 after a short illness due to an eye infection.

Los Angeles

The Fox Belmont celebrated its 22nd anniversary with cake-cutting ceremonies on the stage presided over by actress Carol Forman between showings of Allied Artists' "The Dude Goes West" and Monogram's "Jinx Money". Jack Case is house manager.

William Vaselopoulos, associated with the Rex Theatre Company, Chicago, was here with his family for a vacation.

The Gilmore Drive-In is having difficulties when there is night baseball at adjoining Hollywood Park. Lights from the Gilmore Stadium and baseball field brighten up the theatre screen to make it difficult for patrons to see the picture.

Tom Gilliam, manager, Chicago branch, 20th Century-Fox was here vacationing....Gus Metzger completed a deal for Metzger and Srere to take over the operation of three houses in Coronado Beach, Cal. from Hyde and Millen. The theatres are the Coronado, Village, and Palms, with combined seating capacity of more than 2,000. Metzger and Srere also operate several local theatres here and in San Diego, Cal.

There's a definite easing of the shortage of billboard space here.... Henry Herbel, western district manager, Warners, arrived from San Francisco.

The UA stunt to have Everett Brown, actor, walk the streets as ballyhoo for "Urubu" Four Music Hall Theatres, almost boomeranged until police saw to it that more animal skins were a part of the wardrobe.

Republic held its 12th annual picnic at Pop's Willow Lake....A U-I troupe of actors were making west coast personals for "Feudin', Fussin', and a Fightin'".

Warners' Downtown closed for a 'face-lifting'. The house reopened with "Two Guys from Texas".

Six local theatres signed a contract for an audience participation radio show with Bill Leyden. Programs will be transcribed from the Franklin, Campus, Garfield, Crown, and Calvey, with the last two alternating every other week.

Sherrill Corwin lined up top vaudeville acts for the Million Dollar.... The Variety Club, Tent 25, is still talking of the testimonial banquet honoring Charles P. Skouras, which drew over 900 men in attendance at the Ambassador Coconut Grove.

The polio epidemic cut a chunk in business except at the drive-in theatres, where both the ticket sale and concession profits have been boosted....In San Diego, Cal., medicos forbade all children of 12 or under to go to theatres but gave their okay for drive-ins.

Beverly Hills turned thumbs down on any change in the Music Hall front, which was intended as a ballyhoo for "Urubu."

Joe Rosenthal, photographer, who shot the picture of the Marines raising the flag on Mt. Suribachi in Iwo Jima, was visiting Film Row.

Milwaukee

The annual convention of the Independent Theatre Owners Of Wisconsin And Upper Michigan will be held on Oct. 14 and 15, at the Hotel Schroeder. All of the top drawer subjects slanted to current exhibitor problems will be covered in these meetings. William Ainsworth, Fond Du Lac, Wis., National Allied president, is also president, Independent Theatre Owners Of Wisconsin And Upper Michigan. Arnold Brumm was named convention chairman, assisted by co-chairmen Harry Perlewitz and Harold Pearson, both officials of the ITO of Wisconsin and Upper Michigan. A program of events exclusively for the ladies is under way. Two cocktail parties have been arranged, with one set up for Oct. 13. The second such social affair is slated for Oct. 14, just before the annual convention banquet. Ervin Clumb, advertising director and supervisor, Towne, was appointed publicity committee chairman.

Roland Koutnik, Palace manager, made a tieup with the Warner-Medlin photographic studios in which an aide distributed certificates giving Palace patrons reduced rates....The Strand, Manitowoc, Wis., operated by N. Johnson, was remodeled....Offices of the Independent Theatres Of Wisconsin And Upper Michigan, moved to 1027 West Wells Street....William Ainsworth, Fond Du Lac, Wis., Na-

tional Allied president, has been attending Allied meetings in the nation....Jerry McMillan was appointed manager, Times and Grand, Clintonville, Wis. Both situations are owned by the Marcus Theatres Circuit, Ben Marcus, Oshkosh, Wis., president.... Albert Behm, new owner, State, Waupaca, Wis., installed new sound and projection....Ray Smith, Ray Smith Company, spent his vacation at Antigo, Wis....Arthur Stanisch, onetime Fox Wisconsin theatre manager, is back from the west coast.

Paramount held its annual picnic at a near Milwaukee park....Hildegard Albrecht, MGM first booker, spent her vacation touring the country....Leo Terzes, Towne assistant manager, was on a vacation at beaches....Max Mazur, Film Classics manager, is no longer with the firm.

The Centennial observance that closed a months' observance at State Fair Park, West Allis, Wis., made marked inroads into regular theatre attendance.

Minneapolis

Miner Amusement Company will build a 650-car drive-in four miles south of Chippewa Falls, Wis. The circuit operates theatres in Chippewa Falls, Rice Lake, Ladysmith, and other Wisconsin cities. The drive-in is expected to be completed by April 1, and will cost an estimated \$100,000....Sheldon Grengs, Eau Claire, Wis., exhibitor, also will build a drive-in on the Eau Claire-Chippewa Falls highway, about half way between the two cities. It will be in the same general area as the Miner drive-in.

Frank Fowler, owner, Forest, Forest Lake, Minn., for the past 12 years, sold his house to William Kraskin and R.E. Drummond....O.A. Freck purchased the Spring Green, Spring Green, Wis., from Frank Murphy. The house, which has been closed since last March, will be remodeled, and opened under the management of Freck's son, Bruce.... Sara E. Miller is the new owner, Strand, Cedar Rapids, Iowa....Joseph Murray purchased the Grand, Grantsburg, Wis., from Arthur Luscombe.... William Holec purchased the Home, Tripp, S.D., built a year ago by Chris Schmidt....Edgar Ivers purchased the Fox, Osseo, Wis., and the Fairchild, Wis., from Edward Gleason. The towns are 14 miles apart....Ralph Johnson opened the new Norway, DeForest, Wis....G.A. Abbott opened the new Norden, Lake Norden, S.D....Vincent VanErem is the new owner, State, Hurley, S.D....Ted Hamre and Mel Hamre opened the new Willow Willow Lake, S.D.

Three more regional meetings of North Central Allied will be held in the next month, Stanley Kane, executive director, announced at Bismarck, N.D., Duluth, Minn., and Sioux Falls, S.D. On the agenda will be ASCAP, municipal and state taxation, organization, legislation, and the consent decree. Kane pointed to the recent program adopted by the League of Minnesota Municipalities at its

convention which approves legislation to give municipalities the right to impose the federal admissions tax if Congress should cancel that measure, and to permit the increased admission taxes in larger cities without a referendum.

Minnesota Amusement Company has not taken any definite position against payment of the ASCAP music license fee, according to Harry B. French, president. French said that the circuit is setting aside the payments pending further consideration of the ruling against ASCAP.

Abbott Swartz, Eagle Lion branch manager, has been named a deputy drive captain of the company's Bill Heineman sales drive by Max E. Youngstein, captain....Harold Mirisch, Allied Artists sales executive, was in discussing "The Babe Ruth Story"....Arthur Abelson resumed amateur shows on Wednesday nights at the Lake, Devils Lake, N.D. Cash prizes are awarded to the winners...Volk Bros.' 799-seat New Falls, being constructed at a cost of approximately \$175,000, is slated to open on Sept. 25. The house will replace the old Falls, a mile away.

Oklahoma City

Seventh-Day Adventists are now in the motion picture business. E.T. Seat, producer of pictures for the pictures for the church, told the Adventists assembled here at their annual meeting at Bierig Park that their visual education bureau, which he heads, has slated 20 motion pictures for production in the near future.

The Pony Express, symbol of ever-expanding American frontiers in the old west, was a feature of the premiere ceremonies of UA's "Red River" in Tulsa, Okla. In a race, two pony express riders using a team of five horses charged through many Oklahoma towns to the finish line on Tulsa's Main Street. Oklahoma Governor Turner received the winning rider, and awarded him a prize of \$500.

Two phony palm trees were placed in the lobby of the Center that looked so natural that one of the aides walked up in disgust and said: "Look at those trees. Guess I'll be told to water them daily."

Bill Wright, manager, Joy, Dardanelle, Ark., resigned to become manager of a theatre at Galveston, Tex., and Eldon Coffman, Russellville, Ark., who has been employed by Malco Theatres, succeeds.

Omaha

R.M. Warfield, Riverview Park, Sioux City, Ia., plans a 1,000-car drive-in to cost \$225,000....Cecil Crouse, Carroll, Ia., cement dealer, is to open his 300-car outdoor house soon.

Mrs. Marilyn Fritz joined Paramount....Vern Lindholm, Ainsworth, Neb., exhibitor, vacationed in Chicago,...Ralph Blank, owner, Chief and Admir-

al, went to Iowa's Lake Okoboji....Nate Galbreath, U-I salesman, resigned because of ill health. He recently underwent an operation....Jim Burrus was to reopen his remodeled Isis, Crete, Neb. He also installed new seats.

Hospital days are behind Walter Yancke, Dent Theatres city manager, Lincoln, Neb., stricken with polio. He is conducting business from his home....Film Row vacationers include Regina Healy, Marie Hassett and Kay Theiber, Paramount; Charles Lorenz, MGM; Caroline Joyce, Universal-International, and Mae Withauer, 20th Century-Fox....Ray Nolan, RKO district manager, visited the exchange.

"The Babe Ruth Story" was screened especially for City Commissioner John Rosenblatt and members of the City Stadium Committee. Sports writers attended. Members of the Omaha Cardinals, Western League team, were guests on opening day at the Orpheum...The Ballantyne Company won a contract to install complete equipment, down to a film splicer, in the new Boys Town auditorium.

The Bluffs and Oto in Scottsbluff, Neb., held free shows for kids as part of the Chamber of Commerce retail division's back to school day promotion....Frank Simek was finishing his new house at Ashland, Neb....Ed Larson opened the Majestic in Oakland, Neb....The State Investment Company asked the Douglas County Equalization Board to cut the assessed valuation of the building housing the State. The whack asked was from the pegged \$51,000 to \$21,000.

The Variety Club has almost brought Jeannette Mary MacDonald, Sidney, Neb., three-year-old, around to the mend.

Phoenix

The Rialto, Tucson, Ariz., has a new name, the Paramount, and is furthering plans to take on a new look. The adjoining property to the theatre has been purchased, and will permit sufficient expansion for an enlarged and remodeled lobby and lounge. Manager Dana Roehrig estimated that the expansion program will take about two months.

The Arizona Motion Picture Corporation has forfeited its lease on the building and 155 acres of land that comprise the old Palo Verde Boys Ranch School.

Clarence Shartzter, since 1939 manager, Flagstaff Theatres, Inc., announced that he would resign his post.

A sudden power stoppage in the projection room of the Times, Mesa, Ariz., set off a fire that damaged 150 feet of film.

Portland

Dorothy McFadden, former secretary, Star, was in for a visit from Salt

Lake City...Lowell Puls, booker, U-I, was married to Frances Parcher, secretary, U-I...Tom Williams, shipper, Republic, moved up to booker to replace Chuck Wilkins....Howard Case, booker, Monogram, spent a weekend at Tacoma, Wash....Herb Cass, salesman, National Screen Service, and wife went to the beach for their vacation.

Seen booking were: Dick Henderson, Rialto, Albany, Ore.; Mrs. R.W. Curl, Peoples, Scio, Ore.; Bob and Bill McKeivitt, Newport, Ocean Lake, and Taft, Ore., and "Dude" Smith, Tillamook, Ore.

Melvina Mahlum, cashier, Eagle Lion, went to Los Angeles for a vacation....Mildred Bevin Haley has been added to Metro as biller-receptionist....Lou Amacher, manager, Metro, and wife returned from a vacation at Echo Lodge, Kamloops, B.C. During his absence, S.J. Gardiner, assistant west coast sales manager, San Francisco, filled in...Bill Graeper, Egyptian, Portland, and president, Oregon Independent Theatre Owners, and family were vacationing at Gearhart.

St. Louis

Two \$15,000 damage suits were filed in Circuit Court against the owners of the Senate and the building adjacent to the theatre by Lee Thompson and Cecil Duncan. Named as defendants in the suit are Julius Leventhal and Charles Goldman, listed as owners of the theatre, and Mr. and Mrs. Leo Tsutsulis, named as owners of the building.

Clair Hilgas, district manager, was visiting the Eagle Lion branch for several days....As an exploitation tie-in with the recent wave of counterfeiting, a number of exhibitors in the area have been featuring "T-Men", telling how the Treasury Department runs down this type of criminal, and, as suggested by Sanford Berns, booker, Eagle Lion, they have been using newspaper pages which have been telling about recent occurrences in connection with the theatre lobby promotions.

On Aug. 24 branch manager Mariner, United Artists, welcomed Harold Auten at the St. Louis Lambert Field Airport.

Ruth Bauchens, United Artists, while vacationing in Denver, was thrown from a horse, and the accident delayed her return to the office. The office force wishes her a speedy recovery.

Seen on Film Row were: Messrs. Bill Hoffman, Arthur, Ill.; Pedrucci, Springfield, Amusement Company, Springfield, Ill.; Charlie Weeks, Jr., Dexter, Mo.; Hoffman, Arthur, Ill.; Mr. and Mrs. Collins, DeSoto, Mo.; Buck Lewis, Rolla, Mo., and Floyd Griffith, Neeleyville, Mo.

New member of the sales staff of Midstates Theatre Supply is Ellis N. Shafton, formerly film salesman and theatre owner-manager.

Ruth Pillen, billing clerk and assistant cashier, Eagle Lion, was enjoying a vacation.

San Antonio

Manuel Osio, manager, Clasa-Mohme office, Denver, was in....Eddie Bremer, manager, Majestic, Houston, Tex., spent his vacation visiting relatives....Red River Dave, WOAI's popular western star, is making personal appearances in connection with "Echo Ranch" and "Hidden Valley Days." He was scheduled to appear at the newly-opened Leon, Pleasonton, Tex.

Richard Landsman has been appointed manager, Alamo Drive-In, succeeding Wesley Holstine. Holstine has been named manager, Mission Drive-In.

William D. Patton, casting director, arrived to select casts for three two-reel all-children comedies to be made by Melton Barker productions for the Uptown, Highland, and Harlandale....Oliver Thomas, manager, Interstate's State, announced that the house will undergo a complete remodeling program.

Some 1200 persons scurried from the Empire as a projection booth fire filled the theatre with fumes. No one was injured. According to Henry Bergman, manager, a bad print was blamed. No playing time was lost.... Although "scores of protests" were received on the showing at the Hi-Ho of "The Outlaw", no police action was taken to stop the run.

Salt Lake City

A new \$100,000 Film Center building is being constructed on Salt Lake's Film Row by Inter-Mountain Theatre Supply Company. The construction is just west of Paramount's exchange, 270 East First South Street. A two-story building, it will be of reinforced concrete and brick. Inter-Mountain will utilize the ground floor and the basement. Second-floor space will be divided into 12 offices to be leased to firms and individuals engaged in the motion picture and allied businesses. The building will house a 100-seat screening room. Phillip S. Guss is manager.

Construction on a new \$350,000 theatre at Thirty-first South and Highland Drive, southeast Salt Lake, is expected to start early next month, Joseph L. Lawrence and D.K. Edwards announced this week. The showhouse, stadium-type in design, is expected to seat 1300 persons. The house will be called the Highland.

Fox-Intermountain Theatres has purchased property in Missoula, Mont., for construction of a new theatre. Building of the 1200-seat stadium-type house is expected to begin within the next six weeks. Frank Larson is city manager. Missoula already has three theatres and a drive-in.

A 500-seat theatre will be constructed in Ashton, Idaho, by George

C. Harrigfeld and sons. They expect to open in the fall.

San Francisco

Western premiere of "Tap Roots" was held at the Orpheum under the sponsorship of The Call Bulletin, with proceeds being allocated to the San Francisco Child Welfare Fund through cooperation of Joe Blumenfeld, owner, Blumenfeld Circuit. Arrangements were made by U-I and Walter Wanger with the Orpheum. Stars, including Susan Hayward, Boris Karloff, and Richard Long, made two appearances at the Orpheum.

Personal appearances of film stars have been plentiful here with Marjorie Main appearing at the Orpheum with "Feudin', Fussin', and A-Fightin'" and Rosalind Russell making a public bow at the Golden Gate in connection with "The Velvet Touch."

Final settlement in the sale of the United Artist here and the four Music Hall houses in Los Angeles by Joe Blumenfeld and United Artists to Sherrill Corwin and Sol Lesser, theatre operators, were complete. In a multi-million dollar deal, Corwin and Lesser purchased 50 per cent of the United Artists interest in the houses and all of Blumenfeld's holdings. Last April, when the sale was first announced, negotiations were blocked by title problems arising from assignment of leases on the project. Blumenfeld still operates 52 theatres in California including five units here.

Irving M. Levin, divisional director, San Francisco Theatres, Inc., received appointment to the chairmanship of the industry's Community Chest drive. The circuit manager will direct the campaign within the industry, launching the drive on Oct. 1. An extensive fund raising program is being prepared by Levin.

Exhibitors are continuing their "Salute To Young America" during "Youth Month" with special events following up their big free show for all youngsters on Sept. 1 at 80 city houses. Boy managers and girl assistant managers have been selected for all houses where young people with show business interests are following theatre routine throughout the month. The outstanding newsboy of each of the city's four papers is being presented in personal appearance ceremonies on the stages of downtown houses. Boy and Girl Scout displays and demonstrations are being held in many of the city's houses, and special shows are presented for local orphanages. Under George Nasser, circuit owner, Nasser Brothers, the exhibitors' committee includes Irving M. Levin, divisional director, SF Theatres, Inc., city chairman; Charles E. Shutt, manager, Telenews, publicity director; Helen Wabbe, publicist, Golden Gate, radio exploitation, and Hanns Kolmar, public relations, Fox West Coast, newspaper contacts.

Danny Anderson, manager, Harding,

returned from his vacation stay in Lake County, Cal....William W. Coovert, district manager, Golden State Circuit, returned to his desk after a week's vacation at Ben Lomond, mountain resort....Worthington McGrath, veteran showman, assumed a managerial post at the Verdi, Golden State continuous house.

Seattle

Renewed impetus was given the movement of Theatre interests of Seattle and the Northwest for the establishment of a Variety Club in Seattle at a luncheon in the Olympic Hotel given by the B.F. Shearer Company. Guest of honor was William McCraw, Dallas, executive director, Variety Clubs International, who outlined the work of the clubs. The wide representation of varied branches of the industry included the following guests: Frank L. Newman, Sr., and John Hamrick, Hamrick-Evergreen Theatres; John Danz, head, Sterling Theatres; Leroy Johnson, Jensen and von Herberg; Neal Walton, Columbia; William Forman, United Theatres; Ed Lamb, RKO; Paul McElhinney, Republic; Jack Gregory, Altec; Henry Haustein, Paramount; Sam Davis, MGM; George DeWaide, Universal-International; Hugh Becket, Metropolitan; Art Slater, Northwest Film Service; Oscar Chiniquy, National Theatre Supply; Robert Clark, Saffle Theatre Service; Frank Christie and Herbert Sobottka, Evergreen Theatres; Charles Galbraith, Northwest Film Club manager; Fred Danz, Sterling Theatres; Ralph Abbett, Monogram; A.J. Sullivan and Willard Coghlan, United Artists; Selom Burns, Modern Theatre Service; Tom Shearer, B.F. Shearer, Jr., Ted Lay, L.O. Lukan, Hal Daigler, and B.F. Shearer, B.F. Shearer Company, and Richard Hays, the Times motion picture editor. The committee appointed by the Northwest Film Club last autumn to investigate the possibilities of establishing a Variety tent in Seattle held a conference after the luncheon with McCraw.

Sam Wheeler, western division sales manager, Film Classics, was here from Los Angeles for conferences with William Shartin, Northwest manager....Commander Alexander Kusebach, newly appointed recreational director for the 13th Naval District, was on The Row for a screening of "Luxury Liner"...Marianne Pantano, Paramount accounting department, left for Iowa to visit relatives...Charles Grieme, Wenatchee exhibitor, after a week's fishing trip with his son, Will Grieme, was joined by Mrs. Grieme and their daughter, Dodie White. Pat Tappan, general manager for Grieme, and Mrs. Tappan came over from Wenatchee, Wash., to join the party for the weekend.

E.H. Jentz, auditor, Film Classics and Astor, was here...Zollie Volchok, general manager, Sterling Theatres, returned from a vacation at Seaside, Ore....George and Olive Garlick, Placerville, Cal., have been here as house guests of Lionel and Corinne Brown, exhibitors at Edmonds, Wash.

NEWS OF THE

Territory

BRANCHES

Cincinnati

The RKO Albee, in conjunction with WSAI, was sponsoring a contest in connection with "Good Sam." The object was for contestants to write letters of 150 words or less, nominating some Cincinnati, who, like "Good Sam", does what he can to help needy people. Prize will be a personal gift from Gary Cooper, as well as an RCA-Victor table model radio and 17-jewel precision curvex Gruen watch.

Two firms for the operation of concessions filed application for charter, one to be in Cincinnati, the other in Dayton, O. The Cincinnati firm will be Cincinnati Sweetco, Inc., with Nicholas Schaefer, president; Mike Spanagel, secretary, and Maurice White, treasurer. In Dayton, it will be Dayton Popcan, Inc., with officers the same except for the vice-president, who will be William M. Skirball.

One feature of the Enquirer's theatre section on Aug. 22 was a boxed in list under the heading, "Outdoor Movies". Thumbnail resumes of seven films are included. The reader must refer to the regular movie table to learn which drive-in has the film of his choice.

The Reader's Digest reprinted the article from Cue in which a Greater Cincinnati Drive-In, Dixie Gardens, on the Dixie Highway, is an example of the varied attractions now offered at drive-ins. It mentioned free fireworks displays, free pony rides, free boat rides on a lake, and a beautiful view on a lagoon.

Among exhibitors in were Al Sugarman, Columbus, O., Paul McAfee, Mt. Orab, O., and Jack Stallings, Blanchester, O.... Louise Brown, MGM booking department stenographer, was vacationing in Wisconsin.

Lee L. Goldberg, head, Indianapolis and Cincinnati branches, Realart, (known as Popular in this area), leaves on Sept. 17 to attend the convention of Realart franchise holders in the Warwick Hotel, New York.... Joseph W. Goldberg, salesman for Popular, returned from a vacation spent in Chicago and Michigan.... Donald R. Duff is the new general sales manager, Popular. Joseph W. Bohn and Helen F. Bohn, former owners of PRC, Indianapolis, are new staff members. Bohn as office manager, and Mrs. Bohn as auditor for Popular.

Maurice A. Bergman, Universal-International eastern advertising and publicity director, accompanied by Charles Simonelli, eastern exploitation manager, were in on advance promotions on "One Touch of Venus". Bergman and Simonelli screened the picture for

film critics, newspaper columnists, and radio commentators, augmented by press and radio personnel from Indianapolis and St. Louis.

Cleveland

Giveaways were the keynote of the recent engagement of Columbia's "The Black Arrow" at the local RKO home. Shirley Fishman promoted a large quantity of Nutrine products, sun pads, hand lotion, etc., for prizes to be awarded to the first persons sending in a complete list of Robert Louis Stevenson novels. An excellent lobby display of banners proved rewarding.

Lou J. Kaufman, Warner Theatres' executive, was in, and left for Pittsburgh.

The deluxe, new 1800-seat Mayland turned on the Kleig lights, and officially opened the doors to the public. Hours before the opening, the 1000-car parking lot was completely filled, and mobs stormed the boxoffice to see the first theatre to be erected in suburban Mayfield Heights. Owners P.E. Essick, J.S. Jossey, and Howard Reif were on hand to greet both the invited and paying guests, and to receive congratulations. The circular lobby, the place where the milk and sodabar will be, and in the entire foyer was masses of flowers from friends and associates. Sidney Andorn, WGAR, as master of ceremonies, introduced the speakers, who included Harry Jones, mayor, Mayfield Heights; attorney-general Earl Hoover, representing Governor Tom Herbert; architect Rudy Grosel, Matzinger and Grosel; Rex Davis, builder; John Newkirk, manager, and "Miss Ohio of 1948". Andorn read off a long list of congratulatory telegrams from the leading stars. Attraction for the opening night only was Allied Artists "Smart Woman". All receipts on the opening night totaling \$791 were donated to the Damon Runyon Cancer Fund.

Millard Ogle, Cleveland Projector Company, moved from his present East 86th Street location to the Film Building.



Louis Marks, salesman for MGM in Cleveland, is one of the seven men scheduled to take part in the company's executive training course which will open on Sept. 13. The men will spend about six months at the company home office, become thoroughly indoctrinated with the company policy, and will then take a short Dale Carnegie course which will equip them for speaking before all types of audiences.

Jim Levitt succeeded Saul Lane as U-I assistant booker... Stuart Cangney is back in town. He was general manager for the R.H. Manley Drive-Ins in London, Hamilton, and Winsor, Canada, until the recent sale to Famous Players.

Harry Weiss, 20th-Fox exploiter, was back from Monticello, in the Adirondacks, with his wife and daughter. They had been at the family summer home there since school closed in June.

The ITO was to have a large Cleveland representation at its convention in Columbus, O. Reservations have been made for Mr. and Mrs. Henry Greenberger, Mr. and Mrs. M.B. Horwitz, Mr. and Mrs. Abe Kramer, Mr. and Mrs. Ernest Schwartz, Max Lefkovich, Bert Lefkovich, Meyer Fine, Marshall Fine, Mr. and Mrs. Ted Vermes, Frank Gross, Jim Kalafat, and Perc Essick.

The Lake, downtown 714-seat house, operated by Warners for the past 18 years, has been leased by the Community Circuit, one of the largest independent circuits in this territory. House will be closed during remodeling and alterations with policy to be announced. Under the Warner banner, the Lake played some first-runs but mostly move-overs from the Hippodrome and Palace. Community Circuit, which operates mostly in the suburban areas, also has five other downtown subsequent run theatres, the Embassy, Mall, Lower Mall, Carter and Standard. The Lower Mall shows foreign pictures most of the time.

Detroit

Janet Blair's appearance in Columbia's "The Black Arrow" was recently made a major factor in the exploitation campaign staged by manager J. Rose, Palms, and publicity manager Alice Gorham. Beauty shop windows were tied up on a fetching Janet Blair hairdo, and five beauty shops took co-op. newspaper ads. Eight jewelry store windows were also promoted.

The Century entertained approximately 400 children recently to herald "Youth Month". Manager H.R. Munz donated ice cream, candy, and balloons to the youngsters.

The pro football game between the Detroit Lions and the Philadelphia Eagles, held on Sept. 2 to aid the charities fund of the Variety Club, received good publicity when area houses showed trailers, and sold tickets.

H.M. Richey, head, MGM's exhibitor relations, was in.

Indianapolis

A decline in delinquency among Hoosier juveniles was reported by Mrs. Eleanor B. Snodgrass, state probation director, at the annual conference of the Indiana State Probation Association at Indiana University. She said there had been a decrease of eight per cent in the number of boys and of 18 per

cent in the number of girls placed on probation.

Syndicate Theatres Inc., Franklin, Ind., acquired 30 acres of land just outside of Columbus, Ind., for the purpose of building a 750-car capacity drive-in, to begin immediately. Thomas Grady, Columbus, Ind., city manager, will be in charge....George Bryan, office manager, National Screen Service, was visiting relatives in Cincinnati....Carl Harthill, manager, Monogram, was spending two weeks in the Smoky Mountains of Tennessee....RKO employes on vacation were Sara Gastineau, vacationing in Cleveland; William Morgan, assistant shipper, vacationing in Cheyene, Wyo., and Helen Holtaus, visiting in Ft. Wayne, Ind.

Bruce Kixmiller, Colonial and Indiana, Bicknell, Ind., the heart of the finest peaches grown in the country, sent every exchange on Film Row a bushel basket of the cream of the crop, an annual affair and a holiday for exchange employes....Russell Bleeke and wife was spending their vacation in the mountains of Tennessee...Morris E. Lefko, district manager, RKO, spent several days at the branch.

The Lawrence, Ind., Out-Door, on the Pendleton Pike, installed Brenkert projectors, purchased at Mid-East Theatre Supply Company, and Brenkert reflectors of a special type....The Maywood Out-Door installed a drink-bar, according to Melvin Cox, manager....Ger-Bar Supply Company was in the midst of renovating and house cleaning....Hollis Bass, Ritz, Owensville, Ind., has been named manager of the recreation center of the town....Oscar Fine and wife, Fine Circuit, Evansville, Ind., attended the last open-air concert at St. Louis....Jesse and Joe Fine, while in Chicago on business, attended the All-Star football game, killing two birds with one stone...Mr. and Mrs. James Bailly, Star, Winslow, Ind., were business visitors in Evansville, Ind.

John Schwin, Wigton, Wigton, Ind., attended the American Legion convention in Indianapolis....Bruce Kixmiller, Indiana, Bicknell, Ind., was visiting in Culver, Ind....Rudy Steiler, Royal, Evansville, Ind., was taking a vacation....Verne Jenkins, Monroe, Monroe, Ind., completed his 300-acre peach harvest which he reported exceptionally fine, and of good quality....Sam Goodwin, Marion, Poseyville, Ind., and his grandson spent several days in Mt. Carmel, Ill.

Peter Mallers, Mallers Circuit, with headquarters in Fort Wayne, Ind., reports his 1100-seat Lake nearing completion. The formal opening of the house is scheduled soon...Harry Hays, salesman, United Artists, who has been ailing with a heart disease, returned from Kansas City, Kan., where he was recuperating...James Ehringer, Albion, Albion, Ind., is remodeling his projection booth in compliance with state fire laws....Peter Mallers, and Alex Kalafat, Indiana exhibitors, attended

the Ahepa convention held in Detroit. Both are active members of the Greek organization.

Visiting exhibitors included: Harry Van Noy, Van Noy, Middletown, Ind.; Issac T. Sollers, Lyric, Covington, Ind.; William T. Studebaker, Logan, Longansport, Ind.; Kenneth Law, Cozy, Argos, Ind.; Harry Douglas, Dana, Dana, Ind.; Pete Panagos and Herbert Sullivan, Gregory Circuit, Chicago; Walter Weil, Weil, Greenfield, Ind.; Fletcher Brewer, State, Windfall, Ind.; Robert Hudson, Sr. and Jr., Hudson Circuit, Richmond, Ind., and Joe Schilling, Auditorium, Connersville, Ind.

Pittsburgh

William B. Zoellner, head, MGM short subject sales and reprints and importations, arrived recently from Los Angeles to confer with John J. Maloney, central sales manager.

The Morris E. Lefko testimonial dinner, held in the Urban Room of the William Penn Hotel on Aug. 30 was well attended by many Western Pennsylvania and West Virginia exhibitors, as well as a large group of visitors from Cleveland, and got off to a fine start when Sam Fineberg, Chief Barker, Variety Club, Tent 1, introduced M.A. "Moe" Silver, Warner Theatres zone manager, as master of ceremonies for the evening's festivities. Silver began on a humorous note when he explained that he was the master of ceremonies only because "Rosie" Rowsell and Bob Prince were very busily engaged that evening broadcasting the night ball game between the Pittsburgh Pirates and the Boston Braves, and, in addition, former Governor Hoffman of New Jersey and Bill McGraw, Variety-International, were also unobtainable so he, therefore, was the m.c. The affair, in honor of "a guy named 'Moe'", got under way with the introduction of William J. "Bill" Blatt, managing head, Blatt Brothers Theatres, who had returned from his annual vacation at Lake Chautauqua to do honor to the guest of the evening. Blatt made some very fine remarks as to the cooperation and good fellowship he had enjoyed while Lefko was Pittsburgh branch manager. The next speaker was Robert "Bob" Folliard, eastern district sales manager, RKO, who, in his position of immediate superior, recognized Lefko's ability. The next speaker of the evening was Fred J. Herrington, executive secretary, Allied Motion Picture Theatre Owners of Western Pennsylvania, who made appropriate remarks for his organization, and told several anecdotes from his past 43 years' association in the business, in addition to which he expressed the regrets of Morris M. Finkel, president of this organization, who was unable to attend.

Silver and the rest of the audience then gave a standing tribute to James B. Clark, pioneer Pittsburgh exhibitor, who attended. Next he introduced Johnny Mack Brown, Monogram western star, who has been making personal appearances throughout the Western Pennsylvania and West Virginia ter-

ritories. Brown made a very favorable impression on all who were present, and, was later on, at the conclusion of the dinner, beseeched by autograph collectors, all of whom no doubt had small sons and daughters at home. Silver then introduced A.P. Way, DuBois, Pa., a veteran of more than 50 years in show business. Next person who took a bow, and was introduced to the audience, was Jim Sharkey, Co-Operative Theatres, Detroit. Silver then called upon Nat Levy, eastern division sales manager, RKO, who, before he spoke, introduced George Notopoulos, district exhibitor. Then Levy, during the course of his remarks, extolled the Pittsburgh district as the birthplace of top industry promotion material, citing such examples as Harry E. Kalmine, president, Warner Theatres; Benjamin N. Kalmenson, sales manager, Warners'; Jules Lapidus, eastern district sales manager, Warners'; Herb Greenblatt, mid-west district manager, RKO and many others from this district who have risen to prominence.

Levy then introduced David C. "Dave" Silverman, Lefko's successor as Pittsburgh branch manager, who had achieved this promotion after many years of service with this company. This concluded Levy's remarks. The master of ceremonies then introduced Father Vincent J. Brennan, Holy Angels Church, Hays, Pa., and past chaplain, Variety Club Tent 1. Father Brennan touched upon past concrete examples of Variety's many charitable acts, and then mentioned a possible future project for Variety members that may well have the possibilities of being the finest and largest humanitarian problem the club has ever tackled. The evening's speeches were then concluded when Sam Fineberg, Chief Barker, made the presentation of a beautiful gold watch mounted on a red alligator wrist band, this being the gift of all the assembled guests. Then Lefko arose to thank all his many friends who had made this promotion possible, as well as all those who attended that night. Among the large delegation of out-of-town visitors who attended were: Nate and Sam Schultz, Monogram franchise holders from Cleveland; Arthur Goldsmith, city salesman, Otto Browning, office manager, and all the sales force for RKO, Cleveland; Joe Lissauer, representing Skirball Theatres Company, Ohio; Jim Sharkey, Co-Operative Theatres, Detroit, as well as the RKO branch managers from Indianapolis, Detroit, and Cleveland.

The Nixon boxoffice won't be seeing Murray Levy, Dave Shanahan's assistant for the past three years, as he has resigned to make his future home in Miami, Florida....Irving Frankel, RKO Main Line representative, was promoted to the post of city salesman, vacated with the appointment of Dave Silverman as branch manager. Lawrence Carettie, formerly with Eagle Lion, and still earlier with RKO, rejoined the latter outfit, and will cover the Main Line territory.

Friends of Guy Peterson, Paramount salesman in the Pittsburgh territory for the past 25 years, will be interested to learn that he is now in the lead producing business in Canada.

Warners had sneak previews on "Johnny Belinda" set for Sunday midnight, Sept. 5, in 15 spots in the Pittsburgh zone.

Variety Club's Camp O'Connell, located at Warrendale, Pa., just off Route 19, gathered reams of publicity in all Pittsburgh papers along with many photographs explaining the club's activities on behalf of the less fortunate children in the Pittsburgh district, which created a lot of interest. The camp accommodates from 110 to 120 per week for a 10-week period and the boys go for the first five weeks, while the last five weeks are for the girls. Each group remains only one week. "Moe" Silver, chairman, club's, Camp O'Connell, announced in the article that plans are in the making to double present accommodations. This would make it possible to keep the same number of children for two weeks or double the number which would be treated to a summer outing for one week. Father Bassompierre, Epiphany Church, Pittsburgh, is camp director, and, in addition to the three square meals a day, sees to it that the children receive milk whenever they ask for it.

STATES

Kentucky

BROWNSVILLE

A new Altec Lansing speaker system has been added to the equipment in George Lindsay's Lindsay. The equipment was purchased through Falls City Theatre Equipment, Louisville, Ky., which also handled the installation.

HODGENVILLE

Jackie Lewis, Lincoln, resumed his duties at the theatre following an extended vacation in Colorado....J.E. Elliott, Jr., also of the Lincoln, has left on a tour through the south.

LOUISVILLE

Hugh Bernard, YI, manager, Towers, died at the Jewish Hospital. A native of Granada, Miss., he was a member of the Masons, Elks, and the Showman's Guild. Surviving are his wife and a brother of New York. The body was taken to Long Island for burial.

Malcolm Wells, brother of Charlie Wells, Falls City Theatre Equipment Company staff, is making a name for himself in both the legitimate stage and the writing field. He was a former member of the Little Theatre Company.

Out-of-town exhibitors seen on Film Row recently were: Paul Sanders, Sanders, Campbellsville, Ky.; G.M. May, Dream, Corydon, Ind.; C.K. Arnold, Arco, Bardstown, Ky.; Mr. and Mrs. E.L. Ornstein, Ornstein Theatres, Marengo, Ind.; Edwin St. Clair, St. Clair, Lebanon Junction, Ky.; A.N. Miles, Eminence, Eminence, Ky.; Clyde Marshall, Columbian, Columbia, Ky.; Homer Froman, Marengo, Ind.; Sylvester Raley, William Tell Theatre Company, Tell City, Ind.; J.E. Elliott, Jr., Lincoln, Hodgenville, Ky.; George Lindsay, Lindsay, Brownsville, Ky., and Louis Chowning, New Washington, New Washington, Ind.

W.E. Carrell, owner, Falls City Theatre Equipment Company, made reservations for attending the joint convention of the Theatre Equipment Dealers Protective Association and Theatre Equipment and Supply Manufacturers Association on Sept. 28-30 in St. Louis.

As a result of a fracas at the Orpheum, an irked patron landed in police court as the result of tangling with an ice cream vender whom he told to "shut up" so he could enjoy the picture on the screen. The vender had retaliated by landing a haymaker on the patrons' jaw, and, as a result, the vender was fined after the patron swore to an assault and battery charge against him.

OWENSBORO

Andy Anderson's new starlight has been opened. Anderson owns and operates a number of regular indoor theatres.

WALLINS CREEK

New Ideal Chief Line fully upholstered chairs have been purchased through Falls City Theatre Equipment Company, Louisville, Ky., by G.D. Sayler for his Wallins.

Ohio

BUCYRUS

Construction will begin soon on the \$150,000 drive-in of the Bucyrus Auto Theatre Corporation, with opening set for next spring. Two sites are under consideration, one east of Bucyrus on Route 30-N, and the other on Route 19. Sound and projection equipment and a concession stand have been ordered from the Theatre Equipment Company, Toledo, O.

COLUMBUS

Gayety, burlesque house, reopened for the fall season under new management. Jack Kane, Grand, Youngstown, O., has taken a five-year lease, and has discontinued the former film-and burlesque policy in favor of continuous stage shows. Jay McGee is house manager.

Frank Yassenoff and Harold Schwartz CCC Auto Theatre added blacktop drives to this new drive-in. The National

Auto Theatre was the subject of a full page layout in the magazine section of The Columbus Citizen.

Tom Paskell, formerly at Loew's Ohio, now an air force officer, was home on leave from his post in Tokyo...Frank Tibbitts, Ohio lobby artist, had a one-man showing of his paintings in the mezzanine gallery of the Southern Hotel....Neil Collins has been named sales and promotion manager, WVKO-FM....Plans are being completed for the marriage of Mary McGavran, theatre editor, The Ohio State Journal, and Harold Koebel, editorial staff member, the same paper, on Sept. 11 in Cadiz, O., the bride's home town....Children's Hospital Twig No. 54 sponsored a cartoon show for children at the Grandview....Carl Rogers staged another of his midnight cartoon shows at Loew's Broad.

Police were questioning a 64-year-old man seen leaving the home of A. Gail Dumbauld, salesman, United Film Service, at the time of the mysterious death of Mrs. Aldine Dumbauld, wife of the salesman.

Pennsylvania

CANONSBURG

It is a real pleasure to report that Fred A. Beedle, who, with his brother Ed, owns and operates the Alhambra and Continental, here, and who recently underwent a serious throat operation, has recuperated sufficiently that he is spending several hours each day at his office. He was confined to Mercy Hospital, Pittsburgh, for about five weeks, which included a two-week period previous to the operation, during which time he was visited by his host of friends from Film Row.

CARNEGIE

Charles E. Herman, Jr., son of the veteran exhibitor, Dr. C.E. Herman, who recently passed away, is continuing in the footsteps of his father in the management and operation of all four theatres in this community. At the present time, he is up to his neck in a concentrated campaign to try to prevent the passage of a 10 per cent amusement tax by the Carnegie Borough Council, and has the town liberally posted with one-sheets urging the natives to register their protests against this tax, which will affect

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theatres, bowling, dances, and all other amusements. Everyone wishes him luck in his battle to stave off this added tax.

CONNELLSVILLE

A tax of 10 cents on all coal mined in Bullskin Township, located on the outskirts of this community, was proposed by the Township School Board. The levy would cover all coal handled in the township except that used in homes. Earlier, the board had passed a \$50 tax on all juke boxes and pin-ball machines, and levied a 10 cent amusement tax. It is hoped that the city fathers who formulate the laws for Conneltsville will not seek to imitate Bullskin Township, and thereby penalize the already taxed theatres.

HOLLSOPPLE

Miss Catherine Knapp relinquished the ownership of the Knapp, and the new owner is Joseph Yantus, who also owns and operates the Co-Op, Schellburg, Pa.

IRWIN

The Super-30 Drive-In Theatre, owned and operated by Outdoor Theatres, Inc., recently ended an engagement of "The Outlaw." The picture played a total of 14 days, but did not play on Saturday and Sunday, due to the request of the Pennsylvania State Highway Patrol, as it was afraid of serious and fatal accidents caused by the lineup of cars trying to cross the turnpike to get into the drive-in. The Saturday before the picture opened, there was a fatal smash-up near the entrance of this drive-in, and the police were taking no chances.

KANE

C.S. "Cliff" Brown, who operates the Temple and Kane, was one exhibitor who departed from the usual manner of advertising a forthcoming and current attraction with his large ads in the Swedish language, plugging "I Remember Mama." The ads even went so far as to give the starting time and matinees in Swedish. His bit of foresight proved to be smart showmanship, by the way he brought them in from the surrounding countryside in droves, due to the large population of Swedish descent.

LATROBE

The Highway, an open-air, opened in a very successful manner. Owner-operator is John M. Ridilla, in the construction business. This theatre has brought forth a lot of very favorable comment because of its natural setting and intelligent construction. It is understood that Ridilla and his co-workers got the theatre open 18 days after construction work was started, certainly some sort of record for this part of the country. Ridilla is the contractor who built the Super-30 Drive-In, Irwin, Pa., for Outdoor Theatres, and also the Super-71 Drive-In, near Monessen Pa.,

MONESSEN

The Monessen Amusement Company theatre, which has been under construction for the past several months, is expected to open in October.

MOUNT JEWETT

All roads approaching and passing through this town were under construction, causing long traffic delays and quite a large drop in grosses at the Palace, W.E. Anderson house.

NEW CASTLE

J. Glenn Bell, city manager, Penn and Victor, played to turnaway business with the fifth return showing of "Gone with the Wind." Bell, with his wife and children, had a vacation at his summer cottage on Lake Erie.

Speer Marousis, owner-operator, Regent, in addition to the Fountain Inn Hotel, was the proudest man in Lawrence County recently when his daughter, Katherine, who is married to Peter G. Petrives, made Speer a grandfather for the first time when she gave birth to a seven-and-a-half-pound baby boy, named Gus Peter Petrives. Speer is rebuilding the entire front of the Fountain Inn Hotel, in addition to the modernization of the interior.

Tony LaScalza, manager, A.J. Masters' Paramount, was on a motor trip with a pal for a tour of Canada and Massachusetts, Cape Cod resort towns. He is a batch, natch.

REYNOLDSVILLE

Big news was the departure of the Harris interests in the management of the former Harris-Adelphia, when the company was unable to negotiate for an extension of its lease, which it enjoyed for the past half dozen years or so. Howard J. Thompson, who owns the Mid-State Theatre Circuit, began operating this theatre as of Aug. 15. The theatre is now named merely the Adelphia. Thompson operates theatres in Bellefonte, Clearfield, Curwensville, Coalport, Stoneboro, and other localities throughout Western Pennsylvania.

Jimmy Kalos, Harris manager, was given another spot in his organization following his vacation which occurred immediately after the Harris interests relinquished operation of the Adelphia. The new manager for the Mid-State Theatre Circuit has been acting as assistant manager, Rex, Curwensville, Pa.

RIDGWAY

The road between here and St. Marys, Pa., was still closed to traffic, necessitating detours by way of Johnsonburg from Ridgway. Another highway notice was the fact that construction work, which has been going on all summer on the road between Sharon and Mercer, Pa., was practically completed.

SHILOH

This small community, located 12 miles east of Clearfield, Pa., was introduced to outdoor movies this summer when the owner of a gas station set up a 16mm. theatre operation. The theatre, if such it may be called, in this small coal settlement, is not a drive-in, but uses old-fashioned benches for the customers. This perhaps newest exhibitor in the Western

Pennsylvania territory is already learning the trials and tribulations of a showman. He found it necessary to order a tent large enough for an overall covering as his patrons began complaining of the heavy dew and chill of the late evening.

SPRINGDALE

Elmer Dattola, who operated the Miami for many years, recently sold this theatre to the McCauley family interests. Dattola will continue to operate the big Ches-A-Rena, Cheswick, Pa., the Ches being a combination dance hall and roller rink.

UNIONTOWN

The musicians' union, in cooperation with the Penstate Amusement Company, and Monessen Amusement Company, and various local civic leaders, held a successful midnight show benefit for the family of the late George Silver, who had been president of the musicians' Union for the past 10 years. The State and Manos had a combined stage and screen show, which lasted in excess of two and one-half hours, and which consisted of a feature picture, a Columbia release donated by Arthur Levy, Pittsburgh branch manager, "A Daring Young Man", in addition to hotel, roadhouse, and night club acts from surrounding towns. The music was furnished by two combined orchestras, supplied by the union. All stage hands, projectionists, aides, cashiers, etc., donated their services to make this an outstanding tribute to a man who, in the past 11 years, devoted so much time and money to the welfare of his union, the community, the veterans, and all persons who needed help. The committee responsible for all the arrangements, was as follows: chairman, Dr. Ed Kaplan; Joe Bugala, manager, Manos; Joe Murdock, manager, Penstate Amusement Company; Allen "Duke" McClay, business agent, IATSE; Lester Cohen, vice-president, "Dandy Dudes", Philip Connelly, city editor, The Morning Herald, and other civic leaders. Part of the proceeds were put aside for the purpose of establishing a musical scholarship fund to encourage young music students in Fayette County. Because of this, it was determined that the benefit would be an annual affair, and the committee, as well as all others who contributed to the success of this first occasion, are to be congratulated for the excellent job accomplished in such a short time.

West Virginia

KINGWOOD

Charlie Anderson, who, with his partner, Walter Urling, operates the Alpine Circuit in both northern and southern West Virginia, sailed from New York on Aug. 13 on a voyage to Glasgow, Scotland, for a happy reunion with his parents whom he has not seen since prior to the war. Anderson hopes to be back in the United States by Sept. 15, but is not too optimistic, since he was unable to secure a return passage by that date, and, due to the very heavy post-war tourist trade, may be delayed several weeks on his return.

NEWS OF THE

*Territory***Boston
CROSSTOWN**

A proposed state minimum wage schedule for 10,000 to 15,000 employees in amusement and recreation business occupations was opposed as "arbitrary, unfair, and unbalanced" by spokesmen for Massachusetts theatres at a hearing conducted by a minimum wage commission. Speaking for the Independent Exhibitors, Inc., which he said represented 252 of 407 theatres in the state, Emanuel Kurland warned that the proposed order "contains the seeds of a great deal of trouble for employers and employees alike". Under the order, regular employees would be paid a minimum of 62½ cents an hour, while casual employees would get a minimum of 55 cents. Among other provisions, it would obviate requirements that employees buy their own uniforms. Kurland said 180 of the theatres he represents are individually owned, and are located in smaller communities. There usually is "family participation", he explained, with members of the family of the owner acting as doormen and cashiers. Ushers are "transitory employees", he said, and "are being paid what they deserve to be paid. They do not serve too useful a function", he added. In asking that the minimum wage schedule be rejected, Kurland declared that the independent theatre owners "have not had their day in court" until now. He contended his clients should have been represented on the board which brought forth the proposal, or at least, should have been asked their opinions. The problems of the major theatres in the metropolitan area are different from that of the small owners, he said. Julian Rifkin opposed a minimum wage for ushers that would be higher than now in effect for cashiers and candy girls. Others speaking against the proposed order included Harry Smith, Henry Needles, Edward Laventure, and Henry G. Bowen.

As part of the publicity campaign set up by Joe DiPesa, Phil Engel, and Jim Shanahan, United Artists and Loew's played host to a prominent group of jurists, sociologists, and psychologists at a special screening of "The Pitfall", Loew's State and Orpheum.

Joe Levine and Joe Wolf, Embassy, are now leasing the Olympia, Cambridge, Mass. The theatre was closed for an indefinite period to permit complete renovation of the house.

Phil Engel, publicist, UA, and Lew Newman are working out a publicity campaign for "Urubu." The boys plan to use real live jungle animals caged in circus wagons, which will be drawn through the streets in parade fashion.

In addition, the most unique jungle front will be made for the picture.

Richard Powers, coordinator, between MGM's music companies and studio, spent last weekend visiting his mother.

Paul Anglim announced that the advance sale for "Hamlet" was very heavy. Both Harvard and Massachusetts State College requested large blocks of tickets for their summer students, and other schools, opening in the fall, sent in inquiries. About 150 invitations for opening night were sent to distinguished persons both in and out of the theatre.

FILM DISTRICT

Summer took its last crack, we hope, at the district. Any theatre that wasn't air-conditioned might just as well have closed its doors. Even the salesmen traveling found it difficult to talk business with the exhibitors. However, Spero Latchis, circuit owner, reported from Brattleboro, Vt., that it wasn't too hot for a softball game. This contest between the Lions and the Kiwanis, proceeds for "The Jimmy Fund", was played while the temperature stood at 90 degrees. As usual, there was a ringer brought in from outside. It can now be revealed that this unscrupulous individual was John G. Draddy, a salesman for United Artists. The game was called after the end of the fourth inning with the Lions leading 20 to 15. Our hero made two homers and a double in one inning. Perhaps the Braves could use him. Slugger Draddy's brother, Gregory C. Draddy, was up visiting his brother while attending the opening of the new Crawford Hollis store. He hails from New York.

Ken Robinson, salesman, United Artists, was in Albany, where he attended the graduation of his youngest son.

A night ball game between the Red Sox and Cleveland brought several surprises. One was the appearance of three of U-I's staff, Myer Feltman, branch manager; Henry Walper, office manager, and Joanna Long, secretary to the district manager. The surprise was that none of them knew that the other was going, and all landed at the same place.

Wedding bells are due to ring out on Sept. 12 for Gloria Di Lucci, assistant cashier, U-I. The lucky man will be announced later.

Both Mr. and Mrs. Phil Engel extend through this column appreciation to all their friends for the many kind wishes expressed to them following their recent marriage.

One of the few visitors in the district was Dave Garbose, York, Athol, Mass., and his right hand man, Oscar Mercer.

(Continued on next page)

**TRAVELLING AROUND
WITH LEW HERB**

(Lew Herb continues with his travels through the New England territory. -Ed.)

Our next visit in this area took us to the hustling-bustling city of Bridgeport, Conn. where we found most downtown theatres predominantly under



Lew Herb

the Loew banner. Three of the four large houses in the sector come under this category, while the other house is operated by Warners. Dropping in first at the Loew's Globe, we chatted with manager Alfred L. Domian, who has been associated with the organiza-

tion since 1934. Although apparently still in his early 30's, he was connected with the business when Poli operated the houses, and stayed on during the transition to Fox ownership, and then on to Loew-Poli. Inasmuch as his house operates mostly on a hold-over policy, he devotes much of the time he would ordinarily spend on exploitation toward seeing that his patrons are well cared for, as to their comfort and convenience. Here we learned that some of the industry which has built Bridgeport is beginning to trickle out of the state and into the south. One of the manufacturing concerns employing about 1500 people has already announced that it is moving its machinery to Texas, and is taking practically all of the key people along, and any of the rest who wish to go have been promised employment in the new location.

The Loew-Poli, largest and most pretentious house in town, is under the able direction of Matt Saunders. We were informed by assistant John Di Bendette that Saunders was on vacation, and Di Bendette, who has been with the organization for the past six and a half years, graciously showed us around. This is one of the several old Poli-Palaces which dot the New England landscape, and which have furnished much of the entertainment for New England's patrons for many years. Although none of these Loew houses in Bridgeport are air-conditioned, as yet, all indications are that they will be.

Loew's Majestic practically adjoins the Poli, and is under the direction of Harry Rose, who came here about 10 years ago from Philadelphia, where he was connected with Warners. He has the job of selling the action and "B" product that hits the downtown screens, and although handicapped by local ordinances which prohibit the use of ballyhoo stunts on Bridgeport streets, does a good job, nevertheless. The fourth Loew theatre, the Lyric, is currently closed for the summer. During the winter, it operates on a varied schedule, furnishing Bridgeport with stage and variety attractions.

Down at the Warner we met James H. Tobin, who came here from Massachusetts about four years ago. He has been with Warners for over a decade, and got his start in his native state, where he operated houses in Lynn, as well as several other cities.

This is one of the two Warner houses in Bridgeport. The other one, called the Merritt, is located in another section of the city, and operates evenings only, except for weekends, but plays the same pictures, day-and-date, as the downtown Warner. This house was built around 1940, and is along the lines of a deluxe neighborhood, with the seats all on one floor. It is handled by Edwin Riha, who was on vacation at the time of our visit. Both these houses are air-conditioned.

Our next swing around the town took us out to the Black Rock, which, along with the West End, is operated by Jack Schwartz. The Black Rock has recently been remodeled, and turned from just another neighborhood into a cozy, comfortable house. It is under the personal supervision of William Mazzadra, who has been in the industry for the past seven years, having formerly been connected with the Colonial, on the other side of town.

Another house, reputed to be a 1500 seater, is supposed to be erected near the Black Rock, in the near future.

Out in the Hungarian section of the city, we dropped in at the Bostwick, and met Harold Tabackman, a veteran of 28 years in the industry. He got his start with his father, who operated a little house in Chicopee, Mass., and has since operated theatres in several other communities throughout southern New England. He took over the Bostwick about 13 years ago, and operates it on a neighborhood policy of evenings only, with matinees on weekends. During the war years, he also operated candy machines, which he placed in various plants throughout the city. This enterprise became too much to handle, so he retired from it about two years ago, and is now devoting all his time to the operation of the Bostwick.

Before leaving the city, we also dropped in at the Liberty, and talked with Murray Kaufman, who has been in the business over 20 years, and took over this house a couple of years ago.

At the Parkway, we met Phil Schwartz, who has been running the house for 16 years, usually handles the doorman's duties himself, and knows practically all his customers by their first names.

In the central city section, we dropped in at the Rivoli, and chatted briefly with A. Prakas, who has been operating this subsequent-run action house for many years. While visiting the downtown theatres, we also had the pleasure of chatting with several of the "men-behind-the-scenes", the projectionists, without whom the show couldn't go on.

At Loew's Globe we met Harry Gulliver and Frank Gorman, who, together, have over 50 years experience to their credit; in the Loew-Poli booth, we chatted with Arosto Tomassetti and

FILM DISTRICT

(Continued from preceding page)

Ken Douglas, Capitol Theatre Supply Company, will play host to New England exhibitors, trade press, and members of the craft on Sept. 14-15 at the company's headquarters, 28 Piedmont Street. The occasion will be to introduce the new model BX-60 projector. Dutch Benham, Brenkert factory, will preside at the demonstrations. On September 14, 11:30 p.m., there will be a special demonstration for projectionists of Local 182. The projectionists of the Knights of Labor will also be shown the projector. These meetings will be complete with snacks, etc. There will also be a demonstration and a buffet lunch for the exhibitors. Everything will take place at the store.

Jim Shannahan, publicity department, Loew's State, has been vacationing at Hianis, Mass....Joan Mansfield, assistant to Art Moger, publicist, Warners, was away spending the other half of her vacation.

Condolences go to Ray Feeley, business manager, Independent Theatres, on the loss of his father, who died on Aug. 20, and also to Al "Mickey" Daytz, one of the vice-presidents of Affiliated Theatres, whose father passed away on Aug. 27.

The district and all those connected with the theatre were shocked and saddened by the sudden death of Joe Dipesa last week at his home in Brighton, Mass. He died at the age of 64, 40 years of which were spent in the film business. He had been reported as recuperating from a slight illness suffered during the recent heat wave, and the quickness of his death was a tremendous surprise. He will be remembered around the street for his very able work as a publicist for Loew's State. Not only that, but he was quite a person.

The body of the son of Harry Smith, booker, RKO, and Mrs. Smith (nee Irene Bond) who, years ago, worked for General Film Company, was returned home from overseas for burial and a final resting place. American Legion Theatrical Post 270 met the body at the train, furnished it with a military escort, and held a military funeral.

Bob Warner, vice-president, Manley Popcorn Company, was visiting recently. Incidentally, Sam Horenstein, local representative, Manley, soon will enter the Waltham, Mass., Hospital for a slight operation.

The Cinema Club, composed of bookers and office managers, is planning an outing at the Stowe Country Club, Stowe, Mass., on Sept. 11....Nate Levin, city salesman, Monogram, is feeling pretty good these days. He hit the newspaper pool.

Mr. and Mrs. Bishop, Bolton, Mass., were in visiting the district lately. Bishop is planning a tour of one-night stands through western Mass., showing 16mm. in local town halls....Another

infrequent visitor to the district was Stetson Hussey, Hussey, Mars Hill, Me.

Bob Stocker, Park, Chester, Vt.; Bob Wenner, Star, Whitinsville, Mass., and Arthur Fleming, Woodland, Me., have all recently purchased Norge portable electric orange drinking dispensers from Theatre Candy Company. Moreover, the Theatre Candy Company is now promoting the use of a handy little gadget, "lite writer." This small contrivance may be used to up concession sales or even as a silent paging system when placed on the stage. Joel Clark is leaving Theatre Candy, and is returning to his first love, the department store.

New Haven

CROSSTOWN

H. Cohen, Dixwell, lined up one of the finest children's promotions of the summer when he arranged with the Hood Ice Cream Company and two sponsors, Captain Gauggel's Appliance Store and Sam Goldberg's Pickwick Restaurant, to give out 1080 cups of ice cream at the Sept. 11 "Superman" show.

Shirley Amellin and John Votto, Dixwell, were vacationists....The Forrest, West Haven, was quite pleased with the interest in the personal appearance engagement of Glenn Langan. This was the first time in many months that a star appeared at a nabe house, and for such a type of theatre to take on such a promotion and the actor to cooperate makes for an interesting bit of dual cooperation.

Natale De Francesco, Cheshire, was rushed to the Stamford Hospital recently. Son Joe De Francesco missed the MPTO of Connecticut golf tourney because of the sudden illness of his dad. He had planned on attending the Racebrook affair with Tony Terrazano, Fairmount, who left early to help at the De Francesco theatre, and Ralph Civitello, Devon.

Barney Calechman, Howard, went to Colchester for vacation....Larry Astrino, Howard, related that his son, Sergeant Mike Astrino, has been transferred from Massachusetts to Germany....The new Crown is air-conditioned by York, installed by Westville Electric. Bob Spodack is managing....Tommy Smith, Whitney projectionist, was a vacationist....New member of the Whitney staff is Leroy Wright....Bob Lerese, Whitney, leaves to take an engineering course at a Hartford school....Manager Morris Rosenthal, Loew's Poli, and his staff were working on promotions for the Loew Poli "New Movie Season."

That was an interesting newsy note about Poli assistant Tony Masella and Mrs. Masella....After a round of shopping, and New York gay spots, they returned home, and found that candles in their home had melted from the extreme warm weather.

Fay Crowther, former Paramount aide, sailed on the Mauretania for the

(Continued on page NT-4)

British Isles recently to join an English opera company... Tony Casella, Roger Sherman, is now driving a new car.

The annual Connecticut Motion Picture Theatre Owners golf tournament and dinner at the Racebrook Country Club, Orange, on Aug. 24 was again a success due to the fine work of the committee consisting of George Wilkinson, chairman; Herman M. Levy, secretary; Ted Jacocks, treasurer; Sam Weber, Henry Germaine, Barney Pitkin, Lou Brown, Harry F. Shaw, and Max Hoffman. Levy handled the emcee duties again in his own inimitable manner. Holding down the reservations desk and assisting the committee in formidable manner was Weber. Among executives present at the affair were Ray Moon, 20th Century-Fox; Sam Shain, personal representative for Spyros Skouras, 20th Century-Fox president; George Dembow, National Screen Service; Joel Levy, Loew Theatres, New York; Tom Duane, SRO, and many others. Winners of the low gross prizes were: Al Fitter, 39,37,76; I.J. Hoffman, 38,40,78; M.E. Bailey, 39,41,80; M. Fasano, 40,41,81, and M. Salzberg, 39,42,81; Low net, L. Gamen, 66; Ed Lynch, 66; Kaufman, 69, B.E. Hoffman, 70; Zimmerman, 71, and H. Germaine, 72; winners of the kickers: R. Johnson, 89,11,78; Duane, 103,25,78; N. Stepp, 101,25,76; Schwartz, 91,15,76; Brown, 117,33,84, and J.H. Dunn, 105,25,80. Scores of those who registered during the tournament are as follows; Katz, 122,38,84; L. Ginsberg, 121,28,83; A. Haas, 102,29,73; S. Levine, 105,27,78; H. Germaine, 94,22,72; A. Pickus, 103,26,77; G. Wilkinson, 106,24,82; B. Pitkin, 96,23,73; N. Stepp, 101,22,79; S. Seletsky, 107,27,80; Lou Brown, 113,29,84; J. Gamen, 90,24,66; S. Swirsky, 113,29,84; J.H. Casey, 82,20,62; Lynch, 90,24,66; Douglas, 102,20,82; Rosenthal, 119,31,88; Ed Greenberger, 38,78; Duane, 103,23,80; Fitter, 76; Brown, 117,28,89; Rief, 120,29,91; Lupone, 110,28,82; Fasano, 81; Kaufman, 97,28,69; Croaskin, 103,27,76; L. Germaine, 96,25,71; Brackin, 98,24,74; Schwartz, 91; S. Germaine, 98; Wright, 109; Post, 122,30,92; Jakusbosn, 82; Bookspan, 105; R. Civitello, 78; L. Cappallo, 83; Edman, 104; Greenfield, 113,26,87; Weinstein, 108; J.H. Dunn, 105,27,78; M.I. Hoffman, 98; B.E. Hoffman, 95,25,70; I.J. Hoffman, 78; R.E. Hyman, 80; C. Lewis, 110,27,83; George Dembow, 99; Karlsuker, 110,32,78; M.E. Bailey, 80; M. Salzberg, 81; R. Johnson, 89; H. Johnson, 100; Vistra, 89; Markoff, 109.

MEADOW STREET

The New Haven Drive-In, North Haven, is reported to be doing a nice business since its opening on Aug. 21. National Theatre Supply installed the complete Simplex drive-in equipment.... Barnum, Bridgeport, was tentatively set to reopen on Sept. 2 with its enlarged and improved movie auditorium. National Theatre Supply installed lamp houses, bases, carpeting, lenses and screen.

Gladys Rocks, National Theatre Supply, returned from a vacation spent in Cleveland... Lew Ginsberg, Amalgamated

Theatres, crowded plenty of activity in five days during his recent vacation in upper New York State... Angelo Lombardi, Warners' office manager, returned from his vacation spent at the beach and also in New York taking in the ball games.... Palace, Middletown was reported ready for reopening on Sept. 4.

Lou Phillips installed the RCA sound and booth equipment in addition to the carpeting and chairs. One of his finest installation was the new Crown. He designed the modern booth with its innovations, including insulation against sound, inlaid linoleum, the latest RCA sound equipment, all projection equipment, display equipment, display frames, ticket register, box office equipment, screen, etc. The house holds 450 patrons. At the private opening on Aug. 25, the industry was well represented. Public opening was on Aug. 26.

Republic's Dorothy Pomeroy returned from her vacation.... Caroline Marra, Republic, went to New London over the weekend.

Circuits

WARNER BROS.

Although inclement weather dampened the outdoor activity at the recent Warner Club Outing at Ye Castle Inn, the folk present made a day of it. The food was good with a choice of chicken, lobster, turkey, etc. The Warnerites are looking forward to better weather next year.

Connecticut

BLOOMFIELD

The Town Plan and Zoning Commission announced that it would hold a public hearing on Sept. 9, on a proposal to change residential zoning on Blue Hills Avenue in the town to commercial. If approved, the zoning would permit the construction of a drive-in by Philip W. Maher.

HARTFORD

Bushnell Memorial is co-defendant with the city in a \$15,000 suit brought by a Manchester couple to recover for injuries allegedly suffered in a fall on an icy sidewalk in front of the theatre.

Rube Lewis, Loew-Poli Palace stage manager, and business agent, Local 84, and Charlie North, Allyn projectionist, and business agent, Local 486, came home from the convention in Cleveland... Russell Ordway, former assistant, Allyn, and now operating the Princess, Rockville, was in.... June Cleary and Betty Smith joined the staff at Loew-Poli... Lou Cohen, Loew-Poli manager, and Sam Horwitz, assistant, were busy on merchant tieups in the interests of "Mr. Blandings Builds His Dream House".

Two new Connecticut corporations have filed certificates of organization. New England Theatrical Agency, Inc., 949 Whalley Avenue, New Haven, filed, listing amount paid in cash, \$2,300; president, Morris Wasserman; vice-president, Hannah Wasserman;

treasurer, William F. Booth, and secretary, Thelma V. Birdsall; Group 20 Players, Inc., 263 Beaver Street, New Britain, filed, listing amount paid in cash, \$2,900; president, Betty Ann Metz; vice-president, Elbert R. Smith; secretary, Stephen A. Wilson, and treasurer, Mary Ryducha.

Estelle O'Toole, executive secretary to Henry L. Needles, Warner Circuit district manager; Jim Cotia, assistant manager, Regal; Bickie Battalino, Bill Moore, Bill Uricchio, and John LaBlanca, Allyn; John Doran, Center; Bernie Stevens, Princess; Ernie A. Grecula, assistant to Al Schuman, Hartford Theatre Circuit, and Sam Horwitz, Loew-Poli assistant, were back from vacation. Francis S. Morin, Regal manager, and Mrs. Morin left for a vacation.

Ben Lamo, Strand assistant, is recuperating at home from several operations.... Sam Schechter, former Colonial manager, is back in the industry as manager, Globe, Holyoke, Mass. Schechter has been in the insurance business in recent months. In Holyoke, he replaces Bob Schaefer, an ex-Hartfordite, now manager, E.M. Loew circuit's Thompson Square, Boston.

Manley POPCORN MACHINES

"Genuine Manley Supplies"

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FLAME PROOFING • FABRIC INTERIORS

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THEATRE CANDY SALES

"WE KEEP THE MOVIES SWEET"

CANDY POP CORN CHIPS

MERIDEN

A new weekly amateur night series has started at Loew-Poli Palace, featuring Al Monty as master of ceremonies....Loew Poli circuit's second run house, the Loew-Poli, closed for the summer, will reopen about Sept. 15.

NEW LONDON

Walter Murphy, manager, Capitol, returned from a vacation in Cleveland.

NORWICH

Joe Boyle, manager, Loew-Poli Broadway, wife, and son left for a vacation in Syracuse, N.Y. Relieving was Sam Shoubouf, manager, Loew-Poli Lyric, Bridgeport.

WATERBURY

Localities are up in arms over the rezoning plans recommended by Edward Mraz, building inspector. One of the bitterest fights is in the Overlook section, where residents claim that a "spot" zone change was rushed through the board of aldermen to allow construction of a theatre by Roger Mahan, owner, Tower. Here the residents are carrying on a house to house campaign for funds to bring the matter to court, and have retained John H. Cassidy as attorney. Alderman Burton H. Walker said the zoning change was made to conform with a change granted some time ago for a super-market on the lot next to the Mahan property. The appeal of the residents is based on ground that "spot" zoning is against the law, especially in a residential area. Mahan attorney, Francis McDonald claimed the house would be an asset to the neighborhood, while the opposition maintained that children would be endangered by the street parking, driveways would be blocked, and that there would be too much noise when the show breaks late in the evening.

WETHERSFIELD

Doug Amos, manager, Webb Playhouse, reported installation of a new air-conditioning unit by the Capitol Engineering Service.

Massachusetts**FALL RIVER**

A movie quiz over WSAR is being conducted by the Nathan Yamins Theatres, with general manager Canning and Embassy manager John McAvoy as quiz masters. The quiz period, now being held on a two-day weekly basis, pertains to stars appearing in films listed for early showings. Twenty-five passes to any of the Yamins theatres are given to winners following each quiz period.

LAWRENCE

Frank Boschetti, Star, recently installed two new Century projectors.

NORTH EASTON

The Easton, operated by Arthur Dane, reopens on Sept. 10 after having been closed for several years.

New Hampshire**LINCOLN**

Jesse Kelley's Charkarohen, closed for some time to permit renovations, reopened.

Rhode Island**PAWTUCKET**

E.M. Loew's Center is set to go first-run on Oct. 8 with "A Date With Judy"...Vincent O'Brien, manager, Center, staged a puppy dog contest to boost "Bambi".

PROVIDENCE

With the mercury hitting a record-shattering 102 degrees, the sun had a tremendous effect on box offices boosting attendance at air-conditioned houses while cooling systems worked overtime.

Edward F. Fay, treasurer, C and F Theatres, was readying the 32nd season of vaude at Fay's. The house had turned to films for the summer season. Buddy Page was back in town to wield the baton, and act as emcee.

A new tile floor replacing mats has been installed in the lobby of Loew's State, and installation of new loge seats has been completed.

Al Siner, assistant, Strand, was back from vacation. Dave Levin, manager, RKO Albee was back after the annual sojourn....Bill Morton, publicity director, RKO Albee, was boosting "Good Sam" with a radio contest on WNAF asking: "Who in your opinion is the outstanding local Good Sam."

LEW HERB

(Continued from page NT-2)

Edward F. Lavery, who together, have 74 years experience; in the Majestic booth, we saw Bill Towle, LeRoy Nickerson, secretary, Local 277, and Jerry Conboy and Robert Lewis, who together represent 88 years of experience behind the machines.

A new shift at the Poli introduced us to James Fensore and Arthur McLeod, representing 52 years, while at the Globe again, we chatted with Charles Tomassetti and John C. Lynch, whose years in the booth total 46.

When we discovered that the annual golf tournament of the Connecticut MPTO was being held at the Racebrook Country Club on Aug. 24, we decided to be on hand. Some 138 people attended, of which a good many actually did play golf, believe it or not. It being a rather hot day, we contented ourselves just sitting around gabbing with some of the friends we hadn't seen recently, and others whom we had just had the pleasure of meeting.

After having given our registration fee to Sam Weber, we looked around for a nice shady spot, and immediately spotted Adolph Haas, northeastern representative, MPA, more familiarly known as Screen Broadcasts, who, for a long time, was connected with the Alexander Film Service, and who is well-known in this territory as the man who used to bring that company's yacht around every summer for the pleasure and benefit of exhibitors along the eastern seaboard.

Having come a little early, we took a couple of swings with a putter that Haas was good enough to lend us, and this convinced us more than ever that we should conserve our energy, and

let the golf to the local lads, who keep in trim, and who know this course better than we.

By this time, lunch was announced, and having worked up a bit of an appetite on the putting green, we were happy to partake. After a very tasty luncheon, most everyone who could swing a club, including my friend, who finally teamed up with some local boys, Seymour Levene, local distributor, Quality Premiums, and the two Johnson boys, Bob and Howard, who operate the Strand, Hamden, teed off. Many others, like myself, were happy to just loll around, and relax in some shady spot, renewing old acquaintances, and tell their troubles to each other.

The distribution end of the industry was well represented at the affair. In our wanderings we spotted Ray Wylie, Film Classics; Carl Goe, Warners; Hymie Levene, Screen Guild; Barney Pitkin, RKO; Max Salzberg, Eagle Lion; Henry Germaine, Paramount; Arthur Greenfield, Universal-International, as well as out-of-towners George Dembow, National Screen Service; Gus Schaefer, RKO, and Sam Shain and Ray Moon, 20th Century-Fox.

Other out-of-town luminaries present included Harry Shaw, Loew-Poli Circuit; Hy Fine, the perennial toastmaster of M and P; I.J. Hoffman, B.E. Hoffman, Warner Circuit; Morris Jacobson, Dr. Nussenfeit, and Abe Klein, Strand Amusement Corporation, Bridgeport; Bob Eliano, Colonial, Walnut Beach; Roger Mahan, Mahan Circuit, Waterbury; Harold Eskin, Middletown Theatres; Mike Daly, Hartford; Bob Schwartz, Park, Thomaston; Arthur Smith, Newtown; John and Sperry Perakos and father Pete, West Hartford and New Britain; Ralph Civitello, Devon, Devon; Bill Vuono, palace, Stamford; Carlo Lupone, Guilford; Frank Knickerbocker and Tony and Francis Boscadini, Canaan; George Wilkinson, Wallingford; Ted Jacocks, secretary and treasurer, MPTO, plus a member of the House of Representatives in the Connecticut legislature, Chief Of State Police, and various other state officials whom the association hosted for the day.

Other present included Lew Brown and Bill Brown, Loew's; Tony Terrazini, Mike Tomasino, Sam Rosen, Rosen Film Delivery Service; Harry Lavietes, North Haven; Phil Zimmerman, Warners' real estate department; Mort Katz, MGM; Herman Levy, TOA counsel; A.M. Pickus, Strafford, and many, many more.

The evening's festivities started with a delicious dinner, after which Levy and Jacocks awarded the prizes to the winners in the golf tournament.

First prize, which everyone had expected would be taken by I.J. Hoffman, went to a youngster, Arthur Fitter, a booker for Paramount. I.J., however, took next honors, along with Civitello. After the winning golfers had received their prizes, door prizes were awarded to everyone else attending, who had not won a prize at golf. Even I won, and every time I take a nip, I'll thank the boys of the MPTO of Connecticut for a very, very nice day. I'm looking forward to next year. Who knows, maybe I'll even play golf, next time.

NEWS OF THE

Territory

District Of Columbia
Washington

Edgar Morris, who headed the 1948 campaign to raise funds for the National Foundation for Infantile Paralysis, has again been named chairman by Basil O'Connor. Morris, a successful local businessman, has set up a year-around campaign as opposed to the usual two months' direct campaign, and has placed Rick LaFalce in charge of this activity. LaFalce, brother to the Warner executive, has, for the past two years, handled the publicity campaign for the local fund-raising activities. Under the new setup, LaFalce will keep alive throughout the year Foundation news. Major James R. Lusby, who, since its inception, has been comptroller of the March of Dimes committee, and I.J. Roberts, assistant treasurer, were to be honored at a luncheon in the Variety Club by the local committee. Both Major Lusby and Mr. Roberts are retiring from their private employment and also from their activities with the Foundation. In attendance at the luncheon were to be Rick LaFalce, Carter Barron, Frank LaFalce, and Charles Stofberg.

The latest attempts to bring the Capitol a legitimate theatre were outlined to the press by Arthur Katims, a local attorney. Katims, who represents a group which has been unsuccessfully bidding for the Belasco, said that Garfield Cass, a local realtor and builder, was contemplating the construction of a \$600,000 theatre for use as a legitimate theatre somewhere in the vicinity of Wisconsin and McKinley Streets, Northwest. In the meantime, the Kemp-Mohler Construction Company is going full speed ahead with plans to complete remodeling the National for motion picture showings before the end of the year. A new face is being placed on the lobby as well as the marquee. The theatre is still under the able management of Edmund Plohn.

William B. Zoellner, MGM short subject sales manager and head, reprints and importations, visited the exchange.

The Senator's recent campaign on Columbia's "Superman" serial included the distribution of 5,000 advance heralds and 1200 Superman Club cards adapted for use in a contest. Contest prizes were a bicycle and a wagon, promoted from an auto supply company, which received lobby credit as well as credit mention in all descriptions of the contest. Daily radio plugs over the theatre's regular radio time called attention to "Superman".

Russell Stewart, MGM's publicity department, was in conferring with Navy Department and Loew and MGM executives in connection with the world premiere of "The Secret Land".

Have you been over to the Warner building lately, and asked the elevator operators to take you to the seventh floor (should be renamed Seventh Heaven)? When you step out of the elevator, and into the sumptuous reception room, you are greeted with a smile and "Can I help you?" by the young lady. It's air-conditioned. It's efficient management. It's restful, and then you don't feel so bad when word comes out that Gene Crouch (he's the new general zone manager) "is tied up in a meeting".

Jerry Price, branch manager, UA, loses his "right arm" with the resignation of Jean Drill, who leaves as secretary to live in New York and a new job outside the motion picture biz. She has been with the company a long time, but now returns to her native town. Come up and visit us during the sultry weather, says red-headed Jerry, branch head, for, with the remodeling job (courtesy of building-owner), came an air-conditioning job, by the by. Garfield Kass, owner of the main film-row buildings, is thinking about a new legit house for this town, which would be operated with no restricted race policy.

Meantime, over in nearby Alexandria, Va., comes word that the Alexandria Amusement Company has turned down a bid to turn over one of its houses for a legit operation for the Washington metropolitan area.

KEY CITY

First Runs

BALTIMORE, MD. (5) Keith's, "One Touch of Venus" (U-I); Stanley, "Two Guys From Texas" (WB); Hippodrome, "The Black Arrow" (Col.); Little, "The Mikado" (U-I); Century, "A Date With Judy" (MGM); Times and Roslyn, "Road To The Big House" (SG), "Three Faces West" (Rep.); Town, "Good Sam" (RKO); Mayfair, "Four Feathers" (FC); New, "That Lady in Ermine" (20th-Fox).

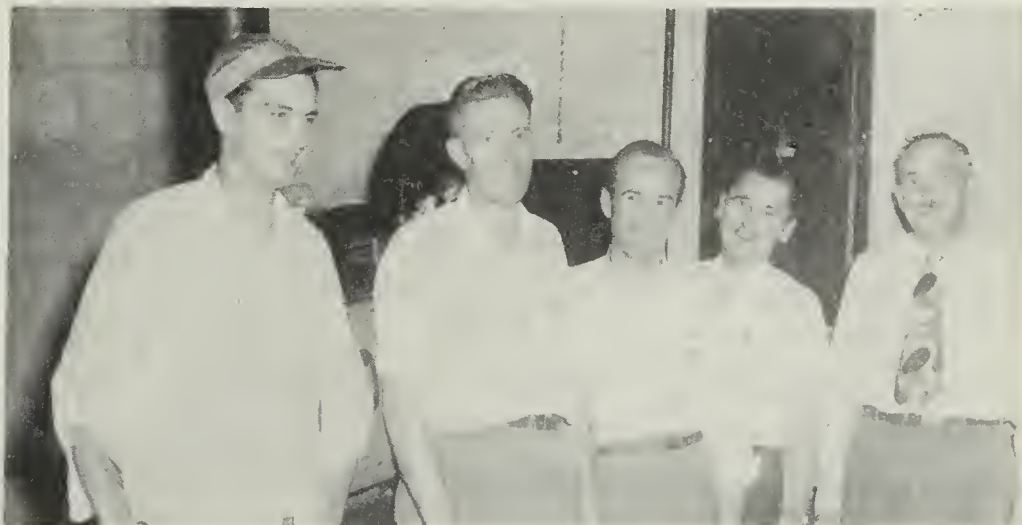
The annual golf tournament at the Manor Club was a joyous affair, especially for those who won the handsome prizes for just being there, and holding the right number ticket.

MGM NEWS: Newest bride in the office is Gloria Boswell, switchboard operator, who became Mrs. Melvin J. Davis, on Aug. 20.... Judy Jones, assistant branch manager's secretary, returned to the office after having her tonsils removed.... Newest officers of the Pep Club are Vivian Kelly, president; Ida Baezofsky, vice-president; Betty Moore, secretary, and Peggy LeCompte, treasurer.... The Pep Club had a sandwich sale on to raise funds for the charity fund. A bake sale was scheduled. Members contributed home-made sandwiches and cakes. The first one was really successful.... Bob Ellsworth, booker, resigned, returning to his home in New York.

FILM CLASSICS: Branch manager Max Cohen made an extended trip visiting the accounts in Norfolk and Richmond, and Baltimore, Md.... Salesman Charlie Mendelson took his brief case and sales talk down to the Neck area, and Harold Levy was doing the Washington environs for the company.... Office manager Sam Epstein states that the two releases, "Gung Ho" and "Eagle Squadron", are doing great business.

SCREEN GUILD: May Feldman, office secretary, returned from a New York trip, attending a wedding of a relative.... Branch head Ross Wheeler made the trip to Norfolk, Va., to confer with key accounts.... Salesman Don Chaban called on exhibitors in Baltimore.

PARAMOUNT: The gang will miss cheery, affable Harley Davidson, whose name



The Potomac Drive-In, Cumberland, Md., opened recently. At left is a shot of the field, showing its huge screen and the newest types of in-car speakers. At right are the five men concerned with the last-minute opening prepara-

tions: left to right, George Millman and Charles Reed, electrical contractors; Kenneth Baker, manager; N.C. Hae-fefe, manager, National Theatre Supply, Baltimore, and G. Roy Sutherland, who is the proud owner of the new theatre.

THEATRE OWNERS and MANAGERS

It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

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Get THE CATALOG *habit*

WANTED: Projectionists, at once, that know booth operation, located in Norfolk and Portsmouth, Virginia. Wire, or Air Mail Special Delivery, qualifications and salary expected.

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CARPETS : PAINTING AND DECORATING
311 North 13th Street Philadelphia, Pa.

has been synonymous with Paramount for a number of years. He is doing bookings now for a string of 18 Virginia houses, and this will grow. Good luck, old timer....Student bookers here now are Tom McKim and Fred Von Langlan.

Maryland

BALTIMORE

Fred Schanberger, owner, Keith's, recently hosted a press and radio cocktail party at the Lord Baltimore Hotel prior to a showing of "One Touch of Venus."

Contract for the building of the new theatre at 1201-03 Dundalk Avenue on the southeast corner of Geman Hill Road has been given out by the Ritz Enterprises, Inc. The builder is E. Eyring and Sons, and the architect is John F. Eyring. The estimated cost is \$42,000.

The total number of persons who went through the "Dream House" in the 31 days it was open to the public was 31,864. All funds went to The News-Post Wounded Veterans' Fund except for federal tax. This was built and conducted in connection with the showing of "Mr. Blandings Builds His Dream House."

Paul Hornig, coowner, Horn, was in Bon Secours Hospital for a check up. Frank Hornig, director of the theatre, said he was doing nicely.

Mr. and Mrs. Louis A. Cohan, New Essex, Md., returned from a vacation in Miami Beach, Fla....The Morgan lease has been sold by Benjamin Blieberg to Fred E. Weisgal, who is directing the theatre management.

Mr. and Mrs. E.F. Perotka, Aero, Watersedge, and Victory, enjoyed a vacation in Atlantic City....Due to a broken collar bone, Frank H. Durkee, head, Durkee Circuit, now is wearing a plaster cast for several weeks.

Mr. and Mrs. R.M. Scheck and their son, Donald, drove up to the boys camp at Plattsburgh, N.Y., to get their son, Robert, who has been there for the summer.

H. Ricks opened his new Lincoln, Rockville, Md., on September 10. Robert R. Lee, Eden and Fremont, Baltimore, assisted him with the opening.

Mr. and Mrs. Randolph Tucker, Fremont, enjoyed a vacation in Yarmouth, Nova Scotia....In the midst of the torrid weather, William K. Saxton, Loew's city manager, invited Baltimoreans to come into the Century and Valencia after 10:30 p.m. to relax, and stay all night, if they desired, in the air-conditioned comfort of the two theatres, without charge. No films were shown.

The Jean has been closed for the remaining summer weeks.

John G. Miller took over the Gem, Emmittsburg, Md., and will reopen it soon.

-Jacques Shellman

CUMBERLAND

The new Potomac Drive-In, managed by Ken Baker, established the policy of two complete shows every night. Admission is 60 cents per person, and children under 12 are admitted free, when accompanied by their parents.

Schine's Liberty, managed by Fred Perry, is holding "Country Store Night"....Darnell's Maryland, managed by Ray Light, has a most attractively decorated lobby.

LEONARDTOWN

The four winners of the "Big City" contest conducted by St. Mary's in conjunction with the recent showing of the MGM picture were selected out of several hundred letters, and were taken to Washington on a sightseeing, luncheon, theatre party, and visit to the MGM exchange by Mr. and Mrs. K.B. Duke....The clock in the rear of the New fell down....The New made a tieup with a dress shop, and a fashion display will be given at the theatre during the showing of "That Lady In Ermine"...Paul Hampton, Naples, Tex., is now one of the operators at the New.

LEXINGTON PARK

The new Park opened on Aug. 26 following a blaze of publicity with numerous studios and film stars sending the management congratulatory telegrams. Manager Ray Trumbule and partner, Jack Fruchtman, were on hand to greet the many film exchange folk attending the big opening. Among those present were Mr. and Mrs. Max Cohen, Film Classics; Mr. and Mrs. Sam Epstein, Film Classics; Joseph M. Cohen, 20th Century-Fox, Washington, and Mr. and Mrs. Jerry Adams, MGM, Washington. Mrs. Jack Fruchtman, Greenbelt, assisted her husband in entertaining and carrying out the reception given to all who came to the opening. "Red" Lyons, Lexington Park, is extra profits aide at the new house, and is assisted by Mrs. Ruth Sumsteine and T.H. Harrison. On the reception committee were, in addition to Mrs. Fruchtman and manager Trumbule, were M.M. Dean and Bob Wigginton and Alex Loker, Leonardtown. Oliver Guyther, Maryland legislature, Mechanicsville, made an address of welcome from the flower-banked stage while others who spoke briefly were W.T. Turner, Commander, Patuxent River U.S. Naval Base; State Senator Paul J. Bailey, and Sheriff Willard Long. Ivan Bailey represented the Lexington Park Lions Club. Attorney Alex Loker also spoke a few words praising the new house, and Fulton Lewis, Jr., radio commentator, Mutual Broadcasting Company, made a personal appearance, praised the house, and commented favorably upon its air conditioning. Manager Trumbule's mother, father, and sister were all present. Following a showing of short subjects, a cocktail party was held in the rear of the theatres. Among others present were the theatre's decorators, Elmer H. Brient and his son, Ted, from Washington. Over 1,000 persons attended the ceremonies.



The Avon Music Shop, Baltimore, recently featured an attractive window exhibit, left, in connection with Warners' "Romance on the High Seas", Stanley. Hothschild, Kohn, and Co., one of Baltimore's leading department stores, pro-

vided an outside display case, center. Window cards reading, "See 'Romance on the High Seas'---Get your Recordings Here", were featured by the Hub, another large department store, as well as the smaller record tie-in, right.

Virginia

NORFOLK

The trade was sorry to hear last week of the death of the mother of the popular Pearce Parkhurst, former manager, Rosna, in Gloucester, Mass. Parkhurst resigned his post at the Rosna, and returned to his native Massachusetts some time ago due to the serious illness of his mother.

RICHMOND

Unconvinced that the five per cent amusement tax has hurt the business of Richmond theatres, the Tax Study Commission recommended to the Mayor and City Council that the tax be continued. Repeal of the tax had been asked by the Richmond Amusement Federation, which presented arguments in a hearing held by the commission on July 12. Councilman Perry Seay, a member of the 15-man commission, did not sign the report, and asked that this fact be recorded in the minutes. The present City Council, received, and filed, the report. The general operating budget, approved by the Board of Aldermen following earlier approval by Common Council, is based on the assumption that current taxes, including the amusement tax, will continue. In its report, the Tax Study Commission quoted figures to show a decline in the movie attendance throughout the Country. It also listed figures for Norfolk, showing a decrease in the amusement business on the basis of tax revenue, which will amount to about 13 per cent in 1948 as compared to 1947, if the figures for the first six months are indicative of the year as a whole.

A.O. Budina, architect, Neighborhood Theatre, Inc., and chairman, Richmond Board of Zoning Appeals, resigned from that board because of the pressure of his private business....Ben Somma, manager, Henrico, Highland Springs, and his wife visited Old Point Comfort. He had a visitor the other day in Highland Springs, none other than that veteran film salesman, Jerry Murphy.

The front of the State is all barricaded, and workmen are busy putting up a new front and marquee....Allen Brown, Brookland manager, was not satisfied with the sales of root beer in his drink-dispensing machine, so he had Allied Beverages substitute

cherry, and sales went right up. We understand that Sam Gordon did the same thing at the Venus...Horace Freeman and Bob Overcash, Neighborhood Theatre, Inc., employees, visited Bristol....Sydney Sugarman, Columbia salesman, was a visitor to Ober Boyd's Capitol....Welford Harris, Capitol staff, went to the Beach for his vacation.

Jimmy Ritchie, East End, and Patrick Henry manager, postcard from Niagara Falls...Jimmy Heslep, relief manager, Neighborhood Theatres, Inc., spent a few days at Williamsburg and Old Point....The lightning storm the other night blew out the cooling plant at the Byrd, and Bob Coulter says that there is nothing to the report that lightning only strikes once, as that

was the fourth time that the Byrd has been knocked out this year.

John Aders substituted for Abner Long at the Westhampton booth, as Long went to Atlanta, where the weather was even hotter than here.

Mike Siegel, United Artists salesman, was in, and started raving about "Red River"...Edith Lindeman, The Times Dispatch movie editor, was vacationing up in New England and New York City...Orchids go to Sam Pulliam for the new drapes and paint job in the Grand box office.

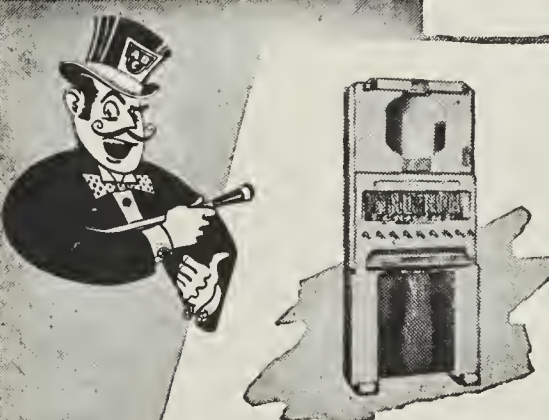
James Meyers is an addition to the Grand staff....Virginia Jessie did a bit of relief work in the National



From a CANDY MACHINE

to a complete

LOBBY SHOP...




You'll get the RIGHT equipment for your theatre, plus the RIGHT kind of service, when you let Berlo handle sales at the "second box office". Thirty years' experience has taught us how to get maximum returns for every location. And you'll have more time free for the right kind of showmanship that builds record grosses!

BERLO Vending Co.

333 S. BROAD ST., PHILADELPHIA 7, PA.



The Washington opening of RKO's "Bring 'Em Back Alive" recently received a great deal of promotional publicity. Frank Buck, author of the original book, appeared on the



WOL-Mutual sports show with Bill Brundige, left, then went on to the U.S. Museum of Natural History. Later in the day, Buck returned to the museum for another look.



boxoffice....Bob Coulter was waiting for cool weather to take his vacation....Bob Eagan, National manager, was resting this week....Ernest Giles, Westhampton staff, vacationed at home....Gertrude Coulter returned from Boston.

Donald Sheap, Westhampton, was sick....We received an invitation to attend the annual DogMart in Fredericksburg on Oct. 16. Ben Pitts always takes a very active interest in this big all day event.

Ernest Moore has just laid new carpet in the local National and Rex, Petersburg....Earl Bergener, Highway Express manager, had a big write-up in The Sunday Times Dispatch movie section with pictures and everything...Earl Clator, maintenance engineer, National, took his vacation, and went fishing, Zeke Attkisson substituting.

Eugene Chaplin returned to the Park to replace Walter Nunnally....Joyce Green is an addition to the Neighborhood Theatre, Inc. home office staff, succeeding Edna Mattson....Dorothy Smith, secretary to Sam Bendheim, Jr., general manager, Neighborhood Theatre, Inc., returned from vacationing in Atlanta and Daytona Beach, Fla....Sam Morre. Byrd, has been sick....

READ

EXTRA PROFITS

an exclusive feature
every 4th week in

THE EXHIBITOR

You'll get many helpful
hints that will bring you
"EXTRA PROFITS" on your
candy and popcorn sales.

Herbert Gibbs, censor board, vacationed....Layton Ives, Park manager, is on the job after spending most of his vacation at home....John Scott Carnell was recuperating from his long illness.

George Peters, Loew's manager, arranged a neat tieup with Thalheimer's Department Store to select Richmond's "teen queen", with the winner receiving a loving cup from Jane Powell and Elizabeth Taylor, co-stars of "A Date With Judy"; a new school outfit from the store, and an opportunity to compete in a national contest....David Kamsky and Dan Wilkinson made a nice tie-up with Miller and Rhoads Department Store on the March of Time, "Career Girls". In exchange for lobby cards in the Byrd and State, the store ran display ads in the papers and window displays.

-S.J.

West Virginia

KEYSER

MUSIC HALL NOTES: Ernest M. Clevenger was out with a badly sprained right ankle. Terry Randalls, son of Charles Randalls, manager, was filling in. The house was closed during the large street parade of the 20th Annual West Virginia State Firemen's Association. John C. Wilson, projectionist and THE EXHIBITOR correspondent, photographed in Ansco Color 400 feet of highlights of the parade....While the former Miss Naomi Purgitt is honeymooning, Norma B. Smith substitutes...Mona Rosedale, who has been attending the popcorn machine, resigned. Carrie Rawlings has taken her place.

Variety Club

WASHINGTON, TENT 11

It was a grand day's entertainment when more than 300 Variety members and their friends frolicked, played golf, enjoyed a splendid dinner dance at the Manor Club. Chief Barket Frank Boucher and his aides, Sam Galanty and Carter Barron, received a great vote of thanks from those assembled for the day's activities. Beginning with the first smack on the little white pill by Harry Bachman, who took one of the prizes, the day's activities wheeled through tennis, swimming, gin rummy, and bridge, and tapered off with a splendid dinner, dancing, and awarding of prizes. A number of out-of-town guests were on hand to join with Tent 11 in celebrating the 12th annual affair.

The Variety Club welfare awards committee, through its chairman, Frank Boucher, issued a call to all members of Washington's Tent 11 to get weekly reports on their activities to the club secretary. With the higher quota set this year, in order to meet charity obligations, Boucher said he would urge all team captains and their lieutenants to be more prompt in reporting their weekly sales. In the meantime, Sara Young has placed many of the lovely Variety ladies in key hotel spots to distribute the welfare award tickets. Salesmen are carrying the award welfare activities into the territory. The three top prizes this year are a Cadillac, a Pontiac, and a Ford, in addition to seven other valuable prizes.



Joseph Cotten was host recently to a group of Olympic players in London, and guests at his suite in the Savoy were: left to right, top, Bob McMillen and Cliff Bourland; and seated, Cotten, Jack Francis, David O. Selznick - British representative, Mel Patton, Pat Hitchcock, Mrs. Cotten, and Wilbur Thompson.

NEWS OF THE

Territory

New York City

CROSSTOWN

In a special bulletin prepared for Century managers by J.R. Springer, general theatre manager, Century Theatres, outlining the circuit's plans for the fall, Springer last week stressed that the "good old days" type of selling a picture should be revived once again, that managers should dig down, and use stunts which have proved successful before. He made particular mention of the fact that everything should be in "good taste". "A manager's most important job is to see that he receives full dollar value on any advertising he places," Springer said. He also urged that theatres get together to secure cooperative page tie-ups in local newspapers.

William F. Rodgers, MGM vice-president and general sales manager, returned last week from a visit with Henry L. Nathanson, president, MGM Films of Canada, in Toronto....C.J. Briant, New Orleans MGM manager, arrived last week to spend several days at the home office for conferences with sales executives....Paul MacNamara, vice-president in charge of public relations, SRO and Vanguard Films, arrived last week from Hollywood for conferences with David O. Selznick's eastern executive staffs.

Jacques Kopfstein, executive vice-president, Astor Pictures, recently announced the closing of a deal with Films, Inc., in which the latter company will distribute, on a non-exclusive basis, the complete list of titles of Astor 16mm. product in the U.S. The contract will run for a five-year period.

The Golden reopened on Sept. 1 with the American premiere of the Italian-made "The Loves of Don Juan". The House is now managed by Siritzky Enterprises, Inc.

Howard Dietz, MGM vice-president and director of publicity, advertising, and exploitation, returned last week from Paris....Mitchell Rawson, MGM publicity staff, returned last fortnight from a Saratoga Springs vacation.

James Dunn, currently starring in UA's "Texas, Brooklyn, and Heaven" was guest of the week on WPIX television feature, "Edgar's Teen-Age School of Charm". A trailer from the film, which opens in Brooklyn on Oct. 1, was televised as part of the show.

Fred J. Schwartz, chairman, "Youth Month" committee, Metropolitan New York area, and vice-president, Century Theatres, last fortnight enlisted the aid of the Metropolitan Motion Picture Theatres Association and its membership to support and participate in the September drive. The association

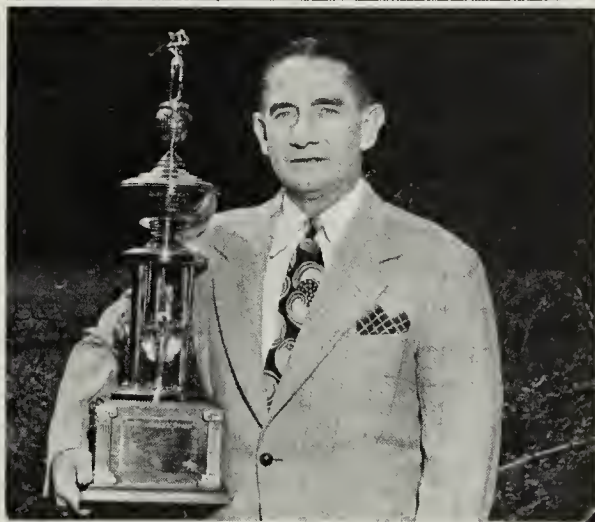
initially endorsed the showing of the New York State Youth Commission film, "Families First", in all its member theatres, and urged full cooperation with the program outlined in a comprehensive bulletin distributed among its members. Schwartz also solicited all other exhibitors in the Metropolitan area to render the fullest cooperation and participation in the program.

H.M. Bessey, Altec Service executive vice-president, returned last week from a Nova Scotia vacation....David Niven, accompanied by his wife, the former Njordis Tersmeden, arrived last week on a vacation....Melvin L. Gold, who spark-plugged the founding of the National Television Film Council, and is temporary chairman, was nominated last week for the presidency of NTFC. Gold is director of advertising and publicity for National Screen Service.

B.G. Kranze, vice-president and general sales manager, Film Classics, was recuperating last week from a virus attack suffered upon his recent return from Chicago....Jock Lawrence, executive vice-president, J. Arthur Rank Organization, returned last week from London accompanied by Sydney Wynne, publicity and advertising director....Montague Salmon, managing director, Rivoli, where RKO's "The Velvet Touch" is current, is holding a contest for the best caricature of Rosalind Rossell, winner to receive a \$25 Savings Bond and winning drawing to be exhibited at Sardi's after the close of the contest.

Jerome J. Cohen, motion picture insurance specialist, is on a Caribbean cruise....James R. Grainger, Republic executive vice-president in charge of sales and distribution, left last week for Los Angeles....Janet Rosenthal, manager, Allied Artists and Monogram print department, married Harry Lieboff last week.

Fred M. Jack, UA western sales manager, and W.E. Callaway, western district manager, arrived last week for important conferences on sales policy....Harry Popkin, producer, "My Dear Secretary", left for Hollywood last week after conferring with UA executives on releasing plans for the picture....Representatives from several



Frank Costa, manager, Warner, Ridgewood, N.J., is shown holding the Harry M. Kalmine Trophy, which he won in the recently held WB Jersey Circuit golf tournament, which was a success.

groups of Dick Powell fan clubs carried back a neat report to their memberships after last week's activities with the Hollywood star appearing in person at the Capitol with "Pitfall". Powell made the girls the stars, and turned fan himself by snapping pictures of the 'teen-agers for his scrapbook. He served them coffee and rolls at his Warwick Hotel suite, and then escorted them to the Capitol as his guests.

New Jersey

ASBURY PARK

Capitalizing on the giveaway theme, Bud Heck, manager, Walter Reade's Mayfair, recently dressed up an aide as "Good Sam", and sent him out on the boardwalk to distribute lollipops. The lollipops were promoted from a local candy shop, and the wrappers imprinted with playdates.

Joe Sommers, manager, Walter Reade's Paramount, dressed all his aides in baseball uniforms, and built a special front for "The Babe Ruth Story". He also had members of the winning team in the local softball league as guests on opening night, and presented them with a Babe Ruth trophy.

LONG BRANCH

Ralph Lanterman, city manager, Walter Reade Theatres, got more realism than he'd bargained for when advance trailers for "Abbott and Costello Meet Frankenstein" were flashed on the screen recently at the Paramount. Due to the hot weather, theatre doors had been open, and a small bat flew in to flit back and forth across the screen.

PLAINFIELD

A half-page cooperative ad, one of the largest ever obtained here, was recently arranged by Ann DeRagon, manager, Walter Reade's Strand, for the stage show "Asylum of Horrors". A tieup was made with a Sears Roebuck store wherein one of the actors, dressed as the monster, roamed the store during the day of the show giving away passes. In return, the store took the large ad, and arranged a window display.

New York State

ALBANY

Ward C. Bowen, acting director, Division of Motion Pictures of the State Education Department, recently reported that 1,781 films were reviewed, 120 more than in the preceding year, during the fiscal year ended on March 31. Of this total, eliminations were ordered in 123, while five were rejected. Among the films reviewed, 482 were foreign, with 135 coming from Mexico, while 52 came from France, and 47 were supplied by Italy. A new record of \$360,180 was collected in fees, which was \$10,420 over the figure for the year before.

The Variety Club, Tent 9 is planning a clambake on Sept. 13 at Picard's Grove with Charles A. Smakwitz in charge of arrangements....J. Myer Schine arrived in New York from a six-week European tour....Charles

Wilson, owner, Bijou, Troy, is building a new summer home at Glass Lake....Carl Gentzel, MGM traveling auditor, spent several days at the office.

Betty Dasis, Paramount biller, was confined to her home with a serious case of poison ivy....Mary Flynn, Upstate Theatres booker-office manager, was spending a week in New York....Employees of Warner Theatres' and Warners were lucky to have had their outing on Aug. 26, one of the hottest days this summer.

Mark Silver, United Artists assistant eastern general sales manager Morey Goldstein, and Jack Ellis visited Charles A. Smakwitz, Warner Theatres' zone manager. Harry Berkson, Monogram franchise holder, Albany and Buffalo also visited....Janice Gamelin is the new addition to the Eagle Lion office....Mike Nuzzola, 20th Century-Fox salesman, was vacationing...Phil Baroudi, resumed operation of the Lake, Indian Lake, which Charles Wilson held on lease. Baroudi also runs theatres in North Creek and Warrensburg....Sylvia Closson, secretary, publicity department, Warner Theatres, spent a weekend at Niagara Falls....Ray Smith, Warners branch manager, on the sick list....Harry Fendrick is selling for Warners.

BUFFALO

An overflow crowd attended the preview and trade showing held by RKO's Jack Chinell at Max Rosing's Sheas Elmwood of "A Song is Born"

Phil Fox held a trade showing of "The Loves of Carmen"....Lee Cross, Shea's booking department, entertained her sisters Clara and Backy, from New York....Fred Itzenplitz, Shea's Teck assistant manager, was back on the job after vacationing in New York.

Bill Carrol, Shea's publicity department, was spending a week in New York with his wife....Stanley Mittlefehldt, assistant manager, Shea's Buffalo, was busy packing preparatory to moving to South Buffalo....Bob Jackson, manager, Shea's North Park, was off on his annual vacation.

The 20-year-old marquee in front of George Mason's Sheas Great Lakes was dismantled to make way for a new modern attraction sign.

The Motion Picture Theatres of Buffalo and Western New York joined the nation in "Youth Month", Sept. 1-30. Chairman Bob Hayman urged every theatreman in the territory to give his wholehearted support to the campaign by displaying banners and hangers in their lobbies by staging special shows and other activities for young people, and by running the newsreel shots that will present highlights of the observation across the nation.

Gene Murphy, brother of Leo Murphy, Price Theatre Premium, and Robert Murphy, 20th Century, is now with the Murray Whiteman Music Store in charge of television sets.



RKO Latin American representatives Pedro Saenz, left, and Ned Seckler pose for this picture at a recent trade press interview in New York City.

Vicki Hyman, secretary to Al Herman, Eagle Lion, returned from her annual vacation. So did Margaret Collins, secretary.

Robert Dame, manager, Shea's Teck, back on the job after his vacation, says he and his wife are expecting a second visit from Sir Stork in November, and hope the newcomer is a brother for their young daughter.

James Eshelman, city manager, Monroe Amusement Company, Rochester, returned to his desk at the Regent after visiting his mother in Minneapolis, and is bringing her back with him for a Rochester vacation.

L.J. Leiser, Eagle Lion, was vacationing with wife, Jeanette, booker and office manager, Universal-International....George Davis, manager, Olean, Olean, returned from a vacation in Hornell, which he spent with his folks.

James Cranides, Olean exhibitor, was in taking off for Wheeling, W. Va., to meet old friends, and take in the races.

During the showing of "Canon City", 20th Century manager Robert Murphy and exploiter Charlie Baron, Eagle Lion, conceived a street stunt by putting out a ballyhoo man dressed in authentic Colorado State Penitentiary suit, sent to Baron by Warden Roy Best.

Al Herman is now branch manager for Eagle Lion, succeeding L.J. Leiser, resigned. His Albany office along

with Buffalo, has been absorbed by the Boston branch, under the supervision of Tom Donaldson.

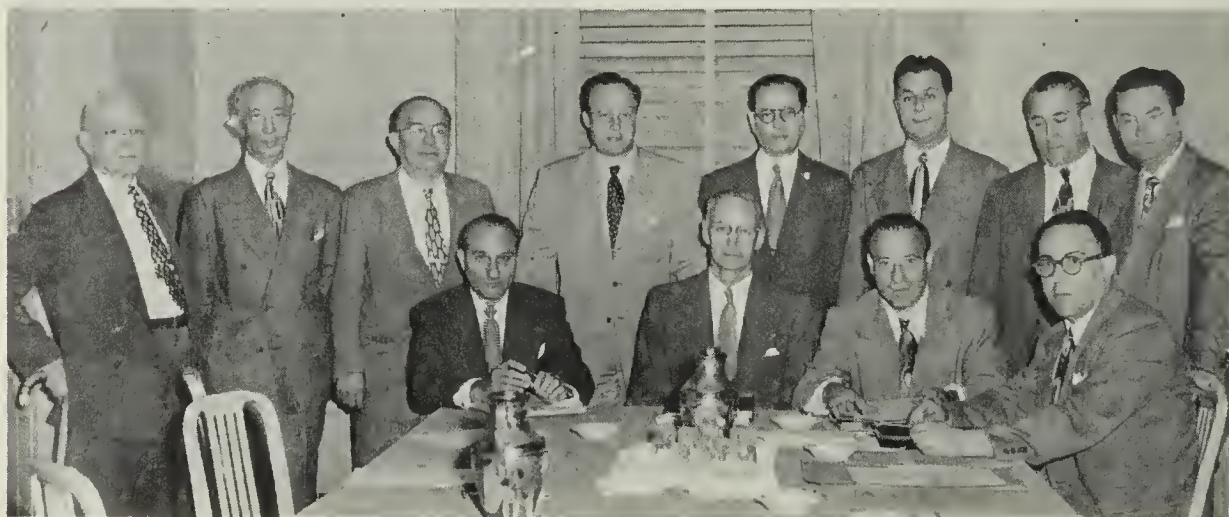
Hank Howard, exploitation representative, RKO, is happy after moving into his own apartment, joined by his family....Julie Cage, cashier, Eagle Lion, was away on the second lap of her vacation in New York, visiting her sister....John Osborne, Wheeling, W. Va., was a recent visitor. He is the father of John Osborne, Jr., a Watkins Glen exhibitor. Another Pennsylvania visitor was Frank Panapolis, Pittsburgh.

Earl Hubbard, publicity director, 20th Century was enjoying week-end vacations at Olcott Beach, where he could be found in the surf with his family.

Eagle Lion held a screening of "Mickey" at the 20th Century....Leo Murphy, Price Theatre Premiums and Farmer Boy Corn and Equipment Company representative, returned from a trip through the Albany area and a visit to the home office in New York City.

KINGSTON

Men who played baseball against Babe Ruth when he appeared in an exhibition game here in the late 1920's were rounded up recently by Walter Reace Theatres as part of the exploitation for "The Babe Ruth Story", Kingston. City manager Bob Case, assisted by housemanagers Walter Kirchofer and Betty Riseley, tied in with the local minor league baseball team by putting a small cash prize for the players on either team who hit homers Prior to



Shown here at the recent RKO zone meeting recently held in New York City are, seated, left to right, Harry J. Michaelson, Charles Boasberg, and Carl Peppercorn, and left to right, John Dacey, Charles Penzer, Lou Kutinsky, Len Gruenberg, Phil Hodes, William Hartman, Herman Silverman, and A.A. Schubert.



This pinball machine, spotted in the Seneca Hotel, Rochester, arcade recently promoted publicity for the Damon Runyon Cancer Fund. Loew's used this for UA's "The Time of Your Life".

the game, the old timers were introduced. In turn, the ball club plugged the picture over the public address system, and displayed a large cut-out near the entrance carrying picture playdates. At the theatre, a sports quiz was held on the stage, with a local radio station announcer acting as m.c.

ROCHESTER

Glenn Heinrich, manager, Capitol, was driving again after a nine-year span....Wally Allen, 20th-Fox, who covers a wide area by plane and auto from his Pittsburgh and Buffalo centers, reports that drive-ins are doing swell business all over.... Mildred Lighthouse, Little, returned from a short vacation at Lake George.

Jack Boyd, Embassy, told by city officials "no soap" on screening "The Outlaw", promptly booked "Damaged Goods" under the title "Marriage Forbidden".

When the projected Mt. Read Boulevard house was leased to the Dipson interests, it was a 1,400-seater costing \$250,000, but when the construction application was filed with city officials, it was a 1,000-seater costing \$85,000.

Eastman Kodak Company announced plans to erect a three-story, \$628,200 building at Kodak Park for manufacture of photographic materials....The Embassy projection booth offers strange contrasts, breezes from the nearby Genesee River, strong odors of fish and chips from two nearby restaurants, a roof garden growing in a combination of South Avenue dust and chimney soot, a modern television aerial but little removed from the ancient projection machines, an "outside" telephone that connects with the theatre office, and one has to be quite an athlete to reach the booth in the first place.

With still no signs of stage attractions in film theatres, the musicians union was using a \$10,088 AFL appropriation in giving free concerts at charitable homes and hospitals here.

Biggest theatre giveaway in recent months, some \$550 in merchandise, was scheduled on Sept. 23 by Morris Rosen, manager, Monroe. All promoted through

one dealer, it included a gas range, washer, radio, \$25 gift certificate, floor lamp, waffle iron, and table.

Manager Lester Pollock, Loew's, arranged a standee figure in lobby with intermittent lighting, and attracted attention to "A Date With Judy".... Vacant offices in the Regent building were being redecorated to attract prospective tenants.

Projectionists in drive-in theatres need no call from the manager when something goes wrong on the screen, the honking auto horns give them the cue.

Projectionist Fred Trost, who worked as a technician for producing companies when he was living in Arizona, recalls he helped string wires, and set the tiny bombs used to make the dust fly when shots ring out in those exciting western films.

Projectionist Walter Knopf, who started his motion picture career in William Fox's first Broadway 40 years ago, was congratulated by The Democrat and Chronicle on his 62nd birthday. Other friends also extended felicitations. -D.R.

ST. REGIS FALLS

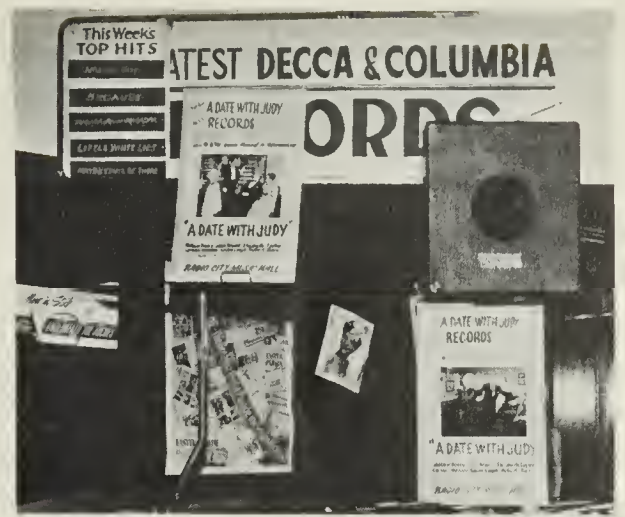
The Waverly, owned by Stanley Lavelley, Potsdam, was destroyed by a fire believed to have been caused by a short circuit.

SARATOGA SPRINGS

A convict recently roamed the streets as bally for Eagle Lion's "Canon City" at the Congress. Manager Jerry Segal also built a special front for the theatre, using action stills, and in cooperation with EL, placed a special 40 x 60 "A" board on the sidewalk on front of the theatre to display newspaper clippings and stills of the actual Canon City jailbreak.

SCHROON LAKE

In accordance with the wishes of his family, the army effected the return of the body of Corporal Joseph D. Rossi to this country, and on Aug. 20, accompanied by a personal military escort from Fort Hamilton, the body was turned over to Corporal Rossi's parents, Mr. and Mrs. Giacomo



When MGM's "A Date With Judy" recently played New York's Radio City Music Hall, this attractive tie-in was promoted with a large chain store in the center of the metropolis.

Rossi, Hoboken, N.J., and Schroom Lake. As the flag-draped casket lay in state it was guarded by an honor guard of enlisted men from Fort Hamilton, which alternated with another guard sent by the American Legion, and on Aug. 21 they accompanied another squad of enlisted men also from Fort Hamilton, which escorted the body of Corporal Rossi to St. Anne's Roman Catholic Church, Hoboken, where a Solemn Requiem Mass was sung by the Reverend Father Pascal, assisted by the Reverend Fathers Chistoni and Thomas. From there, they escorted the remains to the family plot at Holy Cross Cemetery, North Arlington, N.J., where Corporal Rossi was laid at rest in his final resting place with full military honors. Surviving Corporal Rossi besides his parents, are three sisters Miss Mildred Rossi, Mrs. Francis Ventora, and Mrs. Frank Visceglie, in addition to four brothers, Charles, Stephen, John, and Emanuel. Corporal Rossi was inducted into service in August, 1942, at which time he was employed by Warners, and had been associated with them in the management of their Ritz and Central, Jersey City, N.J.; the DeWitt, Bayonne, N.J., and the United States and Fabian, Hoboken. Corporal Rossi was the youngest of the Rossi brothers, who own and operate the Strand and Paramount. Until he joined the staff of Warner Theatres, he lived in Schroom Lake

(continued on next page)



Bill Berereton, Lafayette, Buffalo, planted this still of Marguerite Chapman in the window of a leading sports shop in the heart of the city for his house's recent run of Columbia's epic, "Coroner Creek".

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WANTED: Experienced, aged, manager for up-state New York. Include photograph, qualifications and salary expected.

Box 3

THE EXHIBITOR, 1225 Vine Street, Phila. 7, Pa.

EYEING THE *Exchanges*

NEW YORK: As most exchangeites know by now, this will be the last time you patient readers will be greeted by my smiling face when you pick up a copy of The Exhibitor, and turn to the "Eyeing the Exchanges" column. I am taking my leave of the paper after two happy years, and, as this reaches print, I will be zooming toward the sunny climate of California. I am leaving behind a host of happy events experienced on 44th Street, and it goes without saying that I will miss the Film Center immensely. In my stead will be a very capable young man, Walter Pashkin, and I am sure that you will give him the same cooperation that I have received. In closing then, I want to bid a fond farewell to all, and say once again that it has been swell working with you.



LES SUGARMAN

MGM: Lou Allerhand, salesman, was vacationing on a New England motor trip....Mary Taglianetti, booking department, was welcomed back from a vacation....Howard Levy, salesman, was back with a terrific tan....Florence Flynn, telephone operator, was presented with a lavish gift in honor of her recent betrothal.

U-INTERNATIONAL: Nat Goldberg, branch manager, returned from a vacation....Harry Tissot, auditor, was off on vacation....Lenny Ruderman, print booker, was also enjoying a sojourn....The office swept into the "Bill Scully in September" drive in high gear....Hal Rosen, booker, and his band played for the PAL, 106th Precinct....The office is revelling in a green paint job.

REPUBLIC: Mary and Harriet Lee, accounting department and telephone operator, respectively, returned from a vacation....Tony Ricci, salesman, was boasting of an 11-pound tuna caught at his summer home off Lake Hawthorne.

EAGLE LION: Rose Procopio, "hello" girl, was nursing a throat infection....Trudy Tacher, booking department, was also on the ailing list....Edith Stamm, booking department, was presented with a pair of sterling silver candlesticks in honor of her recent marriage....Harriet Krassner, contract department, was recuperating from illness encountered on a vacation at Ellenville.

RKO: Frances Atlas, billing department, celebrated her birthday on Aug. 30, while Edith Feig, filing clerk, was a year older on Sept. 7....June Ganz resigned from the accounting department. Connie Gallo replaced....Sylvia Reiss, billing department, and Dorothy Benincasa, booking department,

were sick....Lillian "Pat" Pataky, secretary, was spending a week at the seashore....Herman Silverman, office manager, was motoring through Canada with his wife and family.

UNITED ARTISTS: Ben Levine, head booker, was back after a two week sojourn....Gladys Olin, typist, received birthday greetings....George Weiss joined the staff as assistant shipper....Sue Hork, secretary, resigned, and is now residing in the Windy City....Pat Marcone, office manager, was vacationing in Vermont....Harry Newman, head shipper, was due back from a two week vacation.

PARAMOUNT: Kitty Flynn, booker, was back in the swing of things after a week's vacation....The office hears that Ruth Richardson, biller, recuperating from an illness, is coming along nicely....Richard Schulz, contract department, was enjoying a vacation....Helen Wenzel, Mickey Lewit, and Ann Callahan returned after illnesses....The staff was tensed up in preparation for the 36th drive.

MONOGRAM: Marie Bingham, popular telephone operator, was due back from a vacation....Eileen Schulte, secretary, was enjoying a vacation....Harry Levine, salesman, returned from a trip to Florida, where he visited his ailing mother....September 13 marks the return of Pauline Gibbs, booking department, from the three-week honeymoon in the White Mountains.

20TH CENTURY-FOX: Henry Unger, print booker, was still recuperating from an illness which sidelined him for three months....Bess Goldstein Allen, secretary, was welcomed back after illness....The national convention is being held at the Drake Hotel, Chicago....Ann Jones, secretary, was welcomed back from a vacation....Bob Schmalzbach was in the midst of a Canadian vacation....Bill Ahrbecker has been appointed treasurer, Fox Family Club, replacing Minnie Smith, recently resigned.

RAMBLIN' 'ROUND: Dave Seidman, manager, Adam, Mohawk, Mass., passed away on Aug. 20....Joe Felder, Astor, returned from a jaunt to the coast....Pretty Jean Forman is the new addition to the Famous Films force....Famous Films acquired the New York State distribution rights to the Clyde Elliott religious film, "Citizen Saint"....Screen Guild moved its offices to 630 Ninth Avenue, 11th floor....Herb Pickman, Warners' publicity department, returned from a vacation in the New England territory....Bell is distributing "Navy Spy" and "Captain Calamity".

SCHROON LAKE

(continued from preceding page)

and was associated with his brothers in the operation of these theatres. Corporal Rossi, 26, was killed in line of duty on June 13, 1945. Until his body was returned to this country, he had been buried at the U.S. Military Cemetery in the Duchy of Luxembourg.



Edward G. Robinson, star of Paramount's "Night Has A Thousand Eyes", is shown here recently clearing through customs in New York with his wife on their return from an European voyage.

SYRACUSE

Helen Hojnowski, B and B Confectionery Sales Corporation's representative, Keith's, flew to Montreal, and continued her vacation trip via steamer on the Saguenay River....Bob Sardino, projectionist, Paramount, and the Mrs. were on vacation in New York.

Echoes from the Cleveland IA Convention: Carroll Blair failed to meet Lou Boyd at the airport to carry his bag as he did in Chicago....Eddie Fitzgerald, veteran stagehand, is reported to have thrown his money around "like a drunken sailor"...Al Tindall, Rochester, met a cousin whom he had not seen for 41 years, and made the headlines in the Cleveland papers....Steve Klunko is reported to have been a constant companion to Eddie Fitzgerald....Raymond Roe will be relieved of the necessary headaches in figuring the delegates time lost for baseball games, as they came back via plane....Harry Burley, always the perfect gentleman, relinquished his plane seat in Rochester to enable Lou Boyd to sit with a member of Phil Spitalny's band (female) for the balance of the trip home, and vows "Never again". We wonder if he was thinking of the plane ride or of the recent "jailing" that Boyd treated him to at the hotel in Cleveland, when Boyd locked the door from the outside while Burley was sleeping inside and then wondered why his pal did not show up for the convention session. Carroll Blair, with the aid of a bellhop, is credited with the rescue, much to the enjoyment of several delegates and visitors. Boyd claims he never knew that hotel doors had locks on both sides of them.

Irving Cantor, manager, Schine's Eckel, returned home from the Hospital following a serious illness....Tom Clarke, manager, Loew's Strand, did a real job selling the antique car while on vacation below the Mason-Dixon line.

WHITE PLAINS

Frank Goodale, 61, for many years manager, Loew's State, died in St. Petersburg, Fla., after a year's illness. Goodale won fame as the "boy aeronaut", a star attraction at Palisades Amusement Park. He was the first man to fly an airship across the Hudson River in 1909, and the first to make an official parachute jump in the army, at Fort Omaha, Neb., on Oct. 19, 1917.

Comerford Circuit Aids Rogers Drive

SCRANTON—It was announced last week by John Nolan, Comerford executive, that the circuit, in order to give impetus to the area drive for the Will Rogers Memorial Hospital, will contribute 10 per cent of whatever is collected in the area for the drive as its share of the campaign.

Nolan made this statement to **THE EXHIBITOR** in order to urge all participating in the campaign to do their best for the institution, which needs plenty of help.

NEWS OF THE

Territory

Philadelphia

Crosstown

The Troc, the town's only burley house, opened for the season on Sept. 5.

Armed bandits robbed James Floyd, manager, Senate, last week just outside the theatre as he prepared to enter his automobile to take some money to the bank.

Vine Street

Miriam Goodwin, office manager, A. M. Ellis Theatres, vacationed at Grossinger's recently, and while there appeared in a forthcoming 20th Century-Fox March of Time two-reeler, shooting while she was present. . . . Jack "Artkino" Jaslow has the Poplar on lease again this season, and contemplates a policy of Jewish, Russian and other foreign-made films. . . . Hot weather notes: Dave Milgram, Affiliated Theatres, was seen in the 13th and Vine barber shop getting a haircut with his shirt off.

Proclamations from Governor James Duff and Mayor Bernard Samuel of Philadelphia spearheaded the opening of "Youth Month" on Sept. 1 with the theatres of the state playing a leading part. Lewen Pizor, president, United Motion Picture Theatre Owners, heads the campaign here. Philadelphia's part in "Youth Month" began with a meeting held in the office of Mayor Samuel on Aug. 26 to discuss ways and means for city-wide participation. Judge Nochem Winett, nationally known for his work in the field of juvenile delinquency, was appointed by the mayor to head a committee of leading citizens for the campaign. Telegrams were sent by Mayor Samuel to business and welfare leaders inviting them to attend a meeting to be held in City Hall on Sept. 7. Plans were to be made at that time to cooperate with the theatres of the city for making the local campaign against juvenile delinquency an outstanding demonstration in the national setup. Philadelphia theatres already are promoting "Youth Month," with neighborhood and downtown houses scheduling features adapted to their needs. Publicity and public relations men representing the trade met on Aug. 31 to make final plans for promotional outlets. Several thousand young Philadelphians will be guests of the theatre owners at professional baseball and football games as one of the special features drawing attention to "Youth Month." Plans also have been made to enable smaller towns and cities to take part in the campaign. Easton will have a permanent council on juvenile de-

linquency formally launched into action during the month, with a proclamation by the mayor. Easton was one of the first cities in the state to take advantage of the special films sent out by TOA for help in organizing communities to combat juvenile delinquency.

It was a shock to the industry to learn last week of the deaths of Charles Ramsey, Ramsey, Stewartstown, and F. Meyers, Victoria, Blossburg. . . . Harry Lefko, son of Sam, is now in the advertising and sales promotion department of Westinghouse Electric Company, Washington, D. C.

William R. Schwartz, Monogram booker, announced that effective immediately all Monogram and Allied Artists pressbooks will be supplied by National Screen Service. Since the other accessories are already carried by NSS, it will now service all future advertising requirements.

Seen on the street last week were Bill and Jim Clark, Highway Express, and Frank MacNamee. . . . John Nolan and Johnny Roberts, Comerford organization, were also in last week. . . . Catherine Foley Winterbottom, secretary to U-I branch manager George Schwartz, was taken ill on her vacation.

Norman Weitman, who recently took over the Harrisburg territory as U-I salesman, was in an auto accident last week. . . . Helen Baden, U-I clerk, was overcome by the heat while at home last week. . . . Lou Krouse, former IATSE Local 307 head, was in Atlantic City Hospital last week. . . . Viola Honig, Screen Guild cashier, was on the third part of her vacation last week.

Lou Formato, Metro branch manager, was back from a New Hampshire vacation looking fit as a fiddle and as brown as a

Sales Chiefs Present At Will Rogers Luncheon

PHILADELPHIA—A luncheon meeting was held at the Broadwood Hotel last week in connection with the current Will Rogers Memorial Hospital Drive sponsored by the New York City sales managers of the various film distributors, who are paying all expenses pertaining to the drive.

The 80 some exhibitors present all pledged their support, and everyone made a personal contribution. They also asked for permission to have a trailer, furnished by National Screen Service, and to take up theatre collections. Abe Montague, Columbia, and chairman, district committee; William Scully, U-I, and Sam Shain, 20th Century-Fox, were present, while Earle W. Sweigert, Paramount mid-eastern division manager, was chairman.

berry. . . . Condolences are belately extended to Ann Jacobs, Highway Express telephone operator, upon the recent death of her father.

Eagle Lion booker Harold Coltun was vacationing last week, and spending plenty of time with that new baby. . . . Joe Perry, Clark Film shipper, was a vacationist last week.

George Nonamaker, associate editor, **THE EXHIBITOR**, who feels kindly toward beasts of burden, was seen feeding the horse that pulls around the U. S. Mail's parcel post wagon candy last week. The candy was through the courtesy of Y and Y Popcorn Supply.

David Yaffe and Irving Kahn, Y and Y Popcorn Supply, were back from a busi-





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It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

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ness trip to New York City. . . . J. P. Morgan recently made the installation of new seats at the Parkside, Camden, N. J., and also replaced seats for William Scully, Jr., at the Transit and Midway, Allentown. . . . Alvin Goodwin, general sales manager, Quality Premium Distributors, was in Boston on business.

Quality Premium Distributors' trade show was a big success last week, and Joe Engel claimed more contracts were sold than at any other season's opening. . . . The Ridge Pike Drive-In, with capacity for 1100 cars opened last week. It is operated by Ridge Pike Drive-In Theatre Corporation, headed by A. S. Whitten. Blumberg Brothers did a 100 per cent equipment furnishing job for the spot, including RCA sound, RCA in-car speakers, Brenkert projectors, Brenkert Suprex lamps, Century-Roth generator, etc.

Harriett Rosenstein and Shirley Berkowitz, Warner stenographers, were vacationists last week. . . . Condolences are extended to Dot and Marie McMenamin, both employed at Warners, upon the death of their mother. . . . Warner office manager George Hutcheon fractured several ribs in a fall in his bathtub last week. . . . Ed McEvoy, short subject sales manager, visited the U-I exchange last week.

Mrs. Edna R. Carroll, chairman, motion picture division, "Pennsylvania Week," last week advised exhibitors that an excellent clip showing Governor James H. Duff presenting the story of "Pennsylvania Week" had been obtained, and that dupe prints were being made by Metro's News Of The Day. SRO, Mrs. Carroll announced, was making a clip through the courtesy of David O. Selznick, a native Pennsylvanian. This clip is not a monologue. It contains flashbacks showing Valley Forge, William Penn, Independence Hall, the industries, and some of the people of Pennsylvania. "We suggest that the entire clip be used as made," said Mrs. Carroll, "since it is made with real sincerity and showmanship." Fifteen hundred exhibitors were due to receive a personal letter from Mrs. Carroll.

Joe Kennedy, the sage of Highway Express, saw the mercury tumbling last week, and immediately sent out orders for the chains, anti-freeze, etc., to be conditioned for the cold days ahead. "I think it is going to be a cold winter," declared Kennedy. "The birds which usually nest near my home are flying south already," he stated. "If it isn't cold, I will pay back Clint Weyer the \$2 I owe him," he said with finality.

Ben Tolmas, formerly with 20th Century-Fox, who has been on the sick list recently, was reported doing nicely last week in Graduate Hospital.

Circuits Stanley-Warner

Ted Schlanger and Lester Krieger held a series of pep meetings for the Will Rogers Memorial Fund Drive with district managers and department heads. District managers, in turn, held meetings in their own districts to spur the sale of tickets. All managers are making a concentrated effort to sell their quota, and every employe in the main office is also a salesman for the books. . . . All S-W theatres in this area are cooperating on "Youth Month" with special lobby cards and ads in the newspapers. . . . Morris Gable and wife returned from their vacation, spent on a golf tour. Mrs. Gable plays a better game of golf than hubby does. . . . Al Reh, manager, Mastbaum, should be back from his vacation soon.

Frieda Koren, in-town booking, was

married on Sept. 5 at the Coronet, to Morton Anmuth, a veterinarian. Natalie Taffler, billing department, was maid of honor, and Reesa Cooper, Lou Davidoff's secretary, was one of the bridesmaids. The happy couple will spend a month driving to California.

Bebe Einbinder, film payment, celebrated her birthday on Sept. 3 just two days before Wally Makowski, head of purchasing, and his wife celebrated their 20th wedding anniversary. Congratulations.

Art Piper, accounting supervisor, after working so hard in the back yard of his new home in Glenside, and getting poison ivy for his pains, decided to go to Ocean City, N. J., and pass it on to his friends in an outstanding burst of generosity. It is also understood that Jack Brodsky, assistant contact manager, is always a most welcome guest at the Chelsea Hotel, Atlantic City. Speaking of Atlantic City, Max Epstein, purchasing, says that on his next vacation he'll stay away from Kaufman's at that resort. Reason? Though he really doesn't need it, he gained 20 pounds. . . . Rosalind Seager, contact department, left the company to take another position, and was feted at a luncheon attended by 20 girls.

On the sick list were Cele dePierre, Harold Polin's office, and Hortense Shalita, assistant paymaster, who spent some time at Mt. Sinai Hospital. Deepest and most sincere sympathy is extended to Gert Feindt, also of Harold Polin's department, whose father died.

Morris Stein, purchasing, spent the two weeks of his vacation rebuilding and refurbishing his car, which really needed it. What we'd like to know is why he didn't just go out, and buy another car? There are plenty of them around, but, of course, not another one like the Stutz he drives now.

Now that vacation time is almost over, it is learned Iz Litwin, accounting supervisor, spent a great deal of his time trying to outwit the fish in the Atlantic Ocean. Someone should tell him that fish are caught more readily with a rod and reel than by diving in and trying with his bare hands. . . . Dave Stadler, incidentally, learned how inexpensive a vacation can be—if a guy goes to New York, and lives with his relatives. . . . Jeanne Dunav, John Turner's lovely secretary, spent the last week of her vacation in Atlantic City.

Angelo Dalessandro, leg man, is vacationing in Connecticut, and Dick Gibbens is pinch hitting until "the Angel's" return.

Delaware Wilmington

Five boys, under the leadership of G. Park Weaver, projectionist, Ace, spent two weeks on a trailer camping trip in the White Mountains of New Hampshire, an annual event with Weaver. Known as "The Trail Dusters," they spent three days at Lafayette Campground near Franconia.

Lewis S. Black, manager, S-W Warner, won a trip to New York with his "Tap Roots" campaign. . . . Martin Marantz, New York, was working the Warner lobby selling books for the Babe Ruth Foundation under supervision of Norman Silver, Hotel Girard, Philadelphia, while "The Babe Ruth Story" was on the screen. . . . Janet Elaine Fleetwood joined the S-W Ritz, replacing Beatrice Andrews, resigned. . . . Howard Walter Rouke, Jr., projectionist, S-W Savoy, and family vacationed at Rehoboth Beach, Del. . . .

TRADE SCREENINGS

WARNERS (230 N. 13th) Sept. 27, 2.30, "Johnny Belinda."

Edna A. Bowman, S-W Savoy, reported off sick. . . . Samuel Salvatore Muzzi resigned at the S-W Savoy. . . . Samuel Loveless, S-W Savoy, was out sick for a week, Paul Graybeal, Arcadia, pinch hitting. . . . Nicholas J. Caruso was also helping out at the S-W Savoy. . . . Herbert "Chief White Elk" Davis, S-W Queen, resigned. . . . The Fifth Street side of the Queen was being painted. . . . Walter Scott, assistant manager, S-W Queen, was sick, Ralph Borroto filling in. . . . Virginia Jones, S-W Queen, was on vacation, Agnes Duffy filling in.

Mrs. Helen M. Barrett, motion picture editor, The Journal-Every Evening, returned from vacation. . . . Edgar J. Doob, manager, Loew's Aldine, added to his collection of miniature dogs a new one resembling his live miniature schnauzer, "Mr. Chips." The new addition to the collection was a gift from Mrs. Helen M. Barrett. . . . Robert E. Diem, assistant manager, Loew's Aldine, returned from vacation. . . . Norman Ware, Loew's Aldine, has been out sick, and Nancy Weatherby and Dorothy Scott have been handling the extra duties. . . . Charles Galloway, Jr., Loew's Aldine, lost his dad.

Sylvan Shaivitz, manager, Crest, Woodcrest, and family spent a day in Reading, Pa. . . . Mrs. Elsie Tompkins, assistant manager, Crest, was also a recent Reading, Pa., visitor. Richard Edge, manager, Pike, Claymont, was highly pleased with the showing in the Wilmington Pushmobile Derby by the Pike's entry, Tommy Brown. Another boy is representing the Pike in the Claymont Coaster Derby. The Pike, Crest, and Ben Shindler's Ace were cooperating with The Senak Company in a contest, with a 12-piece set of aluminum ware as prizes. . . . Kathleen Jester joined the Ace. . . . Frank Mack, Ace, spent his time off on the North East River in Maryland. . . . Eleanor Nai, Park, returned from Mexico, where she wrote a series of articles for The Wilmington Sunday Star. . . . Helen Burton, National, vacationed. . . . Willard Wilson, National, returned from Cincinnati.

New Jersey

Medford

Sidney Barbet's Medford, 350-seat house, since its opening last July 9 is reported doing nicely.

Pennsylvania

Du Pont

The Comerford Drive-in opened here on Sept. 4. Spot has 900-car capacity. The drive-in was in the building state for many months, and expects to get in two months' operation this year.

PROGRESSIVE ELECTRIC CONSTRUCTION CO., Inc.

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THEATRE INSTALLATIONS
and MAINTENANCE

Gettysburg

Sydney Poppay, S-W Majestic and Strand, had a narrow escape recently when a boat capsized four miles off the Mississippi River, Delaware Bay, where he was vacationing. He was rescued by Captain William Steen in his "Seven Seas" after hanging onto the capsized boat over five hours, while his friend, Dalton Schaefer, Dallastown, swam ashore for help. Now, Poppay appreciates those sea pictures.

Harrisburg

The recent campaign on Columbia's "The Black Arrow" featured 75 posters, placed on all leading inroads to the city, bearing the outline of a "Black Arrow" pointing towards town, and containing engagement data. Secreted on the backs of 10 of them were small envelopes containing a pair of guest tickets to the Colonial. Newspaper and radio copy carried the "tear down" poster, stunt. Many attractive window displays were obtained utilizing the catch-line, "Follow 'The Black Arrow' to the best values in town."

F. DeVerter, manager, Rio, added a "new" angle recently to Columbia's "Superman" serial exploitation when he arranged a week before opening for his aides to stop the kids in the lobby, and explain all about the forthcoming serial. DeVerter claims this word-of-mouth pre-selling campaign helped plenty. His campaign also included use of a trailer weeks in advance, front and lobby displays, 3,000 "Superman" Club cards, "Superman" sundae tieup with lucky numbers good for giveaway of sundaes, postings, newspaper advertising, free bubble gum giveaway, and "Superman" book tieup with a variety store.

Newton Lake

A 500-car drive-in is now being erected here. The entire equipment, consisting of Motiograph's new AA projection and Mirrophonic sound system, including H.I. lamps and in-car speakers, is being furnished by Vincent M. Tate Theatre Equipment and Motiograph dealer, Wilkes-Barre. Newton Lake is near Carbondale.

Norristown

Called the "Theatre Of Tomorrow" by Paul Winter, president, owner corporation, National Drive-In Theatres, the new drive-in two miles below Norristown was nearing completion. It cover 40 acres of land at the meeting of Ridge Pike, North Lane, and Colwell Road. O. J. Hickey, Rochester, N. Y., formerly manager in that area, is manager. Continuous music, recreational facilities for children, a snack bar, and observation windows, through which the snack bar patron can follow what is showing on the screen, are among the features of the big establishment.

Pottsville

An amended adjudication in the estate of the late Robert E. Bossler, Valley View, owner and operator of a theatre there, was filed in the Orphans' Court of Schuylkill County. The decree shows that the total amount of the estate, before payment of taxes, was \$130,390.

Reading

It was learned last week that Max Korr had taken over the Plaza from C. G. Keeney.

Capacity houses marked the sorting out of the 30 girl semi-finalists in the Reading Fair's "Miss Reading Fair of 1948" beauty

VARIETY CLUB

TENT 13

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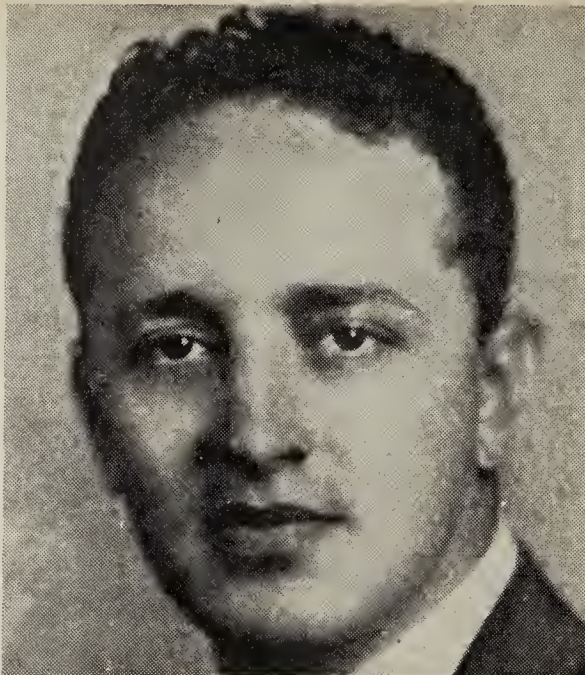
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Paramount Decorating Co., Inc.STAGE SETTINGS : DRAPERIES
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311 North 13th Street Philadelphia, Pa.

Lou Formoto, MGM Philadelphia branch manager, is scheduled to take part in that company's executive training course, which will open on Sept. 13. The men will spend about six months at the home office, become thoroughly indoctrinated with the company's policy, and then take a short Dale Carnegie course which will equip them for speaking before audiences.

contest in the Astor. Dr. H. J. Schad, president, Astor and Strand, is a director in the fair and its vice-president. Manager J. Lester Stallman, Astor, directed the three-night program, nearly 40 girls appearing on the Astor stage each night. Ten girls, for the semi-final list to appear on the Fair Grounds stage on the night of Sept. 18, were selected each night. On Aug. 30, the 30 girls selected for the semi-finals appeared on the Strand stage, also with two capacity audiences witnessing the two presentations. Manager Paul H. Esterly, Strand, is a director of the Reading Fair, and one of its executives.

The summer theatre at Mt. Gretna closed for the season, several weeks earlier than usual. The summer playhouse at Green Hills Lake expected to remain open until at least a week after Labor Day.

For lack of funds the Reading Bicentennial general committee cancelled the big four-day pageant presentation to have taken place at the Reading Fair Grounds preceding and over Labor Day. The four-day historical pageant, in which Claude Rains was to have been narrator, was to climax the celebration at the Reading Fair Grounds, which started on Aug. 14 and which was to have ended on Sept. 6. The official announcement said the pageant had been "postponed" and gave lack of financial support by the public as the reason. Although the Reading Bicentennial program started in January, the August-September events were to have been the feature of the schedule for the entire year. Something like a "buyers" strike developed at the very start, because admission was charged at the ground gate, to the paddock in front of the grandstand, to the grandstand itself, and for parking. Men with families found the tariff too high, and stayed away. Complaints were heard that the Bicentennial was too "commercialized." On the first afternoon, when Governor Duff spoke to grandstand audience, only about 400 persons attended, and, from the start, the financial take was a severe disappointment. One by one the charges were lifted, until only grandstand seats had to be paid for, and the gate fee was eliminated entirely, but business failed to improve. Of the estimated cost of the program, \$100,000, only \$75,598 was raised, most of it by subscription among business men, a general committee statement said. For the script of the pageant \$500 had been paid a Reading writer. An

KEY CITY**First Runs**

WILMINGTON, DEL. (29)—Loew's Aldine, "Letter From An Unknown Woman" (U-I); Warner, "A Foreign Affair" (Para.); Rialto, "Deep Waters" (20th-Fox); Queen, "Raw Deal" (EL); Arcadia, "The Babe Ruth Story" (AA); Grand, "The Arkansas Swing" (Col.), "Bill And Co" (Rep.).

PHILADELPHIA (31)—Aldine, "Melody Time" (RKO); Boyd, "Mr. Blandings Builds His Dream House" (SRO); Capitol, "Jinx Money" (Mono.), "Adventures In Silverado" (Col.); Earle, "Pitfall" (UA); Fox, "The Walls Of Jericho" (20th-Fox); Goldman, "A Foreign Affair" (Para.); Karlton, "Abbott And Costello Meet Frankenstein" (U-I); Mastbaum, "The Babe Ruth Story" (AA); Stanley, "Good Sam" (RKO); Stanton, "Canon City" (EL).

READING (4)—Ritz, "Lulu Belle" (Col.), "Black Eagle" (Col.); Astor, "Fighting Father Dunne" (RKO); Embassy, "A Foreign Affair" (Para.); Loew's, "A Date With Judy" (MGM); Warner, "Two Guys From Texas" (WB).

industrial exposition at the Fair Grounds, assembling \$2,000,000 worth of goods made wholly or in part in Reading, closed with the rest of the celebration program, although the exposition was intended to last until after Labor Day.

Variety Club**Philadelphia, Tent 13**

It was announced last week that popular Bob Russell would be master of ceremonies at the club's annual dinner dance and golf tournament to be held on Sept. 24 at Whitemarsh Valley Country Club. Many valuable prizes will be awarded to participants in the various matches.

"That Lady In Ermine" was screened through the courtesy of 20th Century-Fox.

Alfred J. Davis, International canvasman, announced last week that he had received the final call from the International tent requesting information from barkers who will attend the mid-year conference in Washington on Sept. 17-18-19. This is important so the International tent may have name plates prepared for those attending, and make the necessary seating arrangements for those who will attend the Humanitarian Award banquet to be held at the Statler Hotel.

*The National Release Date Guide,
Which Is Always Found On the Inside
Back Cover Of This Publication, Is the
Most Authentic Service Of Its Kind.*

DO YOU REMEMBER?

TWENTY-FIVE YEARS AGO: Eugene O'Brien made a personal appearance at the Orpheum, Harrisburg. . . . George Kline returned after a period of rest and recreation at Harvey's Lake, near Wilkes-Barre. . . . Ralph Binns was sales manager of Electric Theatre Supply Company, distributors of Educational Pictures. The Philadelphia exchange was presided over by C. S. Goodman. . . . William J. Doyle, who had been associated in the Philadelphia office of Goldwyn, joined hands with Oscar Neufeld and Tony Luchesse, De Luxe Film Exchange, and became a special representative for that concern in the Cumberland Valley.

Astor

BETRAYAL, THE—D—Leroy Collins, Myra Stanton, Verlie Cowan—Inferior all-Negro production—183m.—see July 21 issue.
DEADLINE—W—Sunset Carson, Pat Starling, Al Terry—Fair western—62m.—see May 12 issue.
FIGHTING MUSTANG—MUW—Sunset Carson, Al Terry, Pat Starling—Below-standard western—60m.—see March 31 issue.
WESTERN TERROR—MUW—Dave 'Tex' O'Brien, Claire Rochelle, George Morrell—Mediocre western—57m.—see March 3 issue.

Columbia

(1946-47 releases from 801 up;

1947-48 releases from 901 up)

ADVENTURES IN SILVERADO—W—William Bishop, Gloria Henry, Forrest Tucker—Pleasing western for the duallers—75m.—see March 31 issue—(902).
ARKANSAS SWING, THE—ACMU—The Hoosier Hot Shots, Gloria Henry, Stuart Hart—Average action musical—63m.—see Aug. 4 issue—(953).
BEST MAN WINS—D—Edgar Buchanan, Anna Lee, Robert Shayne—Pleasing dueller—75m.—see May 12 issue—Leg.: B.—(901).
BLACK ARROW, THE—AD—Louis Hayward, Janet Blair, George Macready—Adventure film has the angles—76m.—see July 21 issue—(942).
BLAZING ACROSS THE PECOS—WMU—Charles Starrett, Smiley Burnette, Patricia White—Okeh 'Durango' entry—55m.—see Aug. 18 issue—(968).
BLONDIE'S REWARD—C—Penny Singleton, Arthur Lake, Larry Simms—Average series entry—67m.—see May 26 issue—(912).
CORONER CREEK—W—Randolph Scott, Marquerite Chapman, George Macready—Good western—90m.—see June 23 issue—(Cinecolor)—(939).
FULLER BRUSH MAN, THE—C—Red Skelton, Janet Blair, Don McGuire—Entertaining comedy—93m.—see May 12 issue—(928).
I SURRENDER, DEAR—MUD—Gloria Jean, David Street, Don McGuire—Pleasing filler for the lower half—70m.—see Sept. 15 issue.
LADY FROM SHANGHAI, THE—MD—Rita Hayworth, Orson Welles, Everett Sloane—Names will make the difference—87m.—see April 28 issue—Leg.: B.—(938).
LOST ONE, THE (La Traviata)—MU—Nelli Corradi, Gino Motta, Manfredi Polverosi—High-rating picturization of opera, "La Traviata"—80m.—see April 28 issue—(Italian-made).
LOVES OF CARYEN, THE—ROMD—Rita Hayworth, Glenn Ford, Ron Rondell—Colorful entry has names and angles to get the dough—97m.—see Sept. 1 issue—(Technicolor).
LULU BELLE—DMU—Dorothy Lamour, George Montgomery, Albert Dekker—Names will make the difference—87m.—see July 7 issue—Leg.: B.—(941).
MATING OF MILLIE, THE—C—Glenn Ford, Evelyn Keyes, Ron Randell—Good comedy—87m.—see March 17 issue—(940).
MY DOG RUSTY—D—Ted Donaldson, John Litel, Ann Doran—Pleasing lower half entry—67m.—see April 28 issue—(914).
PHANTOM VALLEY—MUW—Charles Starrett, Smiley Burnette, Virginia Hunter—Below series average—53m.—see March 17 issue—(965).
PORT SAID—Gloria Henry, William Bishop, Steven Geray—Adequate lower half entry—69m.—see April 28 issue—(909).
RETURN OF THE WHISTLER, THE—MD—Michael Duane, Lenore Aubert, Richard Lane—For the lower half—63m.—see March 17 issue—(920).
ROSE OF SANTA ROSA—CMU—Hoosier Hot Shots, Patricia White, Eduardo Noriega—Latin-flavored musical is okeh for the duallers—65m.—see Feb. 18 issue—(951).
SIX-GUN LAW—MUW—Charles Starrett, Smiley Burnette, Nancy Saunders—Good western—54m.—see March 3 issue—(962).
SONG OF IDAHO—WCMU—Hoosier Hot Shots, Kirby Grant, June Vincent—Okeh musical western—66m.—see May 26 issue—(952).
STRAWBERRY ROAN, THE—MUW—Gene Autry, Gloria Henry, Jack Holt—Good Autry—79m.—see April 28 issue—(Cinecolor)—(982).
THUNDERHOOF—MD—Preston Foster, Mory Stuart, William Bishop—Absorbing outdoor entry—77m.—see June 23 issue—(904).
TRAPPED BY BOSTON BLACKIE—MD—Chester Morris, June Vincent, Richard Lane—Average series entry—67m.—see May 12 issue—(921).
WEST OF SONORA—MUW—Charles Starrett, Smiley Burnette, Anita Castle—Okeh 'Durango Kid'—55m.—see May 12 issue—(966).
WHIRLWIND RAIDERS—MUW—Charles Starrett, Smiley Burnette, Nancy Saunders—Good series entry—54m.—see June 9 issue—(963).

TO BE REVIEWED OR IN PRODUCTION

BIG SOMBRERO, THE—Gene Autry, Elena Verdugo, Stephen Dunne—(Cinecolor).
BLACK EAGLE, THE STORY OF A HORSE—William Bishop, Virginia Patton, James Bell—(903).
BLONDIE'S BIG DEAL—Arthur Lake, Penny Singleton, Larry Simms.
BLONDIE'S SECRET—Penny Singleton, Arthur Lake, Larry Simms.
BOSTON BLACKIE'S CHINESE VENTURE—Chester Morris, Maylia, Richard Lane.
CHALLENGE OF THE RANGE—Charles Starrett, Smiley Burnette, Paula Raymond.
CRIME DOCTOR'S DIARY, THE—Warner Baxter, Marilyn Maxwell, Ruth Jergens.
DARK PAST, THE—William Halden, Lee J. Cobb, Nina Fach.

THE EXHIBITOR SERVICE SECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION TWO
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SEPTEMBER 8, 1948

EL DORADO PASS—Charles Starrett, Smiley Burnette, Elena Verdugo.
GALLANT BLADE, THE—Larry Parks, Marguerite Chapman, Victor Jory—(Cinecolor).
GENTLEMAN FROM NOWHERE—Warner Baxter, Fay Baker, Wilton Graff—66m.—(916).
HER WONDERFUL LIE—Jan Kiepura, Marta Eggerth, Janis Carter—(Italian-made).
KNOCK ON ANY DOOR—Humphrey Bogart, John Derek, Susan Perry—(Santana).
LADIES OF THE CHORUS—Adele Jergens, Rand Brooks, Marilyn Monroe.
LAW OF THE BARBARY COAST—William Bishop, Gloria Henry, Adele Jergens.
LOADED PISTOLS—Gene Autry, Barbara Britton, Jack Holt.
LONE WOLF AND HIS LADY, THE—Ron Rondell, June Vincent, Alan Mowbray.
LOSER TAKE ALL—Comeran Mitchell, Virginia Grey, Blake Edwards.
LOVERS, THE—Carmel Wilde, Patricia Knight, John Baragrey.
MAN FROM COLORADO, THE—Glenn Ford, William Holden, Ellen Drew—(Technicolor).
MANHATTAN ANGEL—Gloria Jean, Alice Tyrrell, Ross Ford.
MR. SOFT TOUCH—Glenn Ford, Evelyn Keyes, John Ireland.
OUTLAW TAMEK, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
QUICK ON THE TRIGGER—Charles Starrett, Smiley Burnette.
RACING LUCK—Gloria Henry, Stanley Clements, David Bruce.
RETURN OF OCTOBER, THE—Glenn Ford, Terry Moore, James Gleason—(Technicolor).
RIDIN' THE LONE PINE TRAIL—Gene Autry, Patricia White, Jimmy Lloyd.
RUSTY LEADS THE WAY—Ted Donaldson, Ann Doran, John Litel.

RUSTY SAVES A LIFE—Ted Donaldson, John Litel, Ann Doran.
SINGIN' SPURS—Hoosier Hat Shots, Patricia White, Kirby Grant.
SLIGHTLY FRENCH—Dorothy Lamour, Dan Ameche, Janis Carter.
SMOKY MOUNTAIN MELODY—Ray Acuff, Smoky Mountain Boys.
SONG OF INDIA—Sabu, Gail Russell, Turhan Bey.
TRAIL TO LAREDO—Charles Starrett, Smiley Burnette, Virginia Maxey—54m.—(967).
TRIPLE THREAT—Gloria Henry, Richard Crane, leading pro football stars.
UNDERCOVER MAN—Glenn Ford, Nina Foch, James Whitmore.
UNTAMED BREED, THE—Sanny Tufts, Barbara Britton, Gabby Hayes—(Cinecolor).
WALK A CROOKED MILE—Dennis O'Keefe, Louis Hayward, Jimmy Lloyd.
WALKING HILLS, THE—Randolph Scott, Ella Raines, William Bishop.

Eagle Lion

(1946-47 releases from 101 and 701 up;
1947-48 releases from 801 up)

ADVENTURES OF GALLANT BESS—OD—Cameron Mitchell, Audrey Long, Fuzzy Knight—Pleasing outdoor show—73m.—see Sept. 1 issue—(Cinecolor)—(905).
ADVENTURES OF CASANOVA—AD—Arturo De Cordova, Lucille Bremer, Turhan Bey—Highly entertaining—83m.—see March 17 issue—(812).
ASSIGNED TO DANGER—MD—Gene Raymond, Noreen Nash, Mary Meade—Satisfactory meller for the duallers—66m.—see May 12 issue—(821).
BLACK HILLS—MUW—Eddie Dean, Roscoe Ates, Shirley Patterson—Good series entry—58m.—see Feb. 4 issue—(851).
BLANCHE FURY—D—Valerie Hobson, Stewart Granger, Michael Gough—Adult import will need selling—93½m.—see Sept. 15 issue—(English-made)—(Technicolor).
CANON CITY—DOCMD—Scott Brady, Jeff Corey, Mabel Paige—High-rating documentary-type entry has the angles—82m.—see July 7 issue—(826).
CLOSE-UP—MD—Alan Baxter, Virginia Gilmore, Richard Kollmar—Programmer will fit nicely into the duallers—76m.—see April 28 issue—(824).
COBRA STRIKES, THE—MD—Sheila Ryan, Richard Fraser, Leslie Brooks—For the lower half—62m.—see May 26 issue—(820).
ENCHANTED VALLEY, THE—D—Alan Curtis, Anne Gwynne, Donn Gift—Exploitable film has strongest appeal for neighborhoods, small towns—77m.—see April 14 issue—(Cinecolor)—(817).
HAWK OF POWDER RIVER, THE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Good Dean entry—54m.—see March 17 issue—(856).
HOLLOW TRIUMPH—D—Paul Henreid, Joan Bennett, Leslie Brooks—Names will make the difference—83m.—see Sept. 1 issue—(904).
IN THIS CORNER—D—Scott Brady, Anabel Shaw, Jimmy Millican—Good fight film for the duallers—61m.—see Sept. 15 issue—(903).
LADY AT MIDNIGHT—MD—Richard Denning, Frances Rafferty, Lora Lee Michel—For the duallers—61m.—see Aug. 4 issue—(831).
MAN FROM TEXAS—MUW—James Craig, Lynn Bari, Johnny Johnston—Mild western—71m.—see April 14 issue—(815).
MICKEY—ROMCMU—Lais Butler, Bill Goodwin, Irene Hervey—Pleasing program—87m.—see June 23 issue—(Cinecolor)—(825).
NOOSE HANGS HIGH, THE—C—Bud Abbott, Lou Costello, Cathy Downs—Abbott and Costello entry should find popular appeal—77m.—see April 14 issue—(819).
NORTHWEST STAMPEDE—OD—Joan Leslie, James Craig, Jack Oakie—Good outdoor show—76m.—see Sept. 1 issue—(Cinecolor)—(901).
OCTOBER MAN, THE—D—John Mills, Joan Greenwood, Edward Chapman—Average British entry—85m.—see March 31 issue—(English-made)—(818).
PRAIRIE OUTLAWS—MUW—Eddie Dean, Roscoe Ates, Sarah Padden—Satisfactory series entry—57m.—see April 28 issue—(857).

KEY

Leg. is the symbol for the Legion of Decency ratings which are included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either unobjectionable or unclassified.

Abbreviations following titles indicate type of picture.

ACD—Action drama
AD—Adventure drama
ACMU—Action musical
ADMU—Adult melodrama
BID—Biographical drama
BIDMU—Biographical drama with music
C—Comedy
CAR—Cartoon Feature
CD—Comedy drama
CDMU—Comedy drama musical
CFAN—Comedy fantasy
CFANMU—Comedy fantasy musical
CMD—Comedy melodrama
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DFAN—Drama fantasy
DMU—Dramatic musical
DOC—Documentary
DOCD—Documentary drama
DOCMD—Documentary melodrama
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
FMD—Factual melodrama
FMU—Farce musical
HISD—Historical drama
MDMU—Melodrama musical
MD—Melodrama
MUC—Musical comedy
MUCD—Musical comedy drama
MU—Musical
MUSAT—Musical satire
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYCM—Mystery comedy musical
MYD—Mystery drama
MYMD—Mystery melodrama
MYMU—Mystery musical
MYW—Mystery western
NOV—Novelty
OD—Outdoor drama
OMD—Outdoor melodrama
PD—Psychological drama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
ROMDMU—Romantic drama musical
SAT—Satire
SCD—Sex comedy drama
TRAV—Travelogue
W—Western
WC—Western comedy
WCMU—Western comedy musical
WD—Western drama
WMD—Western melodrama
WMDMU—Western melodrama musical
WMU—Western Musical

RAW DEAL—MD—Dennis O'Keefe, Claire Trevor, Marsha Hunt—Exciting meller—78m.—see May 26 issue—(822).
RUTHLESS—D—Zachary Scott, Louis Hayward, Diana Lynn—Absorbing entry—102m.—see April 14 issue—Leg. B—(816).
SHED NO TEARS—D—Wallace Ford, June Vincent, Frank Albertson—Average dualler—70m.—see Aug. 4 issue—(829).
SPIRITUALIST, THE—D—Turhan Bey, Lynn Bari, Cathy O'Donnell—Intriguing meller has plenty of selling angles—79m.—see Aug. 18 issue—(827).
SWORD OF THE AVENGER—D—Ramon Del Gado, Sigrid Gurle, Ralph Morgan—Fair programmer for the dualers—76m.—see May 12 issue—(823).
TAKE MY LIFE—MD—Hugh Williams, Greta Gynt, Francis L. Sullivan—Well-made, suspenseful import—80m.—see Feb. 18 issue—(English-made)—(814).
TIOGA KID, THE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Good western—54m.—see March 17 issue—(858).
TORNADO RANGE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Routine—56m.—see March 3 issue—(854).
WESTWARD TRAIL, THE—MUW—Eddie Dean, Roscoe Ates, Phyllis Planchard—Average Dean entry—58m.—see March 17 issue—(855).

TO BE REVIEWED OR IN PRODUCTION

ALL IN A GAME—James Brown, Noreen Nash, Shella Ryan.
BEHIND LOCKED DOORS—Lucille Bremer, Richard Carlson, Tom Brown—62m.—(906).
BIG CAT, THE—Lon McCallister, Peggy Ann Garner, Preston Foster—(Technicolor).
BROKEN JOURNEY—Phyllis Calvert, Margot Grahame, Francis L. Sullivan—(English-made).
CALENDAR, THE—Greta Gynt, John McCallum, Sonia Holm—(English-made).
CORPSE CAME CALLING, THE—Hugh Beaumont, Cheryl Walker, Paul Bryar.
ESTHER WATERS—Kathleen Ryan, Dirk Bogarde, Fay Compton—(English-made).
LET'S LIVE A LITTLE—Hedy Lamarr, Robert Cummings, Anna Sten.
LORD BYRON—Dennis Price, Mai Zetterling, Joan Greenwood—(English-made).
MAN WITHOUT A GUN—Bob Steele, Sid Saylor, Ellen Hall.
MILLION DOLLAR WEEKEND—Gene Raymond, Francis Lederer, Stephanie Paul.
MIRANDA—Googie Withers, Griffith Jones, Glynis Johns—(English-made).
MR. PERRIN AND MR. TRAIL—David Farrar, Marjorie Goring, Greta Gynt—(English-made).
OLIVER TWIST—Robert Newton, Kay Walsh, Alec Guinness—(English-made)—(828).
OLYMPIC GAMES OF 1948, THE—(English-made)—(Technicolor)—(902).
PAROLE—Michael O'Shea, Turhan Bey, Evelyn Ankers.
RED SHOES, THE—Anton Walbrook, Mollie Shearer, Leonide Massine—(English-made)—(Technicolor).
RED STALLION IN THE ROCKIES—Jean Heather, Arthur Franz, Jim Davis—(Cinecolor).
REIGN OF TERROR—Robert Cummings, Arlene Dahl, Richard Basehart.
SARABAND—Stewart Granger, Francoise Rosay, Joan Greenwood—(English-made)—(Technicolor).
SCOTT OF THE ANTARCTIC—John Mills, Derek Bond, Anne Firth—(English-made)—(Technicolor).
SLEEPING CAR TO VENICE—Albert Lieven, Derrick De Marney, Jean Kent—(English-made).
STRANGE MRS. CRANE, THE—Marjorie Lord, Pierre Watkin, John McGuire.
TULSA—Susan Hayward, Robert Preston, Pedro Armendariz—(Technicolor).
29 CLUES—Richard Basehart, Scott Brady, Roy Roberts.
WHEN THE DEVIL DRIVES—James Cardwell, Jan Ford, Damian O'Flynn.

Film Classics

ARGYLE SECRETS—MYMD—William Gargan, Marjorie Lord, Ralph Byrd—Dualler has exploitation possibilities—63m.—see May 12 issue.
BLONDE ICE—MD—Robert Paige, Leslie Brooks, Russ Vincent—Okeh dualler—73m.—see May 26 issue.
DEVIL'S CARGO—MYMD—John Calvert, Rochelle Hudson, Roscoe Karns—Satisfactory programmer for the dualers—61m.—see March 31 issue.
DISCOVERY—DOC—Admiral Byrd, and his group of scientists, astronomers, and naval personnel—Highly exploitable documentary—74m.—see July 9 issue—(Discovery).
MIRACULOUS JOURNEY—AD—Rory Calhoun, George Cleveland, Audrey Long—Exploitable entry for the lower half—76m.—see Sept. 1 issue—(Cinecolor).
MONEY MADNESS—D—Hugh Beaumont, Frances Rafferty, Harlan Warde—Interesting programmer for the dualers—73m.—see April 14 issue.
SOFIA—MD—Gene Raymond, Sigrid Gurle, Mischa Auer—Exploitable program—83m.—see Sept. 1 issue—(Cinecolor).
WILL IT HAPPEN AGAIN?—DOC—Adolph Hitler, Eva Braun, Herman Goering—Topical documentary has exploitation angles—61m.—see May 26 issue.

TO BE REVIEWED OR IN PRODUCTION

DATE WITH MURDER, A—John Calvert, Catherine Craig, Lyle Talbot.
INNER SANCTUM—Mary Beth Hughes, Charles Russell, Billy House.
UNKNOWN ISLAND—Virginia Grey, Barton MacLane, Philip Reed—(Cinecolor).

Metro-Goldwyn-Mayer

(1946-47 releases from 701 up;

1947-48 releases from 801 up;

1948-49 releases from 901 up)

B.F.'S DAUGHTER—D—Barbara Stanwyck, Van Heflin, Charles Coburn—Well-made picturization of a best-seller—108m.—see Feb. 18 issue—(820).
BIG CITY—CDMU—Margaret O'Brien, Robert Preston, Danny Thomas—Names and angles will make the difference—103m.—see April 14 issue—(827).
BRIDE GOES WILD, THE—C—Van Johnson, June Allyson, Butch Jenkins—Topnotch comedy—98m.—see March 17 issue—(819).
DATE WITH JUDY, A—CMU—Wallace Berry, Jane Powell, Elizabeth Taylor—Entertaining entry for the family trade—112½m.—see July 7 issue—(Technicolor)—(831).
EASTER PARADE—MU—Judy Garland, Fred Astaire, Peter Lawford—Topnotch—103m.—see June 9 issue—(Technicolor)—(829).
GONE WITH THE WIND—D—Clark Gable, Leslie Howard, Olivia de Havilland—Reissue will still get the dough—228m.—see June 11 issue—(Technicolor)—(3000).
HOMECOMING—D—Clark Gable, Lana Turner, Anne Baxter—Solid—112m.—see April 14 issue—(826).
JULIA MISBEHAVES—C—Greer Garson, Walter Pidgeon, Peter Lawford—Names will make the difference—99m.—see Sept. 1 issue—(903).
LUXURY LINER—CMU—George Brent, Lauritz Melchior, Jane Powell—Good entertainment—98m.—see Sept. 1 issue—(Technicolor)—(901).
ON AN ISLAND WITH YOU—MUCD—Esther Williams, Peter Lawford, Jimmy Durante—Names and angles will make the difference—107m.—see May 12 issue—(Technicolor)—(828).
PICADILLY INCIDENT—DMU—Anna Neagle, Michael Wilding, Michael Laurence—Moderate British import—88m.—see Feb. 18 issue—(English-made).
PIRATE, THE—MU—Judy Garland, Gene Kelly, Walter Slezak—Topnotch musical—101½m.—see April 14 issue—(Technicolor)—(825).
SEARCH, THE—D—Montgomery Clift, Allene MacMahon, Jarmila Novotna—Excellent dramatic entry—103m.—see March 31 issue—(830).
SECRET LAND, THE—DOC—Men and ships of the U. S. Navy. Narration by Robert Montgomery, Robert Taylor, and Van Heflin—Well-done documentary offers exploitation possibilities—71m.—see Sept. 1 issue—(Technicolor).
SOUTHERN YANKEE, A—F—Red Skelton, Brian Donlevy, Arlene Dahl—Skelton starrer packs plenty of laughs—90m.—see Sept. 1 issue—(902).
STATE OF THE UNION—CD—Spencer Tracy, Katherine Hepburn, Van Johnson—Excellent, timely entry—121m.—see April 14 issue—(824).
SUMMER HOLIDAY—ROMCMU—Mickey Rooney, Gloria De Haven, Walter Huston—High-rating comedy is headed for the better returns—92m.—see March 17 issue—(Technicolor)—(821).
TARZAN'S NEW YORK ADVENTURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Average reissue has the angles—71m.—see April 28 issue—(823).
TARZAN'S SECRET TREASURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Reissue should attract series' fans—80m.—see April 28 issue—(822).
THREE DARING DAUGHTERS—CMU—Jeanette MacDonald, Jose Iturbi, Jane Powell—Entertaining entry—115m.—see Feb. 18 issue—Leg. B—(Technicolor)—(817).

TO BE REVIEWED OR IN PRODUCTION

ACT OF VIOLENCE—Van Heflin, Robert Ryan, Janet Leigh.
BARKLEYS OF BROADWAY, THE—Ginger Rogers, Fred Astaire, Oscar Levant—(Technicolor).
BRIBE, THE—Robert Taylor, Ava Gardner, Charles Laugh-ton.
CAUGHT—James Mason, Robert Ryan, Barbara Bel Geddes—(Enterprise).
COMMAND DECISION—Clark Gable, Walter Pidgeon, Van Johnson.
HILLS OF HOME—Edmund Gwenn, Janet Leigh, Tom Drake—(Technicolor).
KISSING BANDIT, THE—Frank Sinatra, Kathryn Grayson, J. Carroll Nash—(Technicolor).
LITTLE WOMEN—June Allyson, Margaret O'Brien, Elizabeth Taylor—(Technicolor).
NUMBER'S RACKET: THE STORY OF TUCKER'S PEOPLE—John Garfield, Beatrice Pearson, Thomas Gomez—(Enterprise).
PERSONAL TOUCH, THE—Lionel Barrymore, Lucille Bremer, Edward Arnold.
SECRET GARDEN, THE—Margaret O'Brien, Claude Jarman, Jr., Dean Stockwell.
SUN IN THE MORNING—Jeanette MacDonald, Lloyd Nolan, Claude Jarman, Jr.—(Technicolor).
3 GODFATHERS—John Wayne, Pedro Armendariz, Mae Marsh—(Argosy)—(Technicolor).
TAKE ME OUT TO THE BALL GAME—Gene Kelly, Frank Sinatra, Esther Williams—(Technicolor).
THREE MUSKETEERS, THE—Lana Turner, Gene Kelly, Van Heflin—(Technicolor).
WORDS AND MUSIC—Judy Garland, Mickey Rooney, June Allyson—(Technicolor).

Monogram

(1946-47 releases from 601 up;

1947-48 releases from 4701 up;

1948-49 releases from 4801 up)

BACK TRAIL—W—Johnny Mack Brown, Raymond Hatton, Mildred Coles—Just another western—53m.—see Aug. 18 issue.
CAMPUS SLEUTH—MYCM—Freddie Stewart, June Preisser, Warren Mills—For the lower half—57½m.—see March 31 issue—(4713).
COWBOY CAVALIER—WCMU—Jimmy Wakely, 'Cannonball' Taylor, Jan Bryant—Okeh series entry—54m.—see Sept. 1 issue.
CROSSED TRAILS—W—Johnny Mack Brown, Raymond Hatton, Lynne Carver—Routine—53m.—see May 12 issue—(4755).

DOCKS OF NEW ORLEANS—MYD—Roland Winters, Victor Sen Young, Mantan Moreland—Routine 'Chan' entry—64m.—see March 31 issue—(4712).
FIGHTING RANGER, THE—W—Johnny Mack Brown, Raymond Hatton, Christine Larson—Okeh series entry—57½m.—see Sept. 15 issue—(4753).
FRENCH LEAVE—CMD—Jackie Cooper, Jackie Coogan, Renee Godfrey—For the lower half—64m.—see April 28 issue—(4714).
FRONTIER AGENT—W—Johnny Mack Brown, Raymond Hatton, Reno Blair—Below average western—56m.—see June 9 issue—(4756).
I WOULDN'T BE IN YOUR SHOES—MD—Don Castle, Elyse Knox, Regis Toomey—Mild meller for the lower half—70m.—see May 12 issue—(4716).
JINX MONEY—MYC—Leo Gorcey, Huntz Hall, Betty Caldwell—One of the better series entries—68m.—see June 9 issue—(4717).
JOE PALOOKA IN WINNER TAKE ALL—MD—Joe Kirkwood, Elyse Knox, William Frawley—Good 'Palooka'—64½m.—see Sept. 1 issue.
LAND OF THE LAWLESS—W—Johnny Mack Brown, Raymond Hatton, Christine McIntire—Average western—59m.—see May 28 issue—(671).
MICHAEL O'HALLORAN—D—Scotty Beckett, Allene Roberts, Tommy Cook—Interesting dualler should appeal most to nabes, small towns—79m.—see July 7 issue—(4719).
MUSIC MAN—DMU—Phil Brito, Freddie Stewart, June Preisser—Tuneful dualler—66m.—see Aug. 4 issue—(4721).
OKLAHOMA BLUES—MUW—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont—Good Wakely—56m.—see April 28 issue—(4761).
OVERLAND TRAILS—W—Johnny Mack Brown, Raymond Hatton, Virginia Belmont—Better than average for the series—58m.—see March 31 issue—(4751).
PARTNERS OF THE SUNSET—MUW—Jimmy Wakely, Dub Taylor, Christine Larson—Routine series entry—53m.—see June 9 issue—(4765).
RANGE RENEGADES—WMU—Jimmy Wakely, Jennifer Holt, 'Cannonball' Taylor—Fair western—54m.—see July 7 issue—(4766).
ROCKY—OD—Roddy McDowall, Edgar Barrier, Nita Hunter—Above average outdoor film should have good appeal—76m.—see March 3 issue—(4705).
SHERIFF OF MEDICINE BOW, THE—W—Johnny Mack Brown, Raymond Hatton, Evelyn Finley—Mild western—54½m.—see Sept. 15 issue—(4721).
SIGN OF THE WOLF—ACD—Michael Whalen, Grace Bradley, Darryl Hickman—Reissue for the dualers—69m.—see Sept. 3 issue—(4711).
16 FATHOMS DEEP—AD—Lon Chaney, Jr., Arthur Lake, Tanis Chandler—Colorful entry has plenty of selling angles—82m.—see Sept. 1 issue—(Lake)—(Anso-color)—(4801).
SHANGHAI CHEST, THE—MYD—Roland Winters, Mantan Moreland, Deannie Best—Okeh series entry—65m.—see July 21 issue—(4718).
SONG OF THE DRIFTER—MUW—Jimmy Wakely, 'Cannonball' Taylor, Mildred Coles—Typical series entry—53m.—see March 3 issue—(686).
STAGE STRUCK—MYD—Kane Richmond, Audrey Long, Conrad Nagel—For the lower half—70m.—see May 26 issue—(4715).
TRIGGERMAN—W—Johnny Mack Brown, Raymond Hatton, Virginia Carroll—Routine—56m.—see Aug. 4 issue—(4752).
WOLF CALL—OMD—John Carroll, Movita, Peter George Lynn—Reissue for the lower half—61m.—see May 28, '47 issue—(619).

TO BE REVIEWED OR IN PRODUCTION

GALLANT TEXAN, THE—Jimmy Wakely, 'Cannonball' Taylor.
GOLDEN EYE, THE—Roland Winters, Victor Sen Young, Mantan Moreland—69m.—(4720).
GUNNING FOR JUSTICE—Johnny Mack Brown, Raymond Hatton, Evelyn Finley.
HIGH TENSION—Leo Gorcey, Huntz Hall, Helen Parrish.
INCIDENT—Warren Douglas, Jane Frazee, Joyce Compton.
IRON DUKES—Leo Gorcey, Huntz Hall, Frankie Darro.
JOE PALOOKA IN THE BIG FIGHT—Leon Erroll, Joe Kirkwood, David Bruce.
KIDNAPPED—Roddy MacDowall, Dan O'Herlihy, Sue England—(4725).
MURDER LOVES COMPANY—Leo Gorcey, Bowery Boys.
MY BROTHER JONATHAN—Michael Denison, Dulcie Gray, Ronald Howard—(English-made)—(Pathe).
OUTLAW BRAND—Jimmy Wakely, 'Cannonball' Taylor, Christine Larson.
RANGERS RIDE, THE—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont.
SILVER TRAILS—Jimmy Wakely, 'Cannonball' Taylor, Christine Larson—53m.—(4763).
SMUGGLERS' COVE—Leo Gorcey, Huntz Hall, Gabriel Dell—66m.
TRIGGERMAN—Johnny Mack Brown, Raymond Hatton, Virginia Carroll—56m.—(4752).

Allied Artists

(1947-48 releases from AA-1 up)

BABE RUTH STORY, THE—BIDMU—William Bendix, Claire Trevor, Charles Bickford—Topnotch—106m.—see Aug. 4 issue—(AA-10).
DUDE GOES WEST, THE—WC—Eddie Albert, Gale Storm, James Gleason—Highly entertaining western comedy—87m.—see May 12 issue—(AA-8).
HUNTED, THE—D—Preston Foster, Belita, Pierre Watkin—Interesting drama has the angles—83m.—see Feb. 18 issue—(AA-5).
SMART WOMAN—D—Brian Aherne, Constance Bennett, Barry Sullivan—Attractive programmer has names to help—93m.—see March 31 issue—Leg. B—(AA-6).

TO BE REVIEWED OR IN PRODUCTION

LAST OF THE BADMEN—Barry Sullivan, Majorie Reynolds, Broderick Crawford.
STRIKE IT RICH—Rod Cameron, Bonita Granville, Don Castle.
WHEN A MAN'S A MAN—Guy Madison, Rory Calhoun, Gale Storm.

Paramount

(1946-47 releases from 4601 up;

1947-48 releases from 4701 up;

1948-49 releases from 4801 up)

- BEYOND GLORY**—D—Alan Ladd, Donna Reed, Tom Neal—Ladd starrer will get the dough—82m.—see June 23 issue—(4726).
- BIG CLOCK, THE**—D—Ray Milland, Charles Laughton, Maureen O'Sullivan—Milland draw will help fast-moving meller—95m.—see Feb. 18 issue—(4713).
- BIG TOWN SCANDAL**—MD—Phillip Reed, Hillary Brooke, Stanley Clements—For the lower half—62m.—see June 9 issue—(4722).
- CAGED FURY**—MD—Richard Denning, Shiela Ryan, Buster Crabbe—Good entry for the duallers—60m.—see March 3 issue—(4711).
- CRUSADES, THE**—AD—Loretta Young, Henry Wilcoxon, Ian Keith—Reissue is packed with angles—126m.—see June 9 issue—(3508).
- DREAM GIRL**—CD—Betty Hutton, Macdonald Carey, Patric Knowles—Will depend on Hutton draw—85m.—see May 26 issue—Leg. B—(4721).
- EMPEROR WALTZ, THE**—CMU—Bing Crosby, Joan Fontaine, Roland Culver—Should land in the higher grosses—106m.—see May 12 issue—(Technicolor)—(4720).
- FOREIGN AFFAIR, A**—CD—Jean Arthur, Marlene Dietrich, John Lund—Topnotch—116m.—see June 23 issue—Leg. B—(4724).
- HATTER'S CASTLE**—MD—Robert Newton, James Mason, Deborah Kerr—Mediocre British entry—100m.—see April 28 issue—(English-made)—(4718).
- HAZARD**—CD—Paulette Goddard, Macdonald Carey, Fred Clark—Names will make the difference—95m.—see March 31 issue—Leg. B—(4716).
- ISN'T IT ROMANTIC**—ROMDMU—Veronica Lake, Mona Freeman, Mary Hatcher—Fair program—87m.—see Sept. 1 issue.
- MR. RECKLESS**—MD—William Eythe, Barbara Britton, Walter Catlett—For the lower half—66m.—see March 3 issue—(4712).
- NIGHT HAS A THOUSAND EYES**—MD—Edward G. Robinson, Gail Russell, John Lund—Absorbing entry—81m.—see Sept. 1 issue—(4803).
- SAIGON**—MD—Alan Ladd, Veronica Lake, Donald Dick—Typical Ladd show—94m.—see Feb. 4 issue—(4710).
- 'SAINTED' SISTERS, THE**—C—Veronica Lake, Joan Caulfield, Barry Fitzgerald—Entertaining comedy—89m.—see March 21 issue—(4714).
- SHAGGY**—OD—Brenda Joyce, George Nokes, Robert Shayne—Good family entry for the duallers—71m.—see April 28 issue—(Cinecolor)—(4717).
- SO EVIL MY LOVE**—MYD—Ray Milland, Ann Todd, Geraldine Fitzgerald—Names will have to carry slow-moving drama—108½m.—see June 9 issue—(English-made)—(4723).
- SORRY, WRONG NUMBER**—MD—Barbara Stanwyck, Burt Lancaster, Ann Richards—Names will make the difference—89m.—see Sept. 1 issue—(4801).
- SPEED TO SPARE**—MD—Richard Arlen, Jean Rogers, Richard Travis—For the lower half—57m.—see March 3 issue—(4715).
- WATERFRONT AT MIDNIGHT**—MD—William Gargan, Mary Beth Hughes, Richard Travis—Okeh meller for the lower half—63m.—see May 26 issue—(4719).

TO BE REVIEWED OR IN PRODUCTION

- ACCUSED, THE**—Loretta Young, Robert Cummings, Wendell Corey.
- CONNECTICUT YANKEE, A**—Bing Crosby, Rhonda Fleming, Sir Cedric Hardwicke—(Technicolor).
- DAUGHTER OF DARKNESS**—Anne Crawford, Siobhan McKenna—(English-made).
- DISASTER**—Richard Denning, Trudy Marshall, Damien O'Flynn—60m.—(4806).
- DYNAMITE**—Virginia Welles, William Gargan, Richard Crane.
- FROZEN GOLD**—Robert Lowery, Russell Hayden.
- GREAT GATSBY, THE**—Alan Ladd, Betty Field, Macdonald Carey.
- HEIRESS, THE**—Olivia de Havilland, Miriam Hopkins, Sir Ralph Richardson, Montgomery Clift.
- MISS TATLOCK'S MILLIONS**—Wanda Hendrix, John Lund, Barry Fitzgerald—(4805).
- MY OWN TRUE LOVE**—Phyllis Calvert, Melvyn Douglas, Wanda Hendrix.
- NOW AND FOREVER**—Claude Rains, Macdonald Carey, Wanda Hendrix.
- ONE WOMAN**—Alan Ladd, Donna Reed, June Havoc.
- PALEFACE, THE**—Bob Hope, Jane Russell, Samuel Z. Hinds—(Technicolor)—(4807).
- SEALED VERDICT**—Ray Milland, Florence Marly, John Ridgely—83m.—(4804).
- SORROWFUL JONES**—Bob Hope, Lucille Ball, Mary Jane Saunders.
- SPECIAL AGENT**—William Eythe, Laura Elliot, George Reeves.
- STRANGE TEMPTATION**—Ray Milland, Audrey Totter, Thomas Mitchell.
- STREETS OF LAREDO**—William Holden, Macdonald Carey, Mona Freeman—(Technicolor).
- WHISPERING SMITH**—Alan Ladd, Brenda Marshall, Robert Preston—(Technicolor).

RKO

(1946-47 releases from 701 up;
1947-48 releases from 801 up;
1948-49 releases from 901 up)

- ARIZONA RANGER, THE**—W—Tim Holt, Jack Holt, Nan Leslie—Good western—63m.—see April 14 issue—(814).
- BERLIN EXPRESS**—MD—Merle Oberon, Robert Ryan, Charles Korvin—Documentary-type meller is exciting screen fare—86m.—see April 14 issue—(815).
- BEST YEARS OF OUR LIVES, THE**—D—Myrna Loy, Frederic March, Dana Andrews, Teresa Wright—This rates among the best—172m.—see Nov. 27, '46 issue—(Goldwyn)—Leg. B—(751).
- BODYGUARD**—MD—Laurence Tierney, Priscilla Lane, Philip Reed—Good for the lower half—62m.—see Sept. 15 issue.

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- BRING 'EM BACK ALIVE**—TRAV—Frank Buck—Exploitation reissue is packed with selling angles—65m.—see May 26 issue—(818).
- DESIGN FOR DEATH**—DOC—Produced by Theron Warth and Richard O. Fleischer; narrated by Kent Smith and Hans Conreid—Thrill-packed documentary—48m.—see Sept. 1 issue—(907).
- FIGHTING FATHER DUNNE**—CD—Pat O'Brien, Darryl Hickman, Una O'Connor—Pleasant program—93m.—see May 12 issue—(816).
- FORT APACHE**—MD—John Wayne, Henry Fonda, Shirley Temple—Soldiers and Indians show should get the dough—127m.—see March 31 issue—(Argosy)—(870).
- GOOD SAM**—C—Gary Cooper, Ann Sheridan, Ray Collins—High-rating comedy—114m.—see Sept. 1 issue—(Rainbow)—(962).
- GUNS OF HATE**—W—Tim Holt, Nan Leslie, Richard Martin—Routine—62m.—see May 26 issue—(819).
- I REMEMBER MAMA**—D—Irene Dunne, Barbara Bel Geddes, Oscar Homolka—Topnotch—134m.—see March 31 issue—(868).
- IF YOU KNEW SUSIE**—CMU—Eddie Cantor, Joan Davis, Allyn Joslyn—Cantor-Davis draw will make the difference—89m.—see Feb. 18 issue—(811).
- MELODY TIME**—CAR—Roy Rogers, Sons of the Pioneers, Ethel Smith, Buddy Clark—Should find plenty of popular appeal—75m.—see Sept. 1 issue—(Disney)—(Technicolor)—(991).
- MIRACLE OF THE BELLS, THE**—D—Fred MacMurray, Valli, Frank Sinatra—Picturization of best-seller will land in the higher grosses—120m.—see March 17 issue—(Lasky-MacEwen)—(869).
- MOURNING BECOMES ELECTRA**—D—Rosalind Russell, Michael Redgrave, Raymond Massey—Play picturization will need special handling—121m.—see Sept. 1 issue—(904).
- MYSTERY IN MEXICO**—MD—William Lundigan, Jacqueline White, Ricardo Cortez—Entertaining dualler—66m.—see July 7 issue—(822).
- PEARL, THE**—D—Pedro Armendariz, Marie Elena Marques, Fernando Wagner—Powerful drama for class and specialty houses—77m.—see Sept. 1 issue—(Mexican-made)—(867).
- RACE STREET**—MD—George Raft, William Bendix, Marilyn Maxwell—Good Raft entry—79m.—see June 23 issue—(821).
- RACHEL AND THE STRANGER**—DMU—Loretta Young, William Holden, Robert Mitchum—Interesting drama has names to help—92m.—see Sept. 1 issue—(902).
- RETURN OF THE BADMEN**—W—Randolph Scott, Robert Ryan, Anne Jeffreys—Average western has the angles—90m.—see May 26 issue—(817).
- SONG IS BORN, A**—C—Danny Kaye, Virginia Mayo, Benny Goodman—Names will make the difference—112m.—see Sept. 1 issue—(Goldwyn)—(Technicolor).
- TARZAN AND THE MERMAIDS**—OD—Johnny Weissmuller, Brenda Joyce, Linda Christian—Exploitation show has the usual angles—68m.—see April 14 issue—(Lesser)—(813).
- TWISTED ROAD, THE**—ROMD—Cathy O'Donnell, Farley Granger, Howard Da Silva—Well-made drama will need plenty of push—95m.—see July 7 issue—(820).
- VARIETY TIME**—MUC—Jack Paar, Edgar Kennedy, Leon Errol—Fair novelty offering for the lower half—59m.—see Sept. 1 issue—(902).
- VELVET TOUCH, THE**—D—Rosalind Russell, Leo Genn, Claire Trevor—Will depend on the name draw—97m.—see July 21 issue—(Independent Artists)—(872).

TO BE REVIEWED OR IN PRODUCTION

- BALTIMORE ESCAPE**—Robert Young, Shirley Temple, John Agar.
- BLOOD ON THE MOON**—Robert Mitchum, Barbara Bel Geddes, Robert Preston.
- BOY WITH GREEN HAIR, THE**—Pat O'Brien, Robert Ryan, Barbara Hale—(Technicolor).
- BROTHERS IN THE SADDLE**—Tim Holt, Richard Martin, Carol Forman.
- ENCHANTMENT**—David Niven, Teresa Wright, Evelyn Keyes—(Goldwyn).
- EVERY GIRL SHOULD BE MARRIED**—Cary Grant, Franchot Tone, Diana Lynn.
- FOLLOW ME QUIETLY**—William Lundigan, Dorothy Patrick, Jeff Corey.
- GUN RUNNERS**—Tim Holt, Richard Martin, Martha Hyer.
- HEADING FOR HOLLYWOOD**—Leon Errol, Nan Leslie, Steve Brodie.
- INDIAN AGENT**—Tim Holt, Richard Martin, Nan Leslie.
- INTERFERENCE**—Victor Mature, Lucille Ball, Elizabeth Scott.
- JOAN OF ARC**—Ingrid Bergman, Jose Ferrer, George Colours—(Sierra)—(Technicolor).
- JUDGE STEPS OUT, THE**—Ann Sothern, Alexander Knox, George Tobias.
- LONG DENIAL, THE**—Melvyn Douglas, Maureen O'Hara, Gloria Grahame.
- MR. JOSEPH YOUNG OF AFRICA**—Terry Moore, Ben Johnson, Robert Armstrong—(Arka).
- OUTLAW VALLEY**—Tim Holt, Richard Martin, Martha Hyer.
- ROUGHSHOD**—Robert Sterling, Claude Jarman, Jr., Gloria Grahame.
- STATION WEST**—Dick Powell, Jane Greer, Agnes Moorehead.
- TARZAN'S FOUNTAIN OF YOUTH**—Lex Barker, Brenda Joyce, Albert Dekker.
- WEEP NO MORE**—Joseph Cotten, Valli, Spring Byington.
- WINDOW, THE**—Barbara Hale, Arthur Kennedy, Bobby Driscoll.

Republic

(1946-47 releases from 601 up;
1947-48 releases from 701 up)

- BOLD FRONTIERSMAN, THE**—W—Allan 'Rocky' Lane, Eddy Waller, Roy Barcroft—Good western—60m.—see May 12 issue—(754).
- CALIFORNIA FIREBRAND**—MUW—Monte Hale, Adrian Booth, Paul Hurst—Good western—63m.—see April 14 issue—(Trucolor)—(654).
- CARSON CITY RAIDERS**—W—Allan 'Rocky' Lane, Eddy Waller, Beverly Jones—Routine—60m.—see June 9 issue—(755).

- CODE OF SCOTLAND YARD**—MD—Oscar Homolka, Derek Farr, Muriel Pavlow—Fair entry for the duallers—60m.—see Sept. 1 issue—(English-made)—(713).
- DAREDEVILS OF THE CLOUDS**—MD—Robert Livingston, Mae Clark, James Cardwell—Okeh for the duallers—60m.—see Aug. 4 issue—(716).
- EYES OF TEXAS**—WMU—Roy Rogers, Lynne Roberts, Andy Devine—Standard Rogers—70m.—see Aug. 4 issue—(Trucolor)—(732).
- GALLANT LEGION, THE**—MUW—Bill Elliott, Adrian Booth, Joseph Schildkraut—Good western—88m.—see June 9 issue—(715).
- HEART OF VIRGINIA**—D—Janet Martin, Robert Lowery, Frankie Darro—For the lower half—61m.—see April 14 issue—(707).
- INSIDE STORY, THE**—CD—Marsha Hunt, Charles Winniger, William Lundigan—Average programmer—87m.—see April 14 issue—(705).
- I, JANE DOE**—D—Ruth Hussey, John Carroll, Vera Ralston—Names should help programmer—85m.—see May 26 issue—(710).
- KING OF THE GAMBLERS**—MD—Janet Martin, William Wright, Thurston Hall—For the lower half—60m.—see June 9 issue—(709).
- LIGHTNING IN THE FOREST**—CMD—Lynne Roberts, Donald Barry, Warren Douglas—For the lower half—58m.—see April 14 issue—(706).
- MADONNA OF THE DESERT**—OMD—Lynne Roberts, Donald Barry, Don Castle—For the lower half—60m.—see March 3 issue—(704).
- MARSHAL OF AMARILLO**—W—Allan 'Rocky' Lane, Mildred Coles, Eddy Waller—Good Western—59m.—see Aug. 18 issue.
- NORTHWEST OUTPOST**—DMU—Nelson Eddy, Ilona Massey, Joseph Schildkraut—Names and music should sell this—91m.—see May 14 issue—(615).
- OKLAHOMA BADLANDS**—W—Allan 'Rocky' Lane, Eddy Waller, Mildred Coles—Routine western—59m.—see March 17 issue—(753).
- OLD LOS ANGELES**—MUW—William Elliott, John Carroll, Catherine McLeod—One of the better Republic offerings—87m.—see April 28 issue—(708).
- OUT OF THE STORM**—D—James Lydon, Lois Collier, Marc Lawrence—Interesting programmer for the lower half—61m.—see Sept. 15 issue—(717).
- SECRET SERVICE INVESTIGATOR**—MD—Lynne Roberts, Lloyd Bridges, George Zucco—Okeh meller for the duallers—60m.—see June 9 issue—(711).
- TIMBER TRAIL, THE**—MUW—Monte Hale, Lynne Roberts, James Burke—Average western—67m.—see July 7 issue—(Trucolor)—(656).
- TRAIN TO ALCATRAZ**—MD—Donald Barry, Janet Martin, William Phipps—Okeh meller for the duallers—60m.—see July 21 issue—(712).
- UNDER CALIFORNIA STARS**—MUW—Roy Rogers, Jane Frazee, Andy Devine—Fair Rogers entry—70m.—see May 26 issue—(Trucolor)—(731).

TO BE REVIEWED OR IN PRODUCTION

- ANGEL IN EXILE**—John Carroll, Adele Mara, Thomas Gomez—90m.—(719).
- CIMARRON TRAILS**—Allan 'Rocky' Lane, Eddy Waller.
- DENVER KID, THE**—Allan 'Rocky' Lane, Eddy Waller, Carole Gallagher.
- DESPERADOES OF DODGE CITY**—Allan 'Rocky' Lane, Eddy Waller, Mildred Coles.
- DRUMS ALONG THE AMAZON**—George Brent, Vera Ralston, Brian Aherne.
- FAR FRONTIER, THE**—Roy Rogers, Andy Devine, Gail Davis—(Trucolor).
- GRAND CANYON TRAIL**—Roy Rogers, Andy Devine, Jane Frazee—(Trucolor).
- HOMICIDE FOR THREE**—Warren Douglas, Audrey Long, Lloyd Corrigan.
- MACBETH**—Orson Welles, Roddy McDowell, Jeanette Nolan.
- MISSOURIANS, THE**—William Elliott, Adrian Booth, Forrest Tucker—(Trucolor).
- MOONRISE**—Dane Clark, Gail Russell, Ethel Barrymore—(Feldman-Grant)—90m.—(714).
- NIGHT TIME IN NEVADA**—Roy Rogers, Andy Devine, Sons of the Pioneers—67m.—(Trucolor)—(733).
- PLUNDERERS, THE**—Rod Cameron, Ilona Massey, Adrian Booth—(Trucolor).
- RECOIL**—William Wright, Janet Martin, William Henry.
- RED PONY, THE**—Myrna Lay, Robert Mitchum, Louis Calhern—(Feldman-Milestone)—(Technicolor).
- ROSE OF THE YUKON**—Myrna Dell, William Wright, Steve Brodie.
- SON OF GOD'S COUNTRY**—Monte Hale, Paul Hurst, Pamela Blake.
- SONS OF ADVENTURE**—Russell Hayden, Lynne Roberts, Gordon Jones—60m.—(718).
- WAKE OF THE RED WITCH**—John Wayne, Gail Russell, Gig Young.

Screen Guild

(1946-47 releases from 4604 up;
1947-48 releases from 4701 up;
1948-49 releases from 4801 up;
(1947-48 Herald releases from X-1 up)

- MIRACLE IN HARLEM**—MYMU—Sheila Guyse, Stepin Fetchit, Hilda Offley—Good all-Negro meller—71m.—see Aug. 18 issue—(Sepia)—(X-3).
- PRAIRIE, THE**—HISD—Lenore Aubert, Alan Baxter, Russ Vinson—For the lower half—63m.—see Sept. 1 issue.
- RETURN OF WILDFIRE, THE**—W—Richard Arlen, Patricia Morison, Mary Beth Hughes—Pleasing program—79m.—see Sept. 1 issue.

TO BE REVIEWED OR IN PRODUCTION

- DEAD MAN'S GOLD**—Lash La Rue, Al St. John, Peggy Stewart.
- FRONTIER PHANTOM**—'Lash' La Rue, Al 'Fuzzy' St. John, Nancy Saunders.
- HARPOON**—John Bromfield, Alyce Louis, James Cardwell—(4804).
- JUNGLE GODDESS**—George Reeves, Wanda McKay, Armida—(4802).
- LAST OF THE WILD HORSES**—James Ellison, Jane Frazee, Mary Beth Hughes—(82m.).

THE EXHIBITOR

MARK OF THE LASH—Lash La Rue, Al St. John, Peggy Stewart.
MOZART STORY, THE—Hans Holt, Winnie Markus, Irene V. Meyendorff—(4805).
OUTLAW COUNTRY—'Lash' La Rue, Al 'Fuzzy' St. John, Peggy Stewart.
SHEP COMES HOME—Robert Lowery, Lanny Reeves.
THUNDER IN THE PINES—George Reeves, Ralph Byrd—(62m.).

SRO

MR. BLANDINGS BUILDS HIS DREAM HOUSE—C—Cary Grant, Myrno Loy, Melvyn Douglas—High rating—93m.—see April 14 issue.

TO BE REVIEWED OR IN PRODUCTION

IF THIS BE MY HARVEST—Valli, Robert Mitchum, Louis Jourdan.
PORTRAIT OF JENNIE—Jennifer Jones, Joseph Cotten, Ethel Barrymore.

20th Century-Fox

(1947 releases from 701 up;
1948 releases from 801 up)

ANNA KARENINA—D—Vivien Leigh, Ralph Richardson, Kieron Moore—Heavy English drama for class spots—111m.—see April 28 issue—(English-made)—(Korda)—(820).
ARTHUR TAKES OVER—C—Lola Collier, Richard Crone, Skippy Homeier—For the lower half—63m.—see April 14 issue—(Wurtzel)—(817).
BELLE STARR—MD—Randolph Scott, Gene Tierney, Dana Andrews—Names will help reissue—87m.—see July 7 issue—(830).
BLOOD AND SAND—MD—Tyrone Power, Linda Darnell, Rita Hayworth—Reissue has the names to sell—125m.—see Sept. 1 issue.
CHALLENGE, THE—MD—Tom Conway, June Vincent, Richard Stapley—For the lower half—68m.—see Feb. 18 issue—(Reliance)—(807).
CHECKERED COAT, THE—MYD—Tom Conway, Noreen Nash, Hurd Hatfield—For the lower half—67m.—see July 21 issue—(Belsam)—(825).
COUNTERFEITERS, THE—MYMD—John Sutton, Doris Merri-
rick, Hugh Beaumont—Good entry for the duallers—73m.—see June 23 issue—(Reliance)—(819).
CREEPER, THE—MY—Eduardo Cienfuegos, Onslow Stevens, June Vincent—For the lower half—64½m.—see Sept. 15 issue—(Reliance)—(839).
DEEP WATERS—D—Dana Andrews, Jean Peters, Cesar Romero—Pleasant drama has names to attract—85m.—see July 7 issue—(821).
ESCAPE—D—Rex Harrison, Peggy Cummins, William Hart-
nell—Import will need selling—78m.—see June 9 is-
sue—(English-made)—(822).
FIGHTING BACK—CD—Paul Langton, Jean Rogers, Gary Gray—For the lower half—61m.—see July 21 issue—
(Wurtzel)—(828).
FRONTIER MARSHAL—W—Randolph Scott, Cesar Romero, Nancy Kelly—Mild reissue—71m.—see July 7 issue—
(831).
FURY AT FURNACE CREEK—MD—Victor Mature, Coleen Gray, Glenn Langan—Fair programmer—88m.—see April 14, issue—(815).
GAY INTRUDERS, THE—C—John Emery, Tamara Geva, Leif Erickson—Entertaining above average dualler—68m.—see June 23 issue—(Seltzer)—(840).
GIVE MY REGARDS TO BROADWAY—CMU—Dan Dailey, Charles Winninger, Nancy Guild—Pleasing entry should ride into the better money—89m.—see May 26 issue—(Technicolor)—(827).
GREEN GRASS OF WYOMING—OD—Peggy Cummins, Charles Coburn, Lloyd Nolan—Good entry for the rural and small town sectors—89m.—see May 12 issue—
(Technicolor)—(818).
HALF PAST MIDNIGHT—MD—Kent Taylor, Peggy Knudsen, Joe Sawyer—Fair who-dun-it for the lower half—69m.—see Feb. 18 issue—(Wurtzel)—(808).
I WAKE UP SCREAMING—MD—Betty Grable, Victor Mature, Carole Landis—Reissue has the names to sell—82m.—see Sept. 1 issue.
IRON CURTAIN, THE—MD—Dana Andrews, Gene Tierney, June Hovoc—Topical entry offers wealth of selling opportunities—87m.—see May 26 issue—(816).
LET'S LIVE AGAIN—C—John Emery, Hillory Brooke, Taylor Holmes—For the lower half—67m.—see March 17 issue—(Seltzer)—(813).
LUCK OF THE IRISH, THE—CFAN—Tyrone Power, Anne Baxter, Cecil Kellaway—Pleasing entry with fantasy touch—99m.—see Sept. 15 issue.
MEET ME AT DAWN—C—William Eythe, Stanley Holloway, Beatrice Campbell—Minor import—89m.—see March 31 issue—(English-made)—(812).
MINE OWN EXECUTIONER—PD—Burgess Meredith, Dulcie Gray, Michael Shepley—Absorbing import has restricted appeal—105m.—see June 23 issue—(English-made)—(Korda)—Leg.: B—(824).
NIGHT WIND—MD—Charles Russell, Virginia Christine, John Ridgely—Okeh dog picture for the duallers—68m.—see Sept. 1 issue—(Wurtzel)—(843).
ROSE OF WASHINGTON SQUARE—MU—Tyrone Power, Al Jolson, Alice Faye—Reissue will benefit from name draw—86m.—see July 7 issue—(832).
SCUDDA-HOO! SCUDDA-HAY!—D—June Haver, Lon McCallister, Walter Brennan—Very good entry, especially for small town and rural spots—95m.—see March 17 issue—(Technicolor)—(811).
SITTING PRETTY—C—Robert Young, Maureen O'Hara, Clifton Webb—High-rating comedy—84m.—see March 17 issue—(810).
SLAVE SHIP—MD—Wallace Beery, Mickey Rooney, Elizabeth Allan—Names will help reissue—92m.—see July 7 issue—(833).
STREET WITH NO NAME, THE—MD—Mark Stevens, Richard Widmark, Barbara Lawrence—Very good meller—91m.—see July 7 issue—(823).
THAT LADY IN ERMINE—CMU—Betty Grable, Douglas Fairbanks, Jr., Cesar Romero—Will depend on the Grable draw—89m.—see July 21 issue—(Technicolor)—
(Leg. B)—(836).
13 LEAD SOLDIERS—MD—Tom Conway, Morio Palmer, Helen Westcott—For the lower half—67m.—see April 14 issue—(Reliance)—(814).

WALLS OF JERICHO, THE—D—Cornel Wilde, Linda Darnell, Anne Baxter—Good filmization of a best-seller also has names to sell—106m.—see July 21 issue—
(826).
WINNER'S CIRCLE, THE—OD—Johnny Longden, Morgan Farley, Jean Willes—Fair dualler—70m.—see July 7 issue—(Polimer)—(829).

TO BE REVIEWED OR IN PRODUCTION

APARTMENT FOR PEGGY—Jeanne Crain, William Holden, Edmund Gwenn—(Technicolor).
BONNIE PRINCE CHARLIE—David Niven, Margaret Leighton, Will Fyfe—(English-mode)—(Korda)—(Technicolor).
BUNGALOW—Tom Conway, Margaret Hamilton—(Belsam).
CANADIAN PACIFIC—Randolph Scott, Jane Wyatt, J. Carroll Naish—(Cinecolor).
CHICKEN EVERY SUNDAY—Dan Dailey, Alon Young, Celeste Holm.
CRY OF THE CITY—Victor Mature, Richard Conte, Betty Garde.
DOWN TO THE SEA IN SHIPS—Richard Widmark, Cecil Kellaway, Dean Stockwell.
FAN, THE—Jeanne Crain, George Sanders, Madeleine Carroll.
LOST ILLUSION, THE—Michele Morgan, Ralph Richardson, Sonia Dresdel—(English-made)—(Korda).
MISS MINK OF 1949—Jimmy Lydon, Richard Lane, Lois Collier—(Wurtzel).
MOTHER IS A FRESHMAN—Loretta Young, Van Johnson, Rudy Vallee—(Technicolor).
ROAD HOUSE—Ida Lupino, Cornel Wilde, Celeste Holm.
ROSE OF CIMARRON—George Montgomery, Rod Cameron, Ruth Roman—(Alson).
SAND—Mark Stevens, Coleen Gray, Rory Colhoun—
(Technicolor).
SNAKE PIT, THE—Olivia de Havilland, Leo Genn, Mark Stevens.
THAT WONDERFUL URGE—Tyrone Power, Gene Tierney, Reginald Gardiner.
THIS WAS A WOMAN—Sonio Dresdel, Emrys Jones, Barbara White—(English-made).
THREE WIVES—Jeanne Crain, Linda Darnell, Jeffrey Lynn.
TROUBLE PREFERRED—Peggy Knudson, Charles Russell, Lynne Roberts—(Wurtzel).
TUCSON—Jimmy Lydon, Penny Edwards, Charles Russell—
(Wurtzel).
UNFAITHFULLY YOURS—Linda Darnell, Rex Harrison, Rudy Vallee.
WEST OF TOMORROW—Kristine Miller, Arthur Franz, Mickey Knox—(Seltzer).
WHEN MY BABY SMILES AT ME—Betty Grable, Dan Dailey, Jack Oakie—(Technicolor).
WINSLOW BOY, THE—Robert Donat, Margaret Leighton—
(English-made)—(Korda).
YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark—(Technicolor).

United Artists

ADVENTURES OF DON COYOTE, THE—W—Richard Martin, Frances Rofferty, Marc Cramer—For the lower half—65m.—see May 14 issue—(Cinecolor)—(Comet).
ARCH OF TRIUMPH—D—Ingrid Bergman, Charles Boyer, Charles Laughton—Highly-touted entry should hit the spot with femmes—114m.—see March 3 issue—
(Enterprise)—(Leg.: B.).
DEAD DON'T DREAM, THE—MYW—William Boyd, Andy Clyde, Mary Sawdon—Good 'Hopalong Cassidy'—62m.—see Sept. 1 issue—(Hopalong Cassidy).
FOUR FACES WEST—WD—Joel McCrea, Frances Dee, Charles Bickford—Unusual western should attract plenty of attention—90m.—see May 26 issue—(Enterprise).
HERE COMES TROUBLE (Laff-Time—Part 1)—C—Bill Tracy, Joe Sawyer, Emory Parnell—Mild comedy for the lower half—50m.—see April 28 issue—(Roach)—(Cinecolor).
KINGS OF THE OLYMPICS—PART I—DOC—The 11th Olympic meet covered by 600 cameramen; narrated by Bill Slater; edited by Joseph Lerner and Mox Rosenbaum—Good entry for sport spots—60m.—see Feb. 4 issue—(German-made).
LAFF-TIME—See Here Comes Trouble, Who Killed Doc Robin.
MAD WEDNESDAY—C—Harold Lloyd, Frances Romsden, Jimmy Conlin—Word-of-mouth should help delightful comedy—89m.—see Sept. 3 issue—(Sturges).
MAN OF EVIL—D—James Mason, Phyllis Calvert, Wilfred Lowson—Satisfactory English drama for class houses—89m.—see Feb. 18 issue—(English-made)—Leg.: B.
MIRACLE CAN HAPPEN, A—See On Our Merry Way.
OLYMPIC CAVALCADE—DOC—Glenn Morris, Bobby Clark, Jesse Owens, leading athletes of fifty nations—Good dualler entry for the sports spots—56m.—see Sept. 15 issue—(Westport-Int.).
ON OUR MERRY WAY—(A Miracle Can Happen)—C—Burgess Meredith, Paulette Goddard, Fred MacMurray—High rating comedy—107m.—see Feb. 18 issue—
(Bogaus-Meredith)—Leg.: B.
PITFALL—MD—Dick Powell, Elizabeth Scott, Jane Wyatt—Intriguing meller—85m.—see Aug. 18 issue—(Regal).
RED RIVER—OD—John Wayne, Montgomery Clift, Joanne Dru—Top notch—125m.—see July 21 issue—(Monterey).
SILENT CONFLICT—W—William Boyd, Andy Clyde, Rand Brooks—Fair series entry—61m.—see April 14 issue—
(Hopalong Cassidy).
SINISTER JOURNEY—MYW—William Boyd, Andy Clyde, Rand Brooks—Par series entry—72m.—see Sept. 15 issue—(Hopalong Cassidy).
SO THIS IS NEW YORK—C—Henry Morgan, Rudy Vallee, Virginia Grey—Entertaining comedy will need selling—79½m.—see May 26 issue—(Enterprise).
TEXAS, BROOKLYN AND HEAVEN—C—Guy Madison, Diana Lynn, James Dunn—Average program comedy—76m.—see Aug. 4 issue—(Golden).
TIME OF YOUR LIFE, THE—CD—James Cagney, William Bendix, Jeanne Cagney—Fine picturization of hit play—109m.—see June 9 issue—(Cagney).
URUBU—AD—George Breakston, Yorbe Coplen, all-Native Cast—Exploitation show has the angles—65m.—see Sept. 1 issue.

VICIOUS CIRCLE, THE—D—Conrad Nagel, Fritz Kortner, Reinhold Schunzel—Mild drama for the duallers has some angles to offer—77m.—see June 9 issue—(Wilder).
WHO KILLED 'DOC' ROBBIN—(Laff-Time—Part 2)—C—Virginia Grey, Dan Castle, George Zucco—For the lower half—50m.—see May 26 issue—(Roach)—(Cinecolor).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF THE CISCO KID—Duncan Renaldo, Leo Carillo, Barbara Billingsley—(Krasne).
ANGRY GOD, THE—Alicia Parla, Casimiro Ortega—(Mexican-made)—(Fullcolor)—(Peskey).
ATLANTIS, THE LOST CONTINENT—Maria Montez, Jean Pierre Aumont, Dennis O'Keefe—(Nebenzal)—Leg.: B.
BORROWED TROUBLE—William Boyd, Andy Clyde, Rand Brooks.
COVER UP—William Bendix, Dennis O'Keefe, Barbara Britton—(Nasser).
FALSE PARADISE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
FLESH AND BLOOD—Madeline Carroll—(Comet).
GAY AMIGO, THE—Duncan Renaldo, Leo Carillo—(Krasne).
GIRL FROM MANHATTAN, THE—Dorothy Lamour, Charles Laughton, George Montgomery—(Bogaus).
HIGH FURY—Madeleine Carroll, Ion Hunter, Michael Rennie—(Peak).
INDIAN SCOUT—George Montgomery, Ellen Drew.
INNOCENT AFFAIR, AN—Fred MacMurray, Madeleine Carroll, Charles 'Buddy' Rogers—(Nasser)—Leg.: B.
JUST WILLIAM'S LUCK—Leslie Bradley, Gorry Marsh, Jane Welsh.
LITTLE PRINCE, THE—Feature length cartoon—(Herman-Ising).
LOVE HAPPY—The Marx Brothers, Ilona Mossey, Vera Ellen—(Pickford-Cowan).
LUCKY STIFF, THE—Dorothy Lamour, Brian Donlevy, Claire Trevor—(Amusement Enterprises).
MY DEAR SECRETARY—Laraine Day, Kirk Douglas, Keenan Wynn—97m.—(Popkin)—Leg.: B.
OUTPOST IN MOROCCO—George Roft, Akim Tamiroff, Marie Windsor—(Star).
SENIOR BADMAN—Leo Carillo, Duncan Renaldo, Barbara Billingsley—(Krasne).
STRANGE GAMBLE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
VENDETTA—George Dolenz, Faith Domergue, Nigel Bruce—(Californian).
WAR PATH—George Montgomery, Ellen Drew, Phillip Reed—(Smoll).

Universal-International

(1946-47 releases from 601 up;

1947-48 releases from 624 up)

ABBOTT AND COSTELLO MEET FRANKENSTEIN—C—Bud Abbott, Lou Costello, Lenore Aubert—One of the better Abbott and Costello entries—83m.—see July 7 issue—(664).
ACT OF MURDER, AN—D—Fredric March, Edmond O'Brien, Florence Eldridge—Good dramatic entry—91m.—see Sept. 1 issue—(673).
ALL MY SONS—D—Edward G. Robinson, Burt Lancaster, Mady Christians—Engrossing drama promises heavy grosses—94m.—see March 3 issue—(Leg.: B)—(657).
ANOTHER PART OF THE FOREST—D—Fredric March, Dan Duryea, Ann Blyth—High calibre—106½m.—see April 28 issue—(660).
ARE YOU WITH IT?—CMU—Donald O'Connor, Olga San Juan, Martha Stewart—Entertaining programmer—90m.—see March 31 issue—Leg.: B. (656).
BAD SISTER—D—Margaret Lockwood, Joan Greenwood, Ian Hunter—Import has femme angles—90m.—see June 23 issue—(English-made)—Leg.: B—(663).
BLACK BART—OMD—Yvonne De Carlo, Don Duryea, Jeffrey Lynn—Should get the business—80m.—see Feb. 4 issue—(Technicolor)—(653).
BROTHERS, THE—D—Patricia Roc, Will Fyffe, Maxwell Reed—Good English drama for the class houses—90m.—see May 26 issue—(English-made)—(Prestige).
CASBAH—ROMDMU—Yvonne DeCarlo, Tony Martin, Peter Lorre—Remake of 'Algiers' should prove attractive boxoffice—94m.—see March 17 issue—Leg.: B—(655).
CORRIDOR OF MIRRORS—D—Eric Portman, Edana Romney, Joan Maude—Above average import for the art houses—96m.—see July 7 issue—(English-made).
DEAR MURDERER—MD—Eric Portman, Greta Gynt, Dennis Price—Below average British import—90m.—see May 26 issue—(English-made)—(658).
END OF THE RIVER, THE—MD—Sabu, Raymond Lovell, Eva Hudson—Import will need selling—80m.—see July 7 issue—(English-made)—(Prestige).
FEUDIN', FUSSIN', AND A-FIGHTIN'—CMU—Donald O'Connor, Marjorie Main, Percy Kilbride—Will depend upon names—78m.—see June 23 issue—(665).
FOR THE LOVE OF MARY—CMU—Deanna Durbin, Edmond O'Brien, Don Taylor—Program—90½m.—see Sept. 1 issue—(672).
HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Powerful picturization of Shakespeare's work should prove strong grosser in many areas on special handling basis—153m.—see July 21 issue—
(English-made).
JASSY—D—Margaret Lockwood, Patricia Roc, Dennis Price—Moderate English offering for class houses—96m.—see Feb. 18 issue—(English-made)—Leg.: B—(Technicolor)—(654).
LARCENY—MD—John Payne, Joan Coulfield, Dan Duryea—Good meller—89m.—see Sept. 1 issue—(669).
LETTER FROM AN UNKNOWN WOMAN—ROMD—Joan Fontaine, Louis Jourdan, Mady Christians—Femme appeal will make the difference—86½m.—see April 28 issue—Leg.: B. (659).
MAN-EATER OF KUMAON—AD—Sabu, Wendell Corey, Joanne Page—High-rating exploitation show is packed with selling angles—79m.—see June 23 issue—(666).
MIKADO, THE—MU—Kenny Baker, John Barclay, Jean Colin—Reissue should have appeal for class spots—90m.—see May 26 issue—(English-made)—(Prestige)—
(Technicolor).
MR. PEABODY AND THE MERMAID—CFAN—William Powell, Ann Blyth, Irene Hervey—Better-than-average comedy has names to help—89m.—see July 21 issue—
(667).

ONE TOUCH OF VENUS—CMU—Ava Gardner, Robert Walker, Dick Haymes—Names should help picturization of stage hit—81m.—see Sept. 1 issue—(670).
 RIVER LADY—AD—Yvonne De Carlo, Rod Cameron, Dan Duryea—Program—78m.—see May 26 issue—(Technicolor)—(661).
 TAP ROOTS—D—Van Heflin, Susan Hayward, Boris Karloff—Topnotch drama—109m.—see July 7 issue—(Technicolor)—(668).
 UP IN CENTRAL PARK—CMU—Deanna Durbin, Dick Haymes, Vincent Price—Will depend on nome draw—87m.—see June 9 issue—(662).

TO BE REVIEWED OR IN PRODUCTION

BLACK VELVET—Ann Blyth, George Brent, Howard Duff—(Technicolor).
 BLUE LAGOON, THE—Jean Simmons, Donald Houston, Noel Purcell—(English-made)—(Technicolor).
 CHRISTOPHER COLUMBUS—Fredric March, Florence Eldridge, Francis L. Sullivan—(English-made)—(Technicolor).
 COUNTESS OF MONTE CRISTO, THE—Sonja Henie, Michael Kirby, Olga San Juan.
 CRISS CROSS—Burt Lancaster, Yvonne DeCarlo, Dan Duryea.
 DAYBREAK—Ann Todd, Eric Portman, Maxwell Reed—(English-made).
 DEVIL IN THE FLESH (Le Diable Au Corps)—Micheline Presle, Gerold Philipe—(French-made).
 DULCIMER STREET—Richard Attenborough, Fay Compton, Alastair Sim—(English-made).
 FAMILY HONEYMOON—Claudette Colbert, Fred MacMurray, Rita Johnson.
 GOOD TIME GIRL—Jean Kent, Herbert Lom, Dennis Price—(English-made).
 KISS THE BLOOD OFF MY HANDS—Joan Fontaine, Burt Lancaster, Robert Newton.
 MEXICAN HAYRIDE—Bud Abbott, Lou Costello, Virginia Grey.
 MY HEART GOES CRAZY—Sid Field, Greta Gynt, Tessie O'Shea—(English-made)—(Technicolor).
 O'FLYNN, THE—Douglas Fairbanks, Jr., Helena Carter, Richard Greene.
 ONE NIGHT WITH YOU—Nino Martin, Patricia Roc, Bonar Colleano, Jr.—(English-made).
 PASSIONATE FRIENDS, THE—Ann Todd, Trevor Howard, Claude Rains—(English-made).
 ROGUE'S REGIMENT—Dick Powell, Marta Toren, Vincent Price.
 SAXON CHARM, THE—Robert Montgomery, Susan Hayward, John Payne—87m.—Leg.: B—(671).
 SNOWBOUND—Robert Newton, Dennis Price, Mila Parely—(English-made).
 THREE KIDS AND A QUEEN—Fred Brady, Mary Morris, Beverly Simmons.
 WOMAN HATER—Stewart Granger, Edwige Feuillere—(English-made).
 YOU GOTTA STAY HAPPY—Joan Fontaine, James Stewart, Eddie Albert.

Warners

(1946-47 releases from 601 up;
 1947-48 releases from 701 up;
 1948-49 releases from 801 up)

ADVENTURES OF ROBIN HOOD, THE—COSMD—Errol Flynn, Olivia de Havilland, Claude Rains—Technicolor reissue has the names and angles—102m.—see March 3 issue—(Technicolor)—(718).
 APRIL SHOWERS—CMU—Jack Carson, Ann Sothorn, Robert Alda—Show biz entry will depend on the names—94m.—see March 31 issue—(719).
 BIG PUNCH, THE—MD—Wayne Morris, Lois Maxwell, Gordon MacRae—Neat programmer—80m.—see June 9 issue—(727).
 EMBRACEABLE YOU—D—Dane Clark, Geraldine Brooks, S. Z. Sakall—Interesting programmer—80m.—see Aug. 4 issue—(732).
 FIGHTING 69TH, THE—D—James Cagney, Pat O'Brien, George Brent—Reissue has the names and angles—79m.—see April 28 issue—(723).
 FLOWING GOLD—OMD—John Garfield, Frances Farmer, Pat O'Brien—Names will help fair reissue—82m.—see July 7 issue—(730).
 GOD'S COUNTRY AND THE WOMAN—OD—George Brent, Beverly Roberts, Barton MacLane—Mild reissue—71m.—see July 7 issue—(729).
 I BECAME A CRIMINAL—MD—Sally Gray, Trevor Howard, Griffith Jones—Interesting import—78m.—see Feb. 18 issue—(English-made)—Leg.:B—(717).
 JEZEBEL—MD—Bette Davis, Henry Fonda, Margaret Lindsay—Reissue has the names to help—93m.—see Nov. 26 issue—(710).
 KEY LARGO—MD—Humphrey Bogart, Edward G. Robinson, Lauren Bacall—High-rating thriller—101m.—see July 21 issue—(731).
 LIFE WITH FATHER—CD—Irene Dunne, William Powell, Elizabeth Taylor—Picturization of topnotch play will be among top grassers—118m.—see Sept. 3 issue—(Technicolor)—(702).
 ROMANCE ON THE HIGH SEAS—ROMCMU—Jack Carson, Janis Paige, Don DeFore—Pleasing entertainment—99m.—see June 23 issue—(Technicolor)—(728).
 ROPE—MD—James Stewart, John Dall, Joan Chandler—Impressive psychological thriller—80m.—see Sept. 1 issue—(Transatlantic)—(Technicolor)—(802).
 SILVER RIVER—WD—Errol Flynn, Ann Sheridan, Thomas Mitchell—Names should make the difference—110m.—see May 26 issue—(725).
 TO THE VICTOR—D—Dennis Morgan, Viveca Lindfors, Victor Francen—Interesting dramatic entry has names to help—101m.—see April 14 issue—(720).
 TWO GUYS FROM TEXAS—CMU—Dennis Morgan, Jack Carson, Dorothy Malone—Good comedy has the names and angles—86m.—see Sept. 1 issue—Technicolor—(801).
 VALLEY OF THE GIANTS—OMD—Wayne Morris, Claire Trevor, Frank McHugh—Reissue should draw action fans—78m.—see April 28 issue—(722).
 WALLFLOWER—ROMC—Joyce Reynolds, Robert Hutton, Janis Paige—Mild program—77m.—see May 26 issue—Leg.: B—(726).
 WINTER MEETING—D—Bette Davis, Janis Paige, James Davis—Slow-moving drama for the femme trade—104m.—see April 14 issue—(721).

WOMAN IN WHITE, THE—MYD—Alexis Smith, Eleanor Parker, Sydney Greenstreet—Interesting entry has names to help—109m.—see May 12 issue—(724).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF DON JUAN, THE—Errol Flynn, Viveca Lindfors, Robert Douglas—(Technicolor).
 CLEOPATRA ARMS—Jane Wyman, David Niven, Wayne Morris.
 DECISION OF CHRISTOPHER BLAKE, THE—Alexis Smith, Robert Douglas, Cecil Kellaway.
 FIGHTER SQUADRON—Edmond O'Brien, Robert Stack, Henry Hull—(Technicolor).
 FLAXY MARTIN—Zachary Scott, Virginia Mayo, Dorothy Malone.
 FOUNTAINHEAD, THE—Gary Cooper, Patricia Neale, Kent Smith.
 GIRL FROM JONES BEACH—Ronald Reagan, Virginia Mayo, Eddie Bracken.
 HOMICIDE—Robert Douglas, Helen Westcott, Robert Alda.
 HOUSE ACROSS THE STREET, THE—Wayne Morris, Janis Paige, Bruce Bennett.
 JOHN LOVES MARY—Ronald Reagan, Jack Carson, Patricia Neal.
 JOHNNY BELINDA—Jane Wyman, Lew Ayers, Charles Bickford—(102m.).
 JUNE BRIDE—Bette Davis, Robert Montgomery, Betty Lynn.
 LOOK FOR THE SILVER LINING—June Haver, Ray Bolger, Gordon MacRae—(Technicolor).
 MY DREAM IS YOURS—Jack Carson, Doris Day, Lee Bowman—(Technicolor).
 NIGHT UNTO NIGHT—Viveca Lindfors, Ronald Reagan, Osa Massen—(84m.).
 ONE LAST FLING—Alexis Smith, Zachary Scott, Douglas Kennedy.
 ONE SUNDAY AFTERNOON—Dennis Morgan, Janis Paige, Dorothy Malone—(Technicolor).
 SERENADE—Ann Sheridan, Dennis Morgan.
 SMART GIRLS DON'T TALK—Bruce Bennett, Virginia Maya, Robert Hutton.
 SOMEWHERE IN THE CITY—Edmond O'Brien, Viveca Lindfors, Virginia Mayo.
 SOUTH OF ST. LOUIS—Joel McCrea, Zachary Scott, Alexis Smith—(Technicolor).
 UNDER CAPRICORN—Ingrid Bergman, Joseph Cotton, Michael Wilding—(Transatlantic)—(English-made).
 UP UNTIL NOW—Ronald Reagan, Viveca Lindfors, Claude Rains.
 WHIPLASH—Dane Clark, Alexis Smith, Zachary Scott.
 YOUNGER BROTHERS, THE—Janis Paige, Wayne Morris, Bruce Bennett—(Technicolor).

Miscellaneous

(Address of producers and distributors will be furnished on request).

BOB AND SALLY—ED—Gloria Marlen, Ralph Hodges, Rick Vallin—Exploitation show—71m.—see June 23 issue—(Social Guidance).
 CHRIST THE KING—BID—Jose Cibrian, Jose Baviera, Aurora Walker—Good religious offering for non-commercial outlets—75m.—see March 31 issue—(Mexican-made)—(Barry-Simpex).
 CITIZEN SAINT—DOC—Jed Prouty, Lorraine MacMartin, Walter Butterworth—Religious offering has restricted appeal—68m.—see June 23 issue—(Elliott).
 DREAMS THAT MONEY CAN BUY—FAN—John Bittner, John Latouche, Valerie Tie—Unique art house offering—84m.—see May 26 issue—(Films Int. of America)—Leg.: B.
 FIGHT NEVER ENDS, THE—MD—Joe Louis, Ruby Dee, The Mills Brothers—All-Negro entry with Joe Louis should draw well—64m.—see March 17 issue—(Alexander).
 GREAT BETRAYAL, THE—DOC—Produced by Idea Films. Narration by W. S. Gailmor—Good documentary for the specialty houses—72m.—see June 25 issue—(Screencraft).
 IRELAND TODAY—DOC—Michael Shannon, Julie Conway—Satisfactory entry for the Irish neighborhoods—80m.—see July 7 issue—(Irish-American)—(Kodachrome).
 KILLER DILLER—MUC—Dusty Fletcher, George Wiltshire, Butterfly McQueen—Okeh for the Negro spots—73m.—see July 7 issue—(All-American).
 NIGHT AT THE FOLLIES, A—MU—Evelyn West, Rene Andre, Pat O'Shea—Novelty picturization of burlesque show for censorless spots—48m.—see Aug. 18 issue—(Excelsior).
 STORY OF LIFE, THE—ED—Joseph Creehan, Wanda McKay, John Parker—Educational sex film requires special selling—62m.—see Aug. 4 issue—(Crusade).
 STRANGE VICTORY—DOC—Virgil Richardson, Cathy McGregor, Sophie Maslow—High-rating documentary will need selling—73m.—see Aug. 4 issue—(Target).

Foreign

(Address of producers and distributors will be furnished on request).

ANGELINA—D—Anna Magnani, Nando Bruno, Ave Ninchi—High-rating Italian entry—90m.—see May 12 issue—(Italian-made)—(English titles)—(President).
 ANTOINETTE AND ANTOINETTE—D—Roger Pigaut, Claire Maffei, Noel Roquevert—High rating—88m.—see May 12 issue—(French-made)—(English titles)—(Siritzky-Int.)—Leg.: B.
 AUGUST 14 (ONE DAY IN THE USSR)—DOC—Suitable entry for Russian patronage—68m.—see Sept. 1 issue—(Russian-made)—(English Titles)—(Artkino)—(Color).
 BLIND DESIRE—DMU—Jean-Louis Barrault, Edwige Feuillere, Jean Wall—Mediocre French import—88m.—see June 23 issue—(French-made)—(English titles)—(Discina Int.).
 CHAMPAGNE CHARLIE—MUC—Tommy Trinder, Stanley Holloway, Betty Warren—Entertaining British import for the duallers—71m.—see Sept. 1 issue—(English-made)—(Bell).
 CONFESSIONS OF A ROGUE—CD—Louis Jouvet, Suzy Delair, Annette Poivre—Good French entry—91m.—see April 28 issue—(French-made)—(English titles)—(Distinguished).
 CRIME AND PUNISHMENT—D—Hampe Faustman, Gunn Wallgren, Sigurd Wallen—High-rating Swedish import—105m.—see March 31 issue—(Swedish-made)—(English titles)—(Film Rights Int.).

DAMNED, THE—D—Henri Vidal, Florence Marly, Kurt Kronefeld—High-rating French import—104m.—see May 26 issue—(French-made)—(English titles)—(Discina Int.)—Leg.: B.
 DAY OF WRATH—D—Thirskild Roose, Lisbeth Movin, Sigrid Neijendam—Slow-moving Danish drama for the art houses—97m.—see May 12 issue—(Danish-made)—(English titles)—(Schaefer).
 DIE FLEDERMAUS—MUC—Marte Harell, Johannes Heesters, Willi Dohm—Good German entry for the art houses—96m.—see May 12 issue—(German-made)—(English titles)—(Artkino).
 ETERNAL MELODIES—BIDMU—Gino Cervi, Conchita Montenegro, Luisella Beghi—Fair Italian import—95m.—see March 3 issue—(Italian-made)—(English titles)—(Grandi).
 FARREBIQUE—DOCD—Conceived and produced by Georges Rouquier. With a French farm family as performers—Unusual French import for the art houses—90m.—see March 3 issue—(French-made)—(English titles)—(Siritzky-Int.).
 FIRST OPERA FILM FESTIVAL—MU—Tita Gobbi, Pina Malcarini, Vittoria Diopredi—Unique offering for the specialty spots—95m.—see June 23 issue—(Italian-made)—(Classic).
 FRIC-FRAC—CD—Fernandel, Arletty, Michael Simon—Entertaining adult fare—90m.—see June 23 issue—(French-made)—(English titles)—(Oxford)—Leg.: C.
 FRIEND WILL COME TONIGHT, A—D—Michel Simon, Madeleine Sologne, Louis Salou—Better-than-average French offering—90m.—see Aug. 4 issue—(French-made)—(English titles)—(Lopert).
 GELOSIA—D—Luisa Ferida, Roldano Lupi, Elena Zareschi—Average Italian import—87m.—see May 12 issue—(Italian-made)—(English titles)—(World-Wide).
 HENRY IV—D—Oswaldo Valienti, Clara Calamai, Luigi Pavese—Entertaining—92m.—see March 17 issue—(Italian-made)—(English titles)—(Superfilm)—Leg.: B.
 HONORABLE CATHERINE, THE—C—Edwige Feuillere, Andre Luguet, Denise Grey—Weak French import—85m.—see Sept. 1 issue—(French-made)—(English titles)—(LeLarge).
 ILLEGALS, THE—DOC—Tereska Torres, Yankel Mikalovich—Documentary-type drama has limited appeal—77½m.—see July 7 issue—(Palestinian-made)—(Mayer-Burstyn).
 LOVES OF DON JUAN, THE—ROMD—Adriano Rimoldi, Dina Sassoli, Paolo Stoppa—Fair Italian entry—92m.—see Sept. 15 issue—(Italian-made)—(English titles)—(Superfilm).
 LYSISTRATA—CD—Judith Helzmeister, Paul Kemp, O. W. Fischer—Mediocre German offering—85m.—see July 7 issue—(German-made)—(English titles)—(Distinguished).
 MARIUS—CD—Raimu, Pierre Fresnay, Charpin—Excellent French import—125m.—see May 26 issue—(French-made)—(English titles)—(Siritzky Int.).
 MR. ORCHID—MD—Noel-Noel, Nadine Alari, Jose Arthur—Good import—93m.—see May 12 issue—(French-made)—(English titles)—(Lopert).
 MURDERERS AMONG US—D—Hildegard Knef, Ernst Borchers, Arno Paulsen—Suspenseful tale of postwar Berlin—84m.—see Sept. 1 issue—(German-made)—(English titles)—(Artkino).
 NOT GUILTY—MD—Michel Simon, Jany Holt, Jean Debucourt—High-rating French import—94m.—see May 26 issue—(French-made)—(English titles)—(LeLarge-Ariane)—Leg.: B.
 PORTRAIT OF INNOCENCE—CD—Louise Carletti, Gilbert Gil, Pierre Larquey—Good French offering—86m.—see June 23 issue—(French-made)—(English titles)—(Siritzky-Int.).
 QUIET WEEK END—C—Derek Farr, Frank Collier, Marjorie Fielding—Moderate English import—83m.—see Sept. 15 issue—(English-made)—(Distinguished).
 RAVEN, THE—MYD—Pierre Fresnay, Pierre Larquay, Noel Roquevert—French import rates high—90m.—see March 17 issue—(French-made)—(English titles)—(Westport Int.).
 RAZZIA—MD—Paul Bildt, Elli Burgmer, Walter Gross—Good German-made offering for the art houses—94m.—see July 7 issue—(German-made)—(English titles)—(Artkino).
 REVENGE—D—Anna Magnani, Gino Cervi, Luisa Poselli—Good Italian import—66m.—see Dec. 10 issue—(Italian-made)—(English titles)—(Distinguished).
 ROOM UPSTAIRS, THE—ROMD—Marlene Dietrich, Jean Gabin, Jean d'Yd—Above average import—86m.—see June 9 issue—(French-made)—(English titles)—(Lopert).
 SHOWTIME—DMU—Richard Greene, Ann Todd, Peter Graves—Minor English entry—90m.—see June 23 issue—(English-made)—(English Films).
 SON OF THE REGIMENT—D—Yura Yankin, Alexander Morosov, Gregory Pluzhnik—High-rating Russian import—75m.—see May 12 issue—(Russian-made)—(English titles)—(Artkino).
 SPRING—CMU—Lubov Orlova, Nikolai Cherkassov, Nikolai Kononov—Good Russian comedy—104m.—see April 28 issue—(Russian-made)—(English titles)—(Artkino).
 THEY ARE NOT ANGELS—DOCD—Pierre Blancher, Raymond Bussieres, Jean Wall—Excellent French entry—123m.—see July 7 issue—(French-made)—(English titles)—(Siritzky-Int.)—Leg.: B.
 TRIUMPH OF YOUTH—DOC—The Athletic and Youth Clubs of Soviet Russia—Good filler for the art houses—44m.—see June 23 issue—(Russian-made)—(Artkino)—(Color).
 VILLAGE TEACHER—D—Vera Moretskaya, Dmitri Sagal, Vassili Maruta—Fair Russian entry—97m.—see July 21 issue—(Russian-made)—(English titles)—(Artkino).
 WELL DIGGER'S DAUGHTER, THE—D—Raimu, Fernandel, Josette Doy—Excellent French entry—120m.—see Oct. 16 issue—(French-made)—(English titles)—(Siritzky-International)—Leg.: B.
 WHERE WORDS FAIL—ROMDMU—Enrique Muino, Italo Bertini, Linda Lorena—Fair Spanish entry—63½m.—see Sept. 15 issue—(Spanish-made)—(English titles)—(Lopert).
 WHO KILLED SANTA CLAUS—CMD—Harry Baur, Raymond Rouleau, Renee Faure—Mediocre French import—95m.—see May 26 issue—(French-made)—(English titles)—(Film Rights Int.).

The Shorts Parade

(Additional listing of 1946-47 shorts product will be found on pages 2225, 2226, 2227, 2244, 2245, 2303, 2304, 2305, 2404, 2405, and 2406 of The Pink Section, another regular service of THE EXHIBITOR. Additional listing of 1947-48 shorts will be found on pages 2446, 2447, and 2448. The number opposite each series designates the total announced by the company at the beginning of the season. Uncompleted 1946-47 and 1947-48 series will appear until ended.—Ed.) (Ratings: E—Excellent; G—Good; F—Fair; B—Bad.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel					
COMEDIES					
ASSORTED AND ALL-STAR (20)					
9421	(Oct. 9)	Wedding Belle (Schilling-Lane)	F	17m.	2287
9422	(Nov. 13)	Should Husbands Marry? (Herbert)	F	17m.	2302
9423	(Jan. 29)	Silly Billy (Burke)	F	18m.	2351
9424	(Feb. 19)	Two Nuts In A Rut (Schilling and Lane)	F	18m.	2360
9425	(Apr. 15)	Tall, Dark and Gruesome (Herbert)	F	16m.	2375
9426	(May 13)	Crabbin' In the Cabin (Vernon and Quillan)	F	18m.	2413
9427	(June 10)	Pardon My Lamb Chop (Schilling and Lane)	B	17m.	2422
9431	(Sept. 4)	Rolling Down To Reno (Von Zell)	G	16½m.	2262
9432	(Sept. 18)	Hectic Honeymoon (Holloway)	F	17m.	2271
9433	(Nov. 20)	Wife To Spare (Clyde)	F	16m.	2302
9434	(Dec. 18)	Wedlock Deadlock (DeRita)	G	16m.	2328
9435	(Dec. 25)	Radio Romeo (Von Zell)	F	17½m.	2351
9436	(Jan. 15)	Man or Mouse (Holloway)	F	18m.	2351
9437	(Mar. 11)	Eight-Ball Andy (Clyde)	F	17½m.	2369
9438	(Apr. 29)	Jitter Bughouse (De Rita)	G	17m.	2393
9439	(May 27)	The Sheepish Wolf (Von Zell)	F	17½m.	2413
9440	(June 24)	Flat Feet (Holloway)	F	17½m.	2436
(1948-49)					
1421	(Sept. 9)	Billie Gets Her Man (Burke)		17m.	
COMEDY FAVORITES					
(1948-49)					
1441	(Sept. 30)	Pest From the West		18½m.	
SERIALS (3)					
9120	(Sept. 4)	The Sea Hound	G	15ep.	2241
9140	(Dec. 18)	Brick Bradford	G	15ep.	2311
9160	(Apr. 1)	Tex Granger	G	15ep.	2369
SPECIAL FEATURE SERIAL					
9180	(July 15)	Superman	E	15ep.	2428
SPECIAL (1)					
9451	(Jan. 15)	A Voice Is Born	E	20½m.	2271
THREE STOOGES (8)					
9401	(Sept. 11)	Brideless Groom	G	16½m.	2262
9402	(Oct. 30)	Sing A Song of Six Pants	F	17m.	2287
9403	(Dec. 11)	All Gummed Up	F	18m.	2302
9404	(Jan. 8)	Shivering Sherlocks	G	17m.	2375
9405	(Feb. 26)	Pardon My Clutch	F	15m.	2351
9406	(Mar. 4)	Squareheads of the Round Table	F	18m.	2360
9407	(May 6)	Fiddlers Three	B	17m.	2393
9408	(July 8)	The Hot Scots	G	17m.	2436
(1948-49)					
1401	(Sept. 2)	Heavenly Daze		16½m.	
One Reel					
COLOR FAVORITES (8)					
(Re-releases)					
(Technicolor)					
9601	(Oct. 30)	Dreams On Ice	G	6½m.	2271
9602	(Nov. 20)	Novelty Shop	F	6½m.	2303
9603	(Dec. 18)	Dr. Bluebird	F	8m.	2302
9604	(Jan. 22)	In My Gondola	F	7½m.	2329
9605	(Feb. 19)	Animal Cracker Circus	G	7m.	2336
9606	(Apr. 8)	Bon Bon Parade	G	8½m.	2375
9607	(May 6)	House That Jack Built	F	7m.	2393
9608	(July 15)	The Untrained Seal	F	7½m.	2436
(1948-49)					
1601	(Sept. 9)	Stork Takes A Holiday		8m.	
COLOR PHANTASIES (8)					
9701	(Nov. 6)	Kitty Caddy	F	6m.	2287
9702	(Feb. 5)	Topsy Turkey	F	6½m.	2352
9703	(June 3)	Short Snorts On Sports	F	6½m.	2422

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
COLOR RHAPSODIES (8)					
(Technicolor)					
9501	(Sept. 11)	Swiss Tease	F	6m.	2263
9502	(Dec. 4)	Boston Beany	G	6m.	2302
9503	(Mar. 18)	Flora	G	7m.	2352
(1948-49)					
1501	(Sept. 2)	Pickled Puss		6½m.	
COMMUNITY SINGS (12)					
(Series 12)					
9651	(Sept. 4)	No. 1—Linda	G	10m.	2243
9652	(Oct. 2)	No. 2—April Showers	G	9m.	2271
9653	(Nov. 6)	No. 3—Peg O' My Heart	G	9m.	2303
9654	(Dec. 4)	No. 4—When You Were Sweet Sixteen	G	9½m.	2328
9655	(Jan. 8)	No. 5—Feudin' & Fightin'	G	10½m.	2352
9656	(Feb. 12)	No. 6—Civilization	G	10m.	2360
9657	(Apr. 29)	No. 7—I'm Looking Over A Four-Leaf Clover	G	9½m.	2376
9658	(June 3)	No. 8—Manana	G	10½m.	2413
9659	(Aug. 12)	No. 9—California Here I Come	G	9m.	2463
(Series 13)					
(1948-49)					
1651	(Sept. 16)	No. 1—Baby Face		9m.	
FILM NOVELTIES (12)					
9901	(Nov. 27)	Aren't We All	F	10½m.	2328
	(.....)	Candid Microphone	E	10m.	2437
SCREEN SNAPSHOTS (12)					
(Series 27)					
9851	(Sept. 4)	Hollywood Cowboys	G	9½m.	2243
9852	(Oct. 9)	Laguna, U. S. A.	G	9½m.	2303
9853	(Nov. 27)	Out of This World Series	G	9m.	2328
9854	(Dec. 18)	Off The Air	F	10m.	2328
9855	(Jan. 22)	Hawaii In Hollywood	G	10m.	2361
9856	(Mar. 18)	Photoplay Magazine's Gold Medal Awards	G	9½m.	2376
9857	(Apr. 1)	Smiles and Styles	G	9½m.	2376
9858	(May 6)	Hollywood Honors Hersholt	G	8m.	2393
9859	(June 10)	Hollywood Party	G	9m.	2422
9860	(July 8)	Hollywood Friars Honor George Jessel	G	9½m.	2437
(Series 28)					
(1948-49)					
1851	(Sept. 2)	Hollywood Holiday			
THRILLS OF MUSIC (12)					
(Series 2)					
9951	(Sept. 18)	Boyd Raeburn and Orchestra	G	11m.	2263
9952	(Oct. 30)	Claude Thornhill and Orchestra	G	11m.	2271
9953	(Nov. 13)	Lecuona Cuban Boys	G	10½m.	2297
9954	(Dec. 11)	Sklitch Henderson and Orchestra	G	10m.	2352
9955	(Jan. 15)	Charlie Barnet and Orchestra	G	10½m.	2393
9956	(Mar. 25)	Ted Weems & Orchestra	G	10½m.	2361
9957	(June 10)	Gene Krupa and Orchestra	F	10m.	2422
9958	(July 22)	Tony Pastor and Orchestra	G	10m.	2463
(1948-49)					
1951	(Sept. 23)	Elliot Lawrence and Orchestra			
WORLD OF SPORTS (12)					
9801	(Sept. 25)	Cinderella Cagers	G	9½m.	2263
9802	(Oct. 23)	Ski Demons	G	9m.	2287
9803	(Nov. 13)	Bowling Kings	G	10m.	2306
9804	(Dec. 25)	Navy Crew Champions	G	10m.	2328
9805	(Jan. 29)	Rodeo Thrills and Spills	G	9½m.	2361
9806	(Mar. 11)	Net Marvels	G	9m.	2377
9807	(May 13)	Champions in the Making	F	8½m.	2407
9808	(June 17)	No Holds Barred	G	9m.	2423
9809	(July 15)	Aqua Zanies	F	9m.	2437
(1948-49)					
1801	(Sept. 23)	Diving Champions			
Metro-Goldwyn-Mayer					
Two Reel					
SPECIALS (4)					
A-901	(Mar. 27)	Drunk Driving	F	21m.	2360
A-902	(Apr. 24)	Going To Blazes	E	21m.	2384
One Reel					
CARTOONS (16)					
(Technicolor)					
(T-J—Tom and Jerry)					
W-931	(Sept. 20)	Slap Happy Lion	G	7m.	2281
W-932	(Sept. 27)	The Invisible Mouse (T-J)	F	7m.	2256
W-933	(Dec. 6)	King Size Canary	F	7m.	2297
W-934	(Jan. 31)	The Bear and the Bean	G	7m.	2336

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W-935	(Mar. 20)	What Price Freedom	F	6m.	2352
W-936	(Apr. 24)	Make Mine Freedom	G	9m.	2376
W-937	(May 1)	Kitty Foiled (T-J)	E	7m.	2384
W-938	(May 15)	Little Tinker	G	8m.	2413
W-939	(June 26)	The Bear and the Hare	F	7m.	2422
W-940	(July 17)	The Truce Hurts (T-J)	G	7m.	2444
W-941	(Aug. 7)	Half-Pint Pygmy	F	7m.	2462
FITZPATRICK TRAVELTALKS (6)					
(Technicolor)					
T-911	(Nov. 29)	Visiting Virginia	G	9m.	2281
T-912	(Dec. 13)	Cradle Of A Nation	G	10m.	2297
T-913	(May 8)	Cape Breton Island	G	9m.	2438
T-914	(July 31)	Chicago, the Beautiful	G	10m.	2444
GOLD MEDAL REPRINT CARTOONS (7)					
(Technicolor)					
W-921	(Nov. 22)	Goldilocks and the Three Bears	F	11m.	2289
W-922	(Dec. 20)	The Fishing Bear	F	8m.	2311
W-923	(Feb. 14)	The Milky Way	E	8m.	2342
W-924	(Mar. 27)	The Midnight Snack	F	9m.	2360
W-925	(Apr. 24)	Puss 'N' Toots	G	7m.	2393
W-926	(June 12)	The Bowling Alley Cat	F	8m.	2428
MARTIN BLOCK'S					
MUSICAL MERRY-GO-ROUNDS					
M-981	(Feb. 14)	No. 1—Freddie Martin and Keenan Wynn	E	10m.	2342
M-982	(Apr. 24)	No. 2—Tex Benke and Orchestra	G	10m.	2352
M-983	(June 26)	No. 3—Ray Noble and Buddy Clark	G	11m.	2422
M-984	(July 17)	No. 4—Les Brown and Virginia O'Brien	G	10m.	2444
M-985	(Aug. 28)	No. 5—Frankie Carle and Orchestra			
PASSING PARADES (6)					
K-971	(Dec. 20)	Miracle in A Cornfield (Technicolor)	E	8m.	2312
K-972	(Jan. 10)	It Can't Be Done	E	10m.	2337
K-973	(Jan. 24)	Goodbye Miss Turlock	G	10m.	2342
K-974	(Feb. 7)	My Old Town	G	9m.	2342
K-975	(June 19)	Souvenirs of Death	G	10m.	2428
K-976	(Aug. 28)	The Fabulous Fraud			
PETE SMITH SPECIALTIES (10)					
S-951	(Sept. 6)	Football Thrills No. 10	E	10m.	2250
S-952	(Oct. 18)	Surfboard Rhythm (Technicolor)	G	9m.	2263
S-953	(Nov. 8)	What D'Ya Know?	G	9m.	2281
S-954	(Dec. 13)	Have You Ever Wondered?	G	10m.	2303
S-955	(Jan. 10)	Bowling Tricks	E	9½m.	2312
S-956	(Feb. 7)	I Love My Mother-In-Law, But	G	8m.	2337
S-957	(Mar. 20)	Now You See It (Technicolor)	G	9m.	2361
S-958	(May 29)	You Can't Win	F	9m.	2393
S-959	(July 17)	Just Suppose	F	9m.	2444
S-960	(Aug. 21)	Football Thrills No. 11	G	9m.	2444
Monogram					
Two Reel					
(Anso Color)					
4741	(May 30)	Climbing the Matterhorn	E	21m.	2249
Paramount					
Two Reel					
MUSICAL PARADE FEATURETTES (6)					
(Technicolor)					
FF7-1	(Feb. 27)	Samba Mania	G	18m.	2336
FF7-2	(Apr. 9)	Footlight Rhythm	G	19m.	

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NOVELTOONS (8) (Polacolor)					
P7-1	(Dec. 5)	Santa's Surprise	G	9m. 2303	
P7-2	(Jan. 9)	Cat O' Nine Ails	G	7m. 2313	
P7-3	(Feb. 13)	Flip Flap	G	8m. 2360	
P7-4	(Mar. 19)	We're In The Honey	G	8m. 2360	
P7-5	(Apr. 9)	The Bored Cuckoo	G	8m. 2375	
P7-6	(Apr. 23)	There's Good Boo's Tonite	G	9m. 2376	
P7-7	(May 7)	Land Of The Lost	E	7m. 2385	
P7-8	(June 4)	Butterscotch and Soda	G	7m. 2414	
(1948-49) (8)					
P8-1	(Sept. 3)	The Mite Makes Right			
P8-2	(Sept. 3)	Hector's Hectic Life			
P8-3	(Sept. 3)	Old Shell Game			
P8-4	(Sept. 3)	Little Red School House			
P8-5	(Sept. 10)	Hep Cat Symphony			
P8-6	(Oct. 1)	Lost Dream			
PACEMAKERS (6)					
K7-1	(Oct. 3)	It Could Happen To You	G	11m. 2281	
K7-2	(Nov. 14)	Babies, They're Wonderful	G	11m. 2287	
K7-3	(Jan. 2)	Bundle From Brazil	G	11m. 2313	
K7-4	(Mar. 12)	Musical Miracle	G	11m. 2361	
K7-5	(May 28)	A Model Is Born	G	7m. 2403	
K7-6	(July 30)	Neighbor To The North	G	13m. 2437	
POPEYE CARTOONS (8) (Polacolor)					
E7-1	(Dec. 19)	All's Fair At The Fair	G	8m. 2302	
E7-2	(Jan. 30)	Olive Oyl For President	G	7m. 2313	
E7-3	(Feb. 27)	Wigwam Whoopee	G	8m. 2360	
E7-4	(Mar. 26)	Pre-Hysterical Man	G	7m. 2376	
E7-5	(June 18)	Popeye Meets Hercules	G	7m. 2414	
E7-6	(July 30)	A Wolf In Sheik's Clothing	F	8m. 2444	
E7-7	(Aug. 27)	Spinach vs. Hamburgers	F	8m. 2463	
E7-8	(Sept. 3)	Snow Place Like Home			
(1948-49)					
E8-1	(Nov. 11)	Robin Hood Winked			
E8-2	(Dec. 31)	Symphony In Spinach			
POPULAR SCIENCE (6) (Magnacolor)					
J7-1	(Oct. 17)	No. 1—Radar Fishermen	G	10m. 2281	
J7-2	(Dec. 26)	No. 2—Desert Destroyers	G	11m. 2303	
J7-3	(Feb. 20)	No. 3—Streamlined Luxury	G	10m. 2337	
J7-4	(Apr. 2)	No. 4—Fog Fighters	G	10m. 2376	
J7-5	(May 21)	No. 5—The Big Eye	G	10m. 2393	
J7-6	(Aug. 6)	No. 6—The Flying Wing	G	10m. 2463	
(1948-49)					
J8-1	(.....)	No. 1—Solar Secrets			
SCREEN SONG (8) (Polacolor)					
X7-1	(Dec. 26)	The Circus Comes To Clown	G	7m. 2312	
X7-2	(Jan. 23)	Base Brawl	G	8m. 2337	
X7-3	(Feb. 20)	Little Brown Jug	G	8m. 2337	
X7-4	(Mar. 12)	The Golden State	G	8m. 2360	
X7-5	(Mar. 19)	Winter Draws On	G	7m. 2360	
X7-6	(June 4)	Sing Or Swim	G	7m. 2414	
X7-7	(July 16)	Campdown Races	G	7m. 2444	
X7-8	(Aug. 20)	The Lone Star State	F	9m. 2463	
(1948-49) (8)					
X8-1	(Sept. 17)	Readin', 'Ritin' and 'Rhythmic			
SPEAKING OF ANIMALS (6)					
Y7-1	(Oct. 3)	Dog Crazy	G	11m. 2281	
Y7-2	(Nov. 14)	Ain't Nature Grand	F	10m. 2287	
Y7-3	(Dec. 12)	Monkey Shines	G	9m. 2306	
Y7-4	(Feb. 6)	Home Sweet Home	F	10m. 2337	
Y7-5	(Apr. 16)	Tain't So	F	10m. 2376	
Y7-6	(June 18)	As Headliners	G	10m. 2414	
(1948-49)					
Y8-1	(Oct. 29)	The Gnu Look			
UNUSUAL OCCUPATIONS (4) (Magnacolor)					
L7-1	(Nov. 7)	No. 1—Hula Magic	G	10m. 2281	
L7-2	(Jan. 2)	No. 2—Bagpipe Lassies	G	11m. 2313	
L7-3	(Feb. 13)	No. 3—Modern Pioneers	G	11m. 2361	
L7-4	(Apr. 16)	No. 4—Nimrod Artist	G	10m. 2376	
L7-5	(May 14)	No. 5—Feather Flurry	G	10m. 2393	
L7-6	(Aug. 13)	No. 6—Aerial Hot Rods	G	16m.	
(1948-49)					
L8-1	(Nov. 26)	No. 1—The Glass Orchestra			
RKO Two Reel					
EDGAR KENNEDY COMEDIES (6)					
83401	(Nov. 21)	Mind Over Mouse	F	17m. 2311	
83402	(Jan. 2)	Brother Knows Best	F	17m. 2336	
83403	(Feb. 6)	No More Relations		18m. 2351	

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83404	(May 14)	How To Clean House	F	18m. 2403	
83405	(June 25)	Dig That Gold	F	17m. 2436	
83406	(Aug. 6)	Home Canning	F	16m. 2462	
LEON ERROL COMEDIES (6)					
83701	(Jan. 16)	Set Your Life	G	14m. 2336	
83702	(Mar. 5)	Don't Fool Your Wife	F	18m. 2360	
83703	(Apr. 9)	Secretary Trouble	F	17m. 2403	
83704	(.....)	Bachelor Blues			
MY PAL (4)					
83201	(Oct. 31)	My Pal	G	22m. 2262	
83202	(.....)	Lost Pal			
RAY WHITLEY MUSICAL WESTERN REISSUES (4)					
83501	(Sept. 5)	Molly Cures A Cowboy	F	19m. 2256	
83502	(Oct. 10)	Musical Bandit	F	16m. 2280	
83503	(Nov. 14)	Corraling A School Marm	F	20m. 2319	
83504	(Dec. 19)	Prairie Spooners	G	13m. 2328	
SPECIALS					
83901	(Dec. 12)	Football Highlights of 1947	G	19½m. 2302	
841	(.....)	Louis-Walcott Fight	G	21m. 2302	
83601	(Apr. 1)	Twenty Years of Academy Awards	E	18m. 2369	
83801	(Apr. 23)	Basketball Headliners Of 1948	G	18m. 2384	
842	(June 26)	Louis-Walcott Fight No. 2	G	19m. 2422	
THIS IS AMERICA (13)					
83101	(Nov. 14)	Border Without Bayonets	E	16m. 2286	
83102	(Dec. 12)	Switzerland Today	E	18m. 2311	
83103	(Jan. 9)	Children's Village	E	19m. 2319	
83104	(Feb. 6)	Operation White Tower	G	18m. 2336	
83105	(Mar. 5)	Photo Frenzy	E	16m. 2352	
83106	(Apr. 2)	Funny Business	E	18m. 2369	
83107	(Apr. 30)	Democracy's Diary	E	17m. 2384	
83108	(May 28)	Crime Lab	E	17m. 2403	
83109	(June 25)	Letter To A Rebel	G	16m. 2428	
83110	(July 23)	Sport's Golden Age	G	17m. 2436	
83111	(Aug. 20)	Glamour Street	G	17m. 2462	
One Reel					
FLICKER FLASHBACKS (7)					
84201	(Oct. 24)	No. 1	G	10m. 2281	
84202	(Dec. 5)	No. 2	G	9m. 2319	
84203	(Jan. 16)	No. 3	F	9m. 2337	
84204	(Feb. 27)	No. 4	F	9m. 2361	
84205	(Apr. 9)	No. 5	F	8m. 2385	
84206	(May 21)	No. 6	F	9m. 2437	
84207	(July 2)	No. 7	G	9m. 2438	
JAMBOREES (7) (Re-Releases)					
84401	(Sept. 5)	Enric Madriguera and Orchestra	F	8m. 2256	
84402	(Oct. 3)	It's Tommy Tucker Time	F	8m. 2281	
84403	(Oct. 31)	Johnny Long and His Orchestra	G	8m. 2287	
84404	(Nov. 28)	Duke Ellington and His Orchestra	G	9m. 2319	
84405	(Dec. 26)	Jerry Wald and His Orchestra	G	9m. 2328	
84406	(Jan. 23)	Ray McKinley and His Orchestra	F	8m. 2328	
84407	(Feb. 20)	Dick Stabile and His Orchestra	G	8m. 2337	
SPORTSCOPES (13)					
84301	(Sept. 19)	Ski Holiday	G	8m. 2271	
84302	(Oct. 17)	Golf Doctor	G	8m. 2271	
84303	(Nov. 14)	Quail Pointers	G	8m. 2287	
84304	(Dec. 12)	Pin Games	G	8m. 2312	
84305	(Jan. 9)	Racing Day	G	8m. 2319	
84306	(Feb. 6)	Sports Coverage	G	8m. 2337	
84307	(Mar. 5)	Teen Age Tars	G	9m. 2361	
84308	(Apr. 2)	Doggone Clover	G	8m. 2385	
84309	(Apr. 30)	Big Mouth Bass	F	8m. 2437	
84310	(May 28)	Muscles and the Lady	G	9m. 2414	
84311	(June 25)	Ladies In Wading	G	8m. 2437	
84312	(July 23)	Athletic Varieties	G	8m. 2463	
84313	(Aug. 20)	Strikes To Spare		8m.	
WALT DISNEY CARTOONS (18) (Ninth Series) (Technicolor)					
(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro)					
(1948-49)					
74101	(May 30)	Figaro And Frankie (F)	F	7m. 2131	
74102	(June 20)	Clown of the Jungle (D)	G	6m. 2154	
74103	(July 11)	Donald's Dilemma (D)	G	7m. 2163	
74104	(Aug. 1)	Crazy With The Heat (D)	F	6m. 2187	
74105	(Aug. 22)	Bottle Beetle (D)	G	7m. 2211	
74106	(Sept. 12)	Wide Open Spaces (D)	G	7m. 2187	
74107	(Oct. 3)	Mickey's Delayed Date (M)	G	7m. 2250	
74108	(Oct. 31)	Foul Hunting (G)	F	6m. 2250	
74109	(Nov. 14)	Mail Dog (P)	G	7m. 2271	
74110	(Nov. 28)	Chip An' Dale	G	7m. 2286	
74111	(Dec. 26)	Pluto's Blue Note (P)	G	7m. 2311	
74112	(Jan. 23)	They're Off (G)	G	7m. 2337	
74113	(Feb. 6)	The Big Wash (G)	G	7m. 2271	
74114	(Mar. 5)	Drip Dippy Donald (D)	E	7m. 2360	
74115	(Mar. 19)	Mickey Down Under (M)	F	7m. 2385	

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74116	(Apr. 16)	Daddy Duck (D)	G	7m. 2403	
74117	(Apr. 30)	Bone Bandit (P)	F	7m. 2403	
74118	(May 21)	Donald's Dream Voice (D)	E	6m. 2422	
(1948-49) (18)					
94101	(July 9)	Pluto's Purchase	G	7m. 2463	
94102	(July 30)	Trial of Donald Duck		7m.	
94103	(Aug. 13)	Cat Nap Pluto (P)			
(.....)		Inferior Decoration (D)			
(.....)		Pueblo Pluto (P)			
(.....)		Donald's Happy Birthday			
WALT DISNEY REISSUES (6)					
(Technicolor)					
84701	(Oct. 17)	Hawaiian Holiday	E	8m. 2280	
84702	(Dec. 12)	The Clock Cleaners	E	8m. 2319	
84703	(Feb. 20)	Little Hiawatha	E	9m. 2336	
84704	(Apr. 2)	Alpine Climbers	E	9m. 2329	
84705	(May 14)	Woodland Cafe	E	8m. 2337	
84706	(June 18)	Three Little Pigs	E	9m. 2436	
20th Century-Fox					
Two Reel					
MARCH OF TIME (13)					
(Vol. 14)					
(Sept. 5)	No. 1—Is Everybody Listening?	F	18½m.	2243	
(Oct. 3)	No. 2—T-Men In Action	E	18m.	2262	
(Oct. 31)	No. 3—End of an Empire	G	18½m.	2280	
(Nov. 28)	No. 4—Public Relations . . . This Means You	G	17m.	2286	
(Dec. 26)	No. 5—The Presidential Year	G	17m.	2319	
(Jan.)	No. 6—The 'Cold War': Act 1—France	G	18½m.	2328	
(Feb.)	No. 7—Marriage and Divorce	F	17m.	2352	
(Mar.)	No. 8—Crisis In Italy	E	17m.	2360	
(Apr.)	No. 9—Life With Junior	G	18m.	2375	
(May)	No. 10—Battle for Greece	G	17m.	2393	
(June)	No. 11—The Fight Game	G	18½m.	2418	
(July)	No. 12—The Case of Mrs. Conrad	E	20m.	2428	
(Aug.)	No. 13—White Collar Girls	G	17m.	2443	
(Sept.)	No. 14—Life With Grandpa	G	18m.		
SPECIAL					
(.....)	Report For Action	G	17m.	2403	
One Reel					
FEMINE WORLD					
(Ilka Chase)					
8601	(Feb.)	Something Old— Something New	E	9m.	2337
8602	(Apr.)	Fashioned for Action	G	8m.	2376
LEW LEHR DRIBBLE PUSS PARADE					
8901	(Nov. 21)	Album of Animals	F	9m.	2250
8902	(May)	Dying To Live	G	9m.	2403
MOVIETONE ADVENTURES (12)					
(Black and White)					
8201	(Sept. 12)	Horizons Of Tomorrow	G	9½m.	2281
8202	(Nov. 7)	The Three R's Go Modern	G	9m.	2243
8203	(Mar.)	Sky Thrills	E	9m.	2342
8204	(July)	Majesty Of Yellowstone	G	9m.	2393
(Color)					
(T—Technicolor; C—Cinecolor)					
8251	(Aug. 22)	Holiday In South Africa (T)	G	8m.	2256
8252	(Oct. 17)	Home Of The Danes (T)	G	8m.	2256
8253	(Dec. 12)	Jungle Closeups (T)	G	8m.	2342
8254	(Jan.)	Copenhagen Pageantry (T)	G	8m.	2342
8255	(June)	Scenic Sweden (T)	G	8m.	2407
8256	(July)	Riddle of Rhodesia (T)	G	9m.	2444
8257	(Aug.)	Bermuda (T)	G	8m.	2444
8258	(Aug.)	Desert Lights (T)	G	8m.	2444
8259	(Oct.)	Portrait of the West (T)	G	8m.	
MOVIETONE SPECIALTIES					
8801	(Sept.)	Symphony Of A City		11m.	
SPECIAL					
(.....)	Thanks America	E	11m.	2352	
(.....)	Israel Reborn	G	10m.	2437	
SPORTS REVIEWS (6)					
(Technicolor)					
8351	(Sept. 26)	Vacation Magic	G	8m.	2256
8352	(Jan.)	Aqua Capers	F	8m.	2297
8353	(Apr.)	Playtime In Scandinavia	G	8m.	2377
(Black and White)					
8301	(Aug. 1)	Gridiron Greatness	G	10½m.	2243
8302	(Feb.)	Olympic Class	G	10m.	2342
8303	(May)	Everglades Adventure	G	9m.	2342
8304	(.....)	Football Finesse	G	10m.	2444
8305	(Nov.)	Olympic Water Wizards		9m.	
8306	(Dec.)	Yankee Ski-Doodle		9m.	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
TERRYTOONS (24)					
(Technicolor)					
8501 (Feb.)	One Nate Tany	G	7m.	2256	
8502 (Aug. 15)	The Talking Magpies In Flying South	F	7m.	2256	
8503 (Aug. 29)	Mighty Mouse In A Date For Dinner	F	7m.	2256	
8504 (Sept. 19)	The Talking Magpies In Fishing By The Sea	F	6 1/2m.	2281	
8505 (Oct. 10)	Mighty Mouse in the First Snow	F	6 1/2m.	2297	
8506 (Oct. 24)	The Talking Magpies in the Super Salesman	F	6 1/2m.	2297	
8507 (Nov. 14)	Mighty Mouse In A Fight to the Finish	F	7m.	2303	
8508 (Dec. 5)	The Wolf's Pardon	G	7m.	2311	
8509 (Dec. 19)	Mighty Mouse In Swiss Cheese Family Robinson	G	7m.	2337	
8510 (Dec. 12)	The Talking Magpies In The Hitchhikers	F	7m.	2352	
8511 (Dec. 26)	Mighty Mouse In Lazy Little Beaver	F	7m.	2352	
8512 (Jan.)	Felix The Fox	G	7m.	2375	
8513 (Jan.)	The Talking Magpies In Taming The Cat	G	7m.	2376	
8514 (Mar.)	Mighty Mouse and the Magician	F	7m.	2385	
8515 (Mar.)	Gandy Goose and the Chipper Chipmunk	F	7m.	2413	
8516 (Apr.)	Haunting The Hares	F	7m.	2403	
8517 (Apr.)	Mighty Mouse in the Feudin' Hillbillies	F	7m.	2403	
8518 (May)	Mystery in the Moonlight	F	7m.	2403	
8519 (June)	Seeing Ghosts	F	7m.	2403	
8520 (June)	The Talking Magpies in a Sleepless Night	F	7m.	2444	
8521 (July)	Mighty Mouse In the Witch's Cat	F	7m.	2444	
8522 (July)	The Talking Magpies In Magpie Madness	F	7m.	2444	
8523 (Aug.)	Mighty Mouse In Love's Labor Wan	F	7m.	2444	
8524 (Sept.)	The Hard-Bailed Egg	F	7m.		
8525 (Oct.)	Mighty Mouse In The Mysterious Stranger	F	7m.		
8526 (Oct.)	The Talking Magpies In Free Enterprise	F	7m.		
(Reissues)					
8531 (May)	Butcher of Seville	G	7m.	2384	
8532 (May)	Mighty Mouse in the Green Line	F	7m.	2422	

United Artists

One Reel

SPECIAL PALESTINE FILMS

(.....) Israel In Action

WALTER LANTZ CARTUNES (11)

(Technicolor)

(Dec. '47)	The Bandmaster	G	7m.	2297
(Feb. '48)	The Mad Hatter	G	7m.	2337
(Mar. '48)	Banquet Busters	G	7m.	2336
(Apr. '48)	Kiddie Kancert	F	7m.	2376
(May '48)	Pixie Picnic	G	7m.	2376
(June '48)	Wacky-bye Baby	G	7m.	2376

Universal-International

Three Reel

MUSICAL WESTERNS

3351 (Feb. 5)	Hidden Valley Days	F	27m.	2336
3352 (Feb. 26)	Powder River Gunfire	G	24m.	2369
3353 (Apr. 1)	Echa Ranch	G	25m.	2403

SPECIAL (1)

(Technicolor)

5555 (Nov. 27)	The Royal Wedding	G	27m.	2302
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Two Reel

NAME BAND MUSICALS (13)

3301 (Oct. 22)	Alvina Rey and his Orchestra	G	15m.	2319
3302 (Dec. 3)	Drummer Man	G	15m.	2328
3303 (Dec. 31)	Carlos Malina and Orchestra	G	15m.	2328
3304 (Mar. 3)	Tex Beneke and Orchestra	G	15m.	2342
3305 (Mar. 31)	Woody Herman and His Orchestra	G	15m.	2369
3306 (June 16)	Red Ingle and his Natural Seven	G	15m.	2403
3307 (June 23)	Tex Williams and Orchestra in "Western Whoopee"	G	15m.	2436
3308 (Aug. 18)	Jimmy Dorsey and Orchestra	G	15m.	
3309 (Sept. 15)	Redskin Rhumba	G	15m.	

SPECIALS (2)

(1946-47)

2201 (Aug. 27)	Fight of the Wild Stallions	G	20m.	2255
2202 (Nov. 12)	Harnessed Lightning	F	17m.	2297
(1947-48)				
3201 (Feb. 18)	Snow Capers	G	19m.	2342

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
One Reel					
THE ANSWER MAN (8)					
3391 (Dec. 22)	No. 1—Wind, Curves and Trapdoors	G	9m.	2319	
3392 (Jan. 19)	No. 2—Hall of Fame	G	7m.	2376	
3393 (Mar. 15)	No. 3—Men, Women and Matian	G	8m.	2403	
3394 (Apr. 26)	No. 4—Flood Waters	G	8m.	2437	
3395 (June 21)	No. 5—Mighty Timber	G	9m.	2437	
3396 (July 5)	No. 6—Rackets of the Future	G	8m.		
3397 (Aug. 16)	No. 7—Water Battlers	G	7m.		
3398 (Aug. 23)	No. 8—Home of the Iceberg	G			
SING AND BE HAPPY (8)					
3381 (Mar. 29)	Spotlight Serenade	G	8m.	2385	
3382 (June 14)	Singin' The Blues	F	9m.	2437	
3383 (July 5)	River Melodies	G	8m.	2437	
VARIETY VIEWS (8)					
3341 (Sept. 29)	Tropical Harmony	G	10m.	2287	
3342 (Nov. 17)	Chimp Aviator	G	9m.	2287	
3343 (Feb. 9)	Brooklyn Makes Capital	G	10m.	2319	
3344 (June 7)	Whatta Built	F	10m.	2407	
3345 (June 28)	Copa Carnival	F	10m.	2423	
3346 (July 12)	Paris On The Plata	F	10m.	2438	
3347 (Aug. 16)	Gauche Fiesta	F	8 1/2m.	2428	
WALTER LANTZ CARTUNES					
(Technicolor)					
2329 (Dec. 15)	Woody, the Giant Killer	F	7m.	2319	
(.....)	Pickled Puss	F	7m.	2328	
(Reissues) (13)					
3321 (.....)	Knock Knock	G	7m.	2403	
3322 (May)	Synapated Sioux	F	7m.	2403	
3323 (July)	Woody Waadpecker	F	7m.	2403	
3324 (Sept.)	Scrub Me Mamma	F			
Vitaphone					
Two Reel					
SPECIAL (1)					
(Technicolor)					
4101 (Oct. 11)	Power Behind the Nation	G	18m.	2256	
(1948-49)					
5101 (Sept. 11)	Football Magic	G	20m.		
5102 (Nov. 13)	Grandfather's Follies	G	20m.		
TECHNICOLOR SPECIALS (8)					
4001 (Jan. 31)	Celebration Days	B	19m.	2336	
4002 (Oct. 18)	Soap Box Derby	G	20m.	2273	
4003 (Feb. 21)	Teddy, the Rough Rider	E	20m.	2341	
4004 (Apr. 3)	King of the Carnival	E	20m.	2360	
4005 (May 29)	Calgary Stampede	E	18m.	2393	
4006 (July 3)	A Day At the Fair	G	19m.	2414	
4007 (Sept. 4)	The Man From New Orleans	G	19m.	2443	
4008 (Oct. 16)	My Own United States	E	20m.		
(1948-49)					
5001 (Nov. 20)	Sans of Liberty	G	21m.		
One Reel					
ADVENTURE SPECIALS (6)					
(Technicolor)					
4801 (Sept. 6)	Land of Romance	G	10m.	2263	
4802 (Nov. 15)	Beautiful Bali	G	10m.	2297	
4803 (Dec. 20)	Dad Minds the Baby	G	10m.	2311	
4804 (Feb. 28)	What's Hatchin'?	G	10m.	2342	
4805 (Mar. 27)	Rhythm of a Big City	G	10m.	2352	
4806 (June 5)	Living With Lions	E	10m.	2415	
(1948-49)					
5801 (Sept. 25)	Mysterious Ceylon	G	10m.		
BLUE RIBBON HIT PARADES (13)					
(Reissues)					
(Technicolor)					
4301 (Dec. 20)	Dangerous Dan McFoa	G	7m.	2319	
4302 (Jan. 17)	Habo Gadget Band	G	7m.	2319	
4303 (Mar. 20)	Little Pancha Vanilla	G	7m.	2336	
4304 (Apr. 10)	Dan't Look Now	F	7m.	2336	
4305 (Apr. 24)	Curious Puppy	F	7m.	2403	
4306 (May 22)	Circus Today	G	7m.	2403	
4307 (June 12)	Little Blabber Mouse	G	7m.	2422	
4308 (July 10)	The Squawkin Hawk	G	7m.	2436	
4309 (July 13)	A Tale Of Two Kitties	G	7m.	2436	
4310 (Aug. 14)	Pigs In A Palka	G	7m.	2436	
4311 (Aug. 28)	Greetings Bait	G	7m.	2436	
4312 (Sept. 18)	Hiss and Make Up	G			
4313 (Oct. 2)	Hollywood Steps Out	G			
(1948-49)					
5301 (Oct. 30)	An Itch In Time	F	7m.		
BUGS BUNNY SPECIALS (8)					
(Technicolor)					
(1946-47)					
3719 (June 28)	Easter Yeggs	B	7m.	2221	
3720 (Nov. 1)	Slick Hare	G	7m.	2297	
3721 (Jan. 3)	Gorilla My Dreams	G	7m.	2336	
3722 (Feb. 7)	A Feather in His Hare	F	7m.	2336	
3723 (Apr. 10)	Rabbit Punch	G	7m.	2376	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
3724	(May 8)	Buccaneer Bunny	F	7m.	2393
3725	(June 12)	Bugs Bunny Rides Again..	F	7m.	2415
3726	(July 24)	Haredevil Hare	G	7m.	2438
(1947-48)					
4719	(Aug. 21)	Hot Cross Bunny	F	7m.	
4720	(Sept. 25)	Hare Splitter			
	(.....)	Rebel Rabbit	F	7m.	
JOE McDOAKES COMEDIES (6)					
4401	(Sept. 13)	So You Want Ta Be A Salesman	G	10m.	2263
4402	(Nov. 22)	Sa Yau Want Ta Hald Yaur Wife	F	10m.	2297
4403	(Jan. 3)	Sa Yau Want An Apartment	G	11m.	2328
4404	(Feb. 14)	Sa Yau Want Ta Be A Gambler	G	10m.	2337
4405	(May 15)	So Yau Want To Build A House	G	11m.	2393
4406	(June 26)	So Yau Want To Be A Detective	G	10m.	2415
(1948-49)					
5401	(Oct. 23)	So Yau Want To Be In Politics	F	10m.	
5402	(Nov. 6)	So You Want To Be On The Radia		10m.	
MELODY MASTERS (8) (Reissues)					
4601	(Sept. 13)	Freddy Martin and his Orchestra	G	10m.	2263
4602	(Oct. 25)	Swing Styles	F	10m.	2281
4603	(Dec. 6)	Barrah Minevitch and Harmonica Schaal	F	10m.	2319
4604	(Jan. 10)	Rubinoft and His Violin...	F	10m.	2337
4605	(Feb. 7)	Artie Shaw and His Orchestra	F	10m.	2337
4606	(May 15)	Henry Busse and His Orchestra	F	10m.	2393
4607	(June 19)	The Saturday Night Swing Club	G	10m.	2422
4608	(July 17)	Joe Reichman and His Orchestra	G	10m.	2436
MEMORIES FROM MELODY LANE (6)					
4201	(Sept. 27)	Let's Sing A Song of the West	G	10m.	2263
4202	(Dec. 27)	Let's Sing An Old Time Song	G	9m.	2297
4203	(Jan. 24)	Let's Sing A Song About the Moonlight	G	10m.	2337
4204	(Mar. 13)	Let's Sing Grandfather's Favorites	G	10m.	2352
4205	(May 8)	Let's Sing A Stephen Faster Song	G	10m.	2385
4206	(July 17)	Let's Sing A Song From the Mavies	G	10m.	2415
MERRIE MELODIES (18) (T—Technicolor; C—Cinecolor)					
4701	(May 1)	Nothing But The Tooth (T)	F	7m.	2393
4702	(May 22)	Bane Sweet Bone (C)	F	7m.	2393
4703	(July 10)	The Shell-Shacked Egg (T)	F	7m.	2438
4704	(July 3)	Up-Standing Sitter (C)	F	7m.	2438
4705	(June 26)	The Rattled Rooster (T)	F	7m.	2415
4706	(Aug. 7)	You Were Never Duckier (T)	G	7m.	2438
4707	(Aug. 14)	Daugh Ray Me-aw (C)	G	7m.	
4708	(Sept. 11)	The Pest That Came Ta Dinner (T)	F	7m.	
4709	(Oct. 2)	Odor Of the Day (C)			
4710	(Oct. 9)	The Faghorn Leghorn (T)			
4711	(Oct. 23)	A Lad In His Lamp (T)			
4712	(Oct. 30)	Daffy Dilly (C)			
4713	(Nov. 6)	Kit Far Kat (T)			
4714	(Nov. 20)	Stupar Salesman (T)			
4715	(Nov. 27)	Riffy Raffy Daffy (C)			

	COLUMBIA	EAGLE-LION	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
AUG 13	Trail To Laredo, W C. Starrett, S. Burnette, V. Maxey	Hold That Ghost Abbott and Costello, J. Davis (Reissue)		Fighting Ranger, W J. M. Brown, R. Hutton, C. Larson		Return Of the Badmen R. Scott, R. Ryan, A. Jeffreys		Return of Wildfire R. Arlen, P. Morison, M. B. Hughes Jungle Goddess G. Reeves, W. McKay, R. Byrd	(August releases) The Walls C. Wilde, L. Darnell, A. Baxter	Four Faces West J. McCrea, F. Dee, C. Bickford (Enterprise) High Fury M. Carroll, I. Hunter (Comet)		Life With Father W. Powell, I. Dunne, E. Taylor (Technicolor)
20	The Strawberry Roan G. Autry, Henry, J. Holt (Cinecolor)	Hired Wife R. Russell, B. Aherne, V. Bruce (Reissue) (End 1947-48) (1948-49) Northwest Stampede J. Leslie, J. Craig, J. Oakie (Cinecolor)	The Search (August release) M. Clift, A. MacMahon, J. Novotna (September releases)	The Golden Eye R. Winters, V. S. Young, M. Moreland The Dude Goes West E. Albert, G. Storm, J. Gleason (Allied Artists)	A Foreign Affair J. Arthur, M. Dietrich, J. Lund	Race Street G. Raft, W. Bendix, M. Maxwell (End 1947-48) (1948-49)	Out Of The Storm J. Lydon, L. Collier, R. Travis Sons Of Adventure L. Roberts, R. Hayden Code Of Scotland Yard O. Homolka, D. Farr Night Time In Nevada R. Rogers, A. Devine (Trucolor)	Runaway Daughter B. Stanwyck, R. Young (Reissue) King Of The Turf A. Menjou, D. Costello (Reissue)	(August releases) The Walls C. Wilde, L. Darnell, A. Baxter	High Fury M. Carroll, I. Hunter (Comet)	Tap Roots V. Heflin, S. Hayward, B. Karloff (Technicolor)	Embraceable You D. Clark, G. Brooks, S. Z. Sakall (End 1947-48)
27	Belle J. Lamour, Montgomery The L. Hayward, J. Blair, G. Macready							Hidden Gold, W W. Boyd, R. Hayden (Reissue)	That Lady In Ermine B. Grable, D. Fairbanks, Jr. (Technicolor)	Red River J. Wayne, M. Clift, J. Dru (Monterey) Pitfall L. Scott, J. Wyatt (Reaol)	Mr. Peabody and the Mermaid W. Powell, A. Blyth, I. Hervey	
SEPT 3			A Southern Yankee R. Skelton, B. Donlevy, A. Dahl Luxury Liner G. Brent, J. Powell, L. Melchior (Technicolor) (October releases)	Music Man P. Brito, F. Stewart, J. Preisser	Beyond Glory A. Ladd, D. Reed, T. Neal (End 1947-48)	Station West D. Powell, J. Greer Rachel and the Stranger L. Young, W. Holden, R. Mitchum	Flirting With Fate J. E. Brown, B. Roberts, S. Duna (Reissue) That's My Boy J. Durante, R. Tauber (Reissue)	Fighting Back P. Langton, J. Rogers, G. Gray (Wurtzel)	Urubu All-Native Cast (Breakstone- Coplen)	Larceny J. Payne, J. Caulfield, D. Duryea	One Touch of Venus A. Gardner, D. Haymes, R. Walker	Two Guys From Texas D. Morgan, J. Carson, D. Malone (Technicolor)
10	Gentleman From Nowhere W. Baxter, F. Baker, L. Van Rosten	The Olympic Games of 1948 Commentary by Bill Stern and Ted Husing (Technicolor)		Joe Palooka In Winner Take All J. Kirkwood, E. Knox, S. Clements		The Pearl P. Armendariz, M. E. Marques (Mexican-made) The Best Years of Our Lives F. March, D. Andrews, M. Loy, T. Wright	Angel In Exile J. Carroll, A. Mara, T. Gomez	S.O.S. Submarine (Semi- documentary)	I Wake Up Screaming B. Grable, V. Mature, C. Landis (Reissue)	An Innocent Affair F. MacMurray, M. Carroll, C. Rogers (Nasser)	The Saxon Charm R. Montgomery, S. Hayward, J. Payne	
17	Black Eagle, The Story of A Horse W. Bishop, V. Patton, G. Jones	In This Corner S. Brady, A. Shaw, J. Millican My Son, My Son B. Aherne, M. Carroll, L. Hayward (Reissue)	No Minor Vices D. Andrews, L. Palmer, L. Jourdan (Enterprise) The Secret Land Admiral Byrd Adventure (Technicolor)	Silver Trails, W J. Wakely, D. Taylor, C. Larson Kidnapped R. MacDowall, D. O'Herlihy, S. England	Sorry, Wrong Number (1948-49) B. Stanwyck, B. Lancaster, A. Richards	The Twisted Road C. O'Donnell, F. Granger, H. Da Silva Good Sam G. Cooper, A. Sheridan, R. Collins		Harpoon J. Bromfield, A. Louis	(September releases) Texas, Brooklyn and Heaven D. Lynn, G. Madison, J. Dunn (Golden)	For The Love Of Mary D. Durbin, E. O'Brien, D. Taylor, J. Lynn	Rope J. Stewart, J. Dall, J. Chandler, (Transatlantic) (Technicolor)	
24	Singin' Spurs H. Hotshots, P. White, K. Grant (End 1947-48) (1948-49) Triple Threat R. Crane, G. Henry, Pro Football Stars Walk A Crooked Mile D. O'Keefe, L. Hayward, L. Albritton	Hollow Triumph P. Henreid, J. Bennett, L. Brooks Adventures of Gallant Bess C. Mitchell, A. Long, P. Knight (Cinecolor)				Melody Time (Disney) (Technicolor) Design For Death Documentary Bodyguard L. Tierney, P. Lane, Mourning Becomes Electra R. Russell, M. Redgrave, R. Massey Tarzan's Fountain Of Youth L. Barker, B. Joyce, A. Dekker	Moonrise D. Clark, G. Russell, E. Barrymore (Feldman-Grant)	Duke of West Point L. Hayward, J. Fontaine (Reissue) Miss Annie Rooney S. Temple, W. Gorgan (Reissue)	Escape R. Harrison, P. Cummins, W. Hartnell (English-made)		An Act Of Murder F. Morch, F. Eldridge, E. O'Brien	
OCT 1		Behind Locked Doors R. Carlson, L. Bremer, R. Moore			Isn't It Romantic V. Lake, M. Hatcher, B. DeWolfe			The Mozart Story H. Holt, W. Markus	Forever Amber L. Darnell, C. Wilde, R. Greene (Technicolor)	The Girl From Manhattan D. Lamour, C. Laughton, G. Montgomery (Bogaus)		
8								Last Of The Wild Horses J. Ellison, J. Frazee, M. B. Hughes (Septatone)	The Grepper E. Cianelli, O. Stevens, J. Vincent			
15								Stagecoach War, W W. Boyd (Reissue)	The Gay Intruders J. Emery, T. Geva, L. Erickson			
22					Night Has A Thousand Eyes E. G. Robinson, G. Russell, J. Lund							Johnny Belinda J. Wyman, L. Ayers, C. Bickford

HOLIDAYS—SPECIAL EVENTS

Oct. 4-5—Rosh Hashonah
Oct. 12—Columbus Day

SELZNICK RELEASING ORGANIZATION

The Paradine Case—G. Peck, Valli, A. Todd
Mr. Blanding Builds His Dream House—M. Loy,
C. Grant, M. Douglas

DRUMS—(Technicolor) (Reissue)

Four Feathers—(Technicolor)—(Reissue)
Miraculous Journey—R. Calhoun, V. Grey, (Cinecolor).

FILM CLASSICS

Deep In The Heart Of Texas—Western Reissue
Wheels Of Destiny—Western Reissue
Sofia—G. Raymond, S. Gurie—(Cinecolor)

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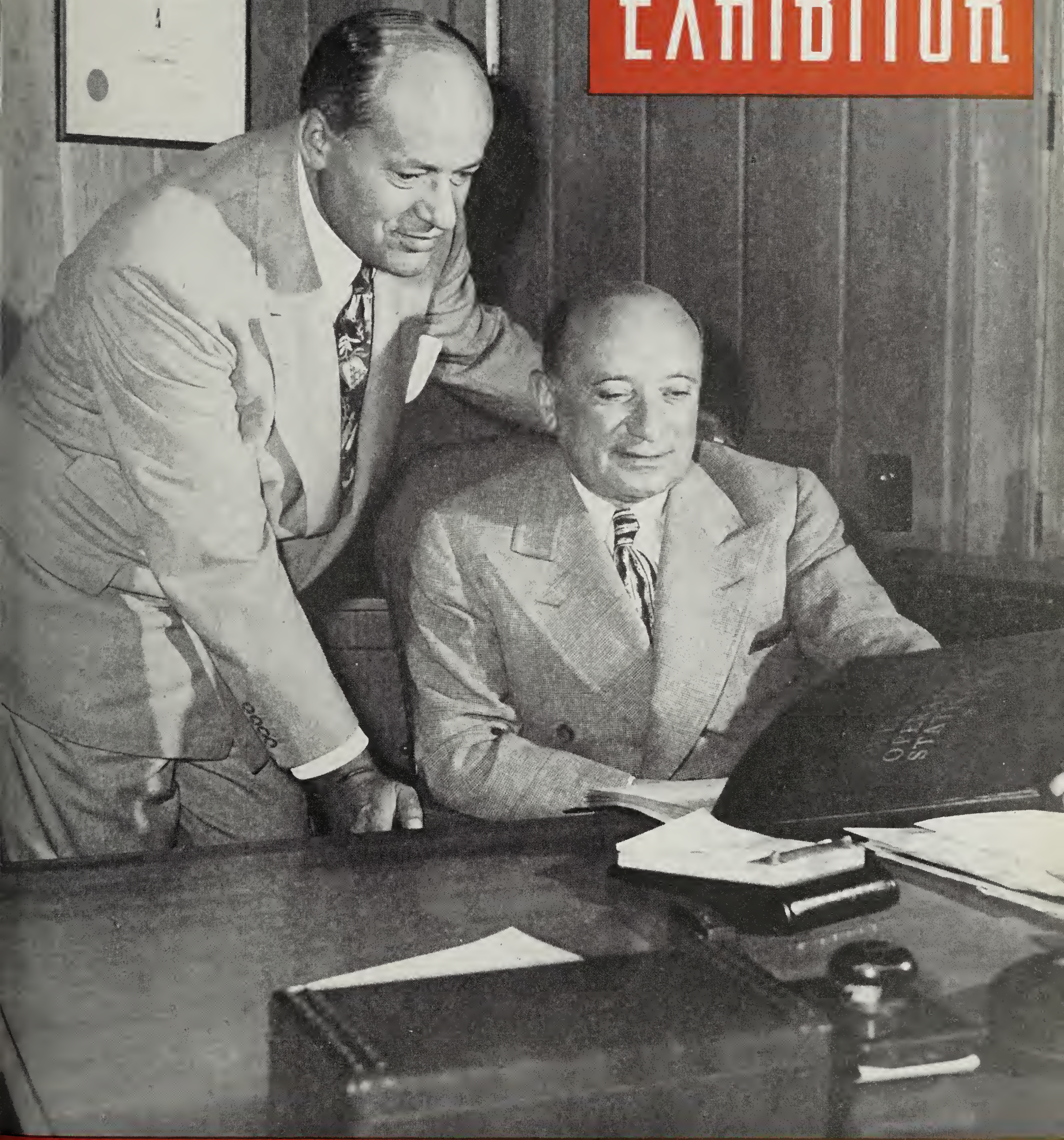
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THE EXHIBITOR



SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE

SEPTEMBER 15, 1948



VOLUME 40
NUMBER 19

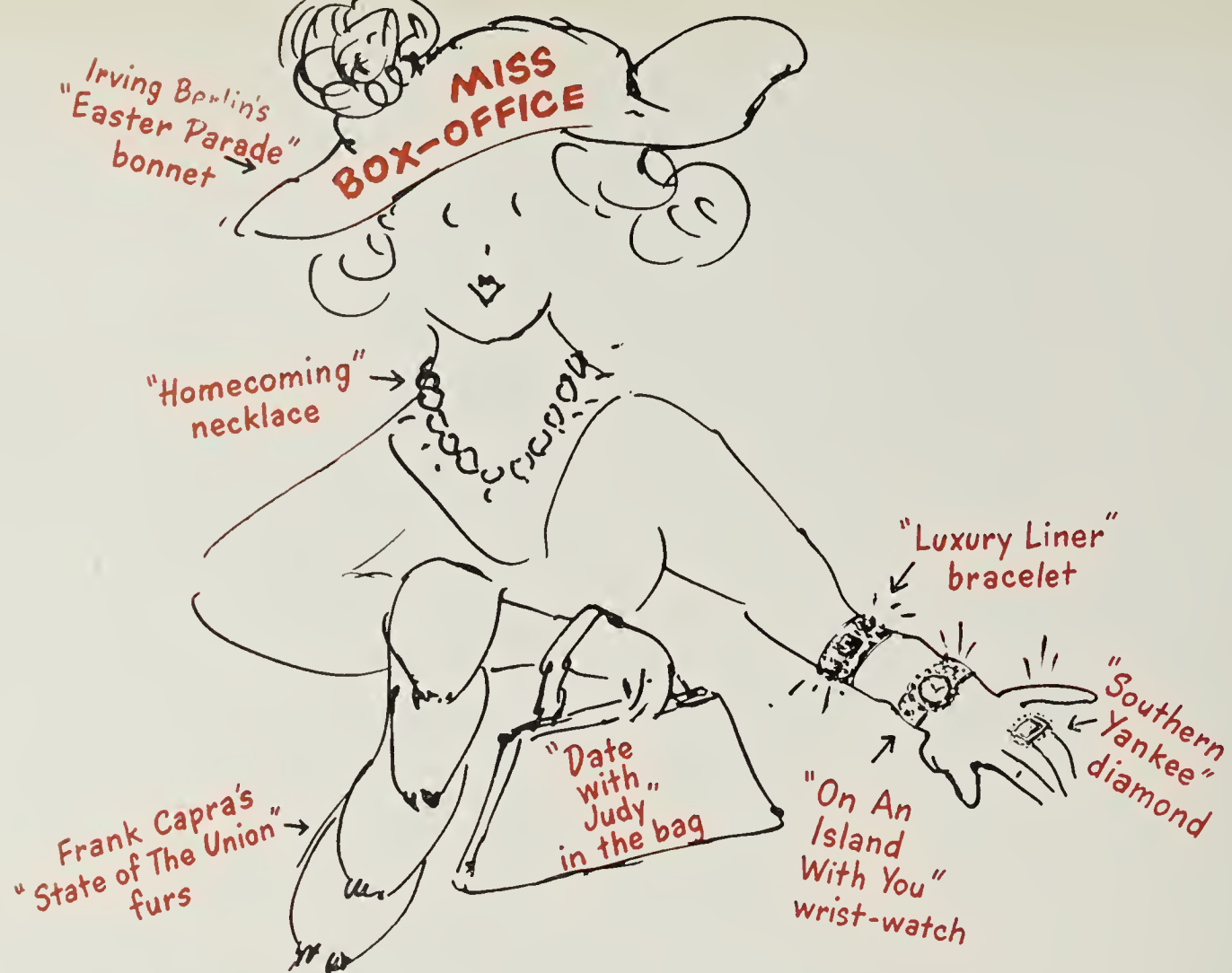
NOT SOLD

National Screen Service vice-president George F. Dembow, in whose honor the company is currently instituting a special drive, is shown here with President Herman Robbins at the home office in New York, checking records as it commences with a "Get Back To Showmanship" campaign.

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

IN THIS ISSUE: *"The Little Men" present
all the latest information on current grosses in*

THE TIP-OFF ON BUSINESS



WAS IT JUST A SUMMER ROMANCE?

Don't worry, Miss Box-Office. Your sugar daddy Leo will love you in December as he did in May. He's just had another shot of Vitamin M-G-M and he's rarin' to go. Look what's coming from your all-year-'round Santa Claus:

GREER GARSON
WALTER PIDGEON in
"JULIA MISBEHAVES"
PETER LAWFORD, ELIZABETH TAYLOR
CESAR ROMERO, Lucile Watson, Nigel
Bruce, Mary Boland, Reginald Owen

★ ★ ★

The Enterprise Studios present
DANA ANDREWS, LILLI PALMER
and LOUIS JOURDAN in
"NO MINOR VICES"
with Jane Wyatt

★ ★ ★

"THE SECRET LAND" (Technicolor)
Starring
MEN AND SHIPS
Of The U. S. NAVY
Narration By
Comdr. ROBERT MONTGOMERY, U.S.N.R.
Lt. ROBERT TAYLOR, U.S.N.R.
Lt. VAN HEFLIN, A.A.F. (Ret.)

★ ★ ★

"HILLS OF HOME" (Technicolor)
Starring
EDMUND GWENN
DONALD CRISP, TOM DRAKE
JANET LEIGH and LASSIE

Alexandre Dumas'
"THE THREE MUSKETEERS" (Technicolor)

Starring
LANA TURNER, GENE KELLY
JUNE ALLYSON, VAN HEFLIN
ANGELA LANSBURY
Frank Morgan, Vincent Price, Keenan
Wynn, John Sutton, Gig Young

★ ★ ★

"ACT OF VIOLENCE"
Starring
VAN HEFLIN, ROBERT RYAN
with Janet Leigh, Mary Astor
Phyllis Thaxter

★ ★ ★

FRANK SINATRA, KATHRYN GRAYSON
in "THE KISSING BANDIT" (Technicolor)
J. Carrol Naish, Mildred Natwick
Mikhail Rasumny, Billy Gilbert
Sono Osato with Dance Specialties By
Ricardo Montalban, Ann Miller, Cyd Charisse

★ ★ ★

John Ford's
"3 GODFATHERS" (Technicolor)
Presented by John Ford & Merian C. Cooper
Starring
JOHN WAYNE, PEDRO ARMENDARIZ
And Introducing HARRY CAREY, Jr.
with Ward Bond, Mae Marsh
Jane Darwell, Ben Johnson

ROBERT TAYLOR
AVA GARDNER
CHARLES LAUGHTON
VINCENT PRICE
JOHN HODIAK in
"THE BRIBE"

★ ★ ★

"LITTLE WOMEN" (Technicolor)
Starring
JUNE ALLYSON, PETER LAWFORD
MARGARET O'BRIEN, ELIZABETH TAYLOR
JANET LEIGH, ROSSANO BRAZZI
MARY ASTOR with
Lucile Watson, C. Aubrey Smith

★ ★ ★

CLARK GABLE, WALTER PIDGEON
VAN JOHNSON, BRIAN DONLEVY
Charles Bickford, John Hodiak
Edward Arnold in
"COMMAND DECISION"

★ ★ ★

"SUN IN THE MORNING"
(Technicolor) Starring
JEANETTE MacDONALD
LLOYD NOLAN, CLAUDE JARMAN, Jr.
and LASSIE
with Lewis Stone, Percy Kilbride

"WORDS AND MUSIC" (Technicolor)

Starring
MICKEY ROONEY, JUDY GARLAND
GENE KELLY, JUNE ALLYSON
PERRY COMO, ANN SOTHERN
with Tom Drake, Cyd Charisse, Betty
Garrett, Lena Horne, Janet Leigh, Marshall
Thompson, Mel Torme, Vera-Ellen

★ ★ ★

SPENCER TRACY, DEBORAH KERR
in "EDWARD, MY SON" with Ian Hunter

★ ★ ★

JOHN GARFIELD in
The Roberts Production
"FORCE OF EVIL"

An Enterprise Picture
with Thomas Gomez and Marie Windsor
And Introducing BEATRICE PEARSON

★ ★ ★

FRED ASTAIRE, GINGER ROGERS in
"THE BARKLEYS OF BROADWAY"
(Technicolor)

with Oscar Levant, Billie Burke
Gail Robbins, Jacques Francois

★ ★ ★

GENE KELLY, ESTHER WILLIAMS
FRANK SINATRA in
"TAKE ME OUT TO THE BALL GAME"
(Technicolor)
with Betty Garrett
Jules Munshin, Edward Arnold



WHEN LEO KISSES MISS BOX-OFFICE SHE STAYS KISS

(Help Promote YOUTH MONTH—Saluting Young America!)



THE PERILS of drive-in operation became apparent in the south when a taxi ran over two boys lying on the grass watching the film.

★

THE EFFECT of Hollywood has also become apparent in state government. The New York State Civil Service Commission has hired a Hollywood artist to "dress up" its job recruiting literature, and put "punch" into examination announcements.

★

DURING THE RECENT heat wave, an eastern theatre allowed the townsfolk to stay all night free in the air-conditioned house. No films were shown, but it wouldn't have been a bad idea, from the extra profits angle, to have left the concessions stand and drink machines available.

★

WHEN A COUPLE of women discovered their car had a flat tire, and asked for assistance, a gracious southern drive-in owner pitched in, and changed the tire, because no other help was available.

★

A THEATRE in Minnesota is plugging its popcorn on the marquee. When it renovates its front, it might not be a bad idea to convert the exterior into a huge popcorn box.

★

WHEN A DRIVE-IN opened in the east, it gave free frankfurter and roll, box of popcorn, and portion of ice cream to everyone attending. Bicarbonate, we presume, was not on the house.

★

THE IMMEDIATE opposition of television became a fact in a mid-western city where, at the same time as the feature was playing for 70 cents top, it was being televised over a local station.

—H. M. M.

I N D E X

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THE EXHIBITOR

VOL. 40, No. 19



SEPTEMBER 15, 1948

A Sensible Questionnaire

THE Independent Theatre Owners of Ohio, which holds its annual convention this week, recently took a sensible way of determining just where its members stood on product. It might be well for other organizations to take stock in the same manner, as the results should be enlightening.

THE UNIT, of which P. J. Wood is secretary, asked members to answer the following questions as they pertained to Columbia, 20th Century-Fox, MGM, Paramount, RKO, Warners, United Artists, Republic, Monogram, Eagle Lion, Film Classics, Universal-International, and SRO, which about covers the field:

Check the product you are using.

How often does a salesman of the company call upon you?

When was the last time the branch manager came to your town to see you?

Check product that you are not using now, but would like to use if you could get together on satisfactory terms.

How long has it been since you have been called on by a representative of that company whose product you are not using?

What company has the most valuable product for you?

What company has the least valuable product for you?

What company has the most fair sales policy?

What is the most difficult company to deal with?

THE QUESTIONNAIRE also indicated whether a theatre is a small town first-run, small town subsequent run, large city first subsequent run, or large city sub-subsequent run.

PRESUMABLY, the answers were to be made available at the convention, but it wouldn't be a bad idea if the results were publicized to the entire trade. It might encourage others to find out where their members stand.

THIS TYPE of information can't help but be valuable to theatremen everywhere, although there is always the possibility that the ratings may change in other localities.

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Leo McCarey, Producer of "The
St. Mary's" Brings Another Great Pic

RADIO CITY MUSIC HALL!

RAINBOW
PRODUCTIONS, INC.
presents

GARY COOPER

ANN SHER



with RAY COLLINS • EDMUND LO

ls of
re to

DAN

IN LEO McCAREY'S

GOOD SAM

N LORRING • CLINTON SUNDBERG • PRODUCED AND DIRECTED BY LEO McCAREY • Screenplay by KEN ENGLUND





GEORGE F. DEMBOW, LEFT, NSS VICE-PRESIDENT IN CHARGE OF SALES, DISCUSSES HOLIDAY POSTERS IN THE HOME OFFICE WITH WILLIAM BRENNER.

Showmanship Combines With A Drive

National Screen Service Honors George F. Dembow In A Big Sales Push

IN this industry, showmanship is one thing, and a drive is another. When the two are combined, the result naturally is of interest to everyone within the trade.

In this case, the combination of showmanship and a drive happens to be the reason why there is so much activity at National Screen Service, which, under the presidency of Herman Robbins, currently is sponsoring a "Getting Back To Showmanship" idea, of which the "George F. Dembow Tribute" drive, in honor of NSS vice-president in charge of sales George F. Dembow, from Sept. 13-Dec. 31, is a high-light.

Actually, the statisticians declare, NSS, with branches in 31 cities, devotes four man-hours a week to each individual theatre within its jurisdiction.

NSS is composed of a group of men and women specialists in theatrical promotion. Ninety salesmen take the special advertising aids, from lobby sheets to



Happiest day for any sales executive is when the contract is signed, in this case the signer being David M. Idzal, Fax, Detroit, as Dembow beams approval.

trailers, to posters, to special ideas created by NSS experts, to all of the 17,000 contracting theatres. Captain of this crew is the cheerful, energetic vice-president in charge of sales.

At the present time, Dembow is engaged in a campaign to make exhibitors promotion-conscious. Building on the premise that show business was founded on showmanship, he thinks that if exhibitors could be brought to realize that clever and appealing exploitation is vital, a great part of the theatrical advertising problem would be solved.

His sales crew, captained in the east by Billy Bein, central division manager, and in the west by Ben Ashe, Los Angeles branch manager, is carrying the sales message to all theatres.

To see whether he is as much of a dynamo as he seemed, THE EXHIBITOR photographer recently followed Dembow around on an average day.



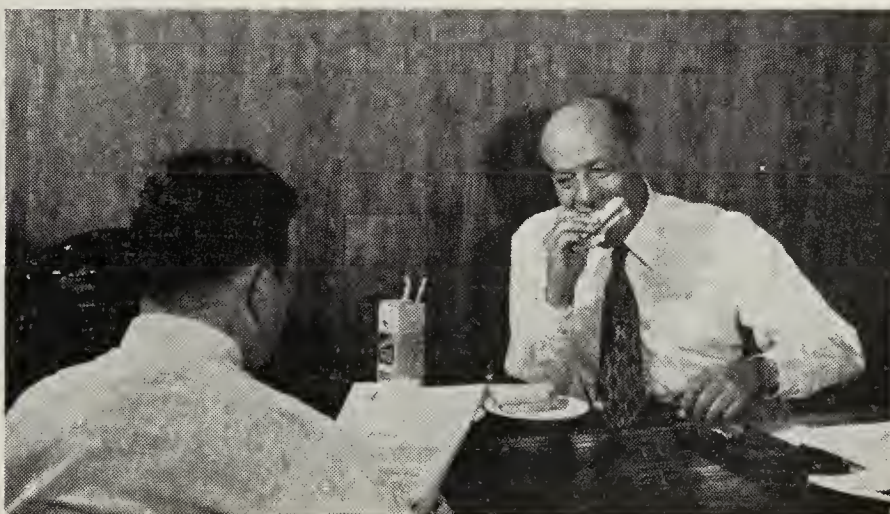
Commuting from his home, Dembow arrives at the NSS home office, 630 Ninth Avenue, New York City, at 9 a. m., regularly misses the statue, picks his hat up, and lays it on the table beside it. Then he calls his secretary for dictation.



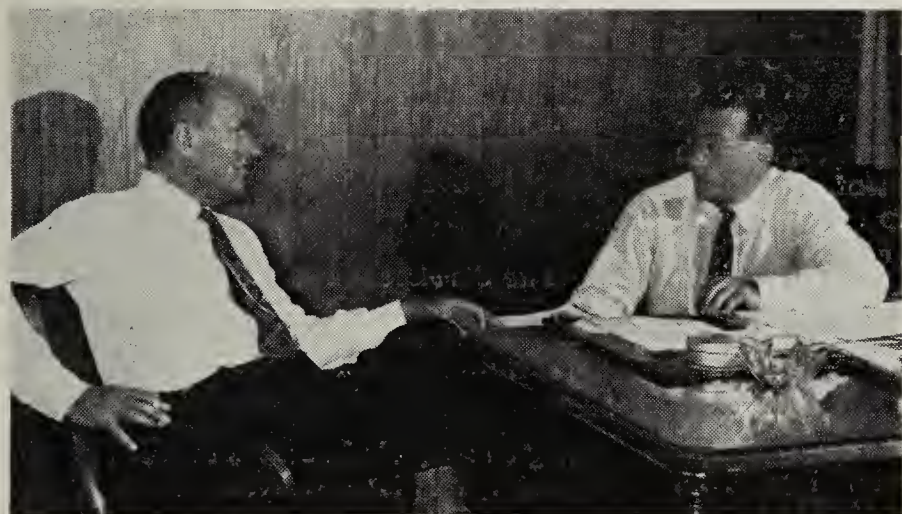
First on Dembow's agenda is the morning mail. After it has been opened and sorted, he has many necessary phone calls to make. Then incoming calls take up his time to the exclusion of all other business until he is ready to dictate.



After dictation, Dembow goes to the projection room for a screening of all new trailers. He is shown here, second from right, together with Stello Whipple, Paul Benjamin, and Harry Semels at one of the regular morning sessions.



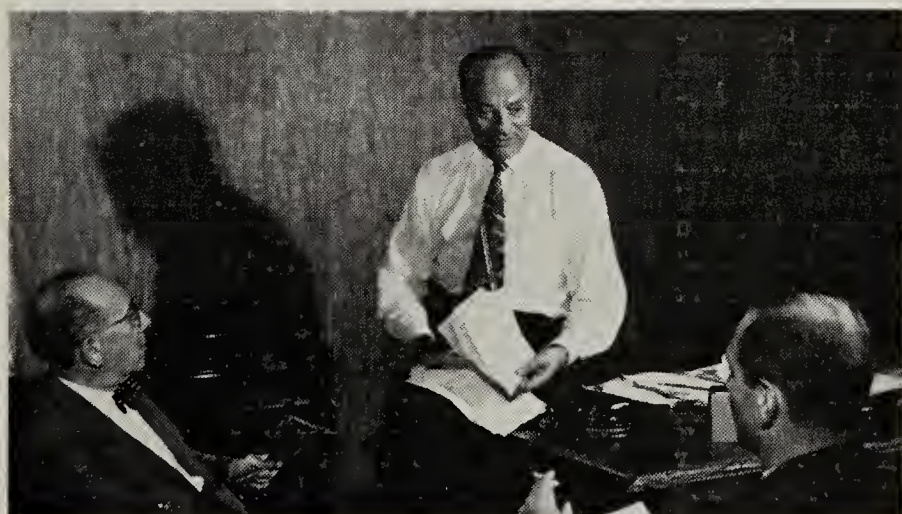
Lunchtime may be time to eat, but not to rest. Dembow here receives a report on intra-company problems from Sidney Kessel, one of his assistants. He makes the most of these little pauses to gain time to take care of other details.



Immediately after lunch, Dembow visits Brenner, vice-president in charge of operations, for a discussion on coordination of sales and service policies, which establishes the liaison needed to give maximum amount of service to exhibitors.



Since the home office is in New York, Dembow is able to keep in daily personal contact with eastern division manager Leo Abrams and New York branch manager Harold Bennett. These get-togethers are friendly as well as informal.



An important feature of Dembow's day is his meeting with the heads of the contract department, Lou Schwartz, left, and Sidney Bell. All contracts from all exchanges eventually reach Dembow, and must be approved by him.



Just before the end of the day's work comes a conference with Mel Gold, director of advertising and publicity. Dembow makes it a point to keep in close touch each day with the activities of Gold's efficient advertising department.

MEL KONECOFF'S NEW YORK

THANK THE PUBLIC that there are some individuals left in this biz who can look at the brighter side of things. We refer to Bill Heineman, vice-president in charge of distribution at Eagle Lion, who last week upon his return from a visit to the coast issued what might be termed a mid-year report to the effect that Eagle Lion expects an increase in revenue of a minimum of 50 per cent for the 1948-49 selling season over the 1947-48 season.



This prediction is based on his conclusion that the reorganization of his distribution machine is now suitably completed, and is comparable to any distribution organization in the industry. He felt that exhibs were in the mood to accept the handling of top product by the organization. The ever-increasing number of playdates and contracts is also a determining factor.

Another element in the prediction is the exemplary progress made at the Eagle Lion studios since its inception under the guidance of Arthur Krim, company president, which includes improved studio facilities, very good employe-management relations, and the higher calibre films. At the studio is to be found lower costs for quality production than at any other studio in Hollywood.

Last, but certainly not least concerned in the prediction is number of quality pix to be released, and presently in release. Between Sept. 1, 1948, and May 1, 1949, Eagle Lion will release 17 top "A" pictures, 10 of which are in color (six in Technicolor, one in Ansco color, and three in Cinecolor). The list reads as follows: "Northwest Stampede" (Cinecolor); "Hollow Triumph," "Adventures Of Gallant Bess" (Cinecolor); "The Red Shoes" (Technicolor-J. Arthur Rank); "The Olympic Games Of 1948" (Technicolor-Rank); "He Walked By Night," "Blanche Fury" (Technicolor-Rank); "Let's Live A Little," "Scott Of The Antarctic" (Technicolor-Rank); "Reign Of Terror," "The Big Cat" (Technicolor); "The World And Little Willie," "Alice In Wonderland" (Ansco); "Twelve Against The Underworld," "Red Stallion In The Rockies" (Cinecolor); "Catch Me Before I Kill," and "Tulsa" (Technicolor).

Heineman called attention to the fact that the company will additionally release about 18 program pix during the new season as well as several reissues. The total program should make for the release of one film weekly during the year. Incidentally, one of the foregoing, "Red Shoes," a Rank import, will be released here at advanced admissions on a two-per-day policy for a one-year period starting on Oct. 15, with openings set for New York, Boston, and Washington. It was felt that inasmuch as EL was not a party to the recent government suit condemning roadshows, it could go ahead with the project.

The EL executive said that the company would go ahead with the release of its British films despite threatened boycotts, which he felt would prove ineffectual where quality was concerned. He opined that he didn't find much resentment among exhibitors against British pictures despite reports as far as top pix were concerned.

Generally, Heineman reported, business was on the increase over the last several weeks, and he expected it to continue until pre-war heights have been reached. He felt that a spirit of optimism was starting to pervade the business, and things looked bright for the future.

STORY DEPT.: One of our agents swears that the following actually hap-

pened. One day while the public relations man for a large firm was busily engaged making like a public relations man, his boss showed up, and took one look at his rumpled clothes and perspiring face and commented "You are not dressed well enough, and you don't look good for the public or relations." Back came the quip, "You don't pay me enough to dress better." Commented the boss, "You are a good public relations man."

PLUG DEPT.: Two plugs for pix reached our desk last week. The first was a cute statuette from 20th Century-Fox's Charlie Schlaifer resembling "Happy-Go-Lucky-Horace" in that company's quite funny entry "The Luck Of The Irish." (Aside to C. S.: Begorra, and 'tis a foine man ye are). . . . The second souvenir is a piece of rope supposedly from the piece used in the picture of the same name. We have a feeling that it probably came from the understudy to the actual rope used, as Warners has a pretty big mailing list. Said the little accompanying card: "It is sent you as a memento of one of the most exciting attractions ever presented by Warners." We won't argue with the brothers on that statement.

OBSERVATION: The other day we caught "Stations West," which stars Dick Powell, with none other than Dick Powell in the next seat. His comments and Cook's tour on production background, etc., were quite enlightening and helpful. We hereby recommend that other companies follow suit, especially when Rita Hayworth, Esther Williams, or Betty Grable are in town, and starred.

PRESS AGENCY MARCHES ON: The latest "hot" dispatch about pix and people comes from RKO, and they state, and we quote: "Every man but one whistled when Rosalind Russell appeared on the set wearing a curve-revealing, off-the-shoulder formal gown designed for her. The non-whistler was Jack Gage, who directed her in "The Velvet Touch" blah, blah, blah. Said Gage: "For a minute, I thought it was the other Russell." Come now, Mr. Gage. Besides, we don't get it.

THE METROPOLITAN SCENE: We dropped over to catch the sneak preview of Harry Hopkin's latest film, "My Dear Secretary," at one of the mid-town theatres, and the audience really enjoyed themselves. Keenan Wynn is really a funny guy for our dough. . . . British Information Services is out with a new catalog

B'way Grosses Hold To Average

NEW YORK—Average business was indicated in the Broadway first-runs last weekend, with several spots the exception, and doing very well. According to usually reliable sources reaching THE EXHIBITOR, the breakdown was as follows:

"TWO GUYS FROM TEXAS" (WB). Strand, with stage show hit \$15,000 for Friday through Sunday, the third week going to \$30,000.

"ROPE" (WB). Globe claimed \$20,000 for Friday, Saturday, and Sunday, the third week sure to hit \$40,000.

"RUTHLESS" (EL). Gotham claimed \$12,000 for the second week.

"THAT LADY IN ERMINE" (20th-Fox). Roxy, with stage and ice show, reported \$56,000 for Wednesday through Sunday, with the third week bound to top \$75,000.

"A DATE WITH JUDY" (MGM). Radio City Music Hall, with stage show, garnered \$73,000 for Thursday through Sunday, the sixth week heading toward \$120,000.

"RACE STREET" (RKO). Mayfair claimed \$12,000 for the fourth week.

"LUXURY LINER" (MGM). Capitol, with stage show, checked in with \$65,000 from Thursday through Sunday, the first week heading toward \$95,000.

"SORRY, WRONG NUMBER" (Para.). Paramount, with stage show, did \$100,000 on the second week.

"TAP ROOTS" (U-I). Criterion had \$20,000 for the third week.

"LARCENY" (U-I). Winter Garden reported \$17,000 for the second week.

The Servisection Is the Only Service Of Its Kind Giving A Full Coverage, Listing and Reviews Of All Features and Shorts Released In the Domestic Market.

listing 94 subjects in 16mm. sound. . . . EL dreamed up two Harvard students to picket "Ruthless" at the Gotham here. It seems that the heel character in the film, Zachary Scott, was supposed to have gone to Harvard. We don't know if that was responsible, but the film is doing good biz. . . . Parents magazine awards its October award to the fine documentary, "The Secret Land." . . . That's a good stunt, having Barbara Stanwyck phone exhibs throughout the country personally on behalf of "Sorry, Wrong Number," and relate how well the film is doing. Seems to us that we did a little predicting on that film some time ago. . . . That "Salute To Youth" parade here last week went off real swell, with Nick John Matsoukas and Harry Fuchs in line for some deserved bows. Lois "Mickey" Butler looked real cute at the head of the whole thing, which culminated at the Skouras Academy of Music. The Herald Tribune Fresh Air Fund was one of the prime sponsors. . . . That's a very fine and extensive pressbook out by Columbia on "The Loves Of Carmen."

3 months in a row with 'Jericho!'

M. P. HERALD BOXOFFICE
CHAMPION FOR AUGUST*



THE WALLS OF JERICHO

CORNEL WILDE, LINDA DARNELL, ANNE BAXTER, KIRK DOUGLAS in "THE WALLS OF JERICHO" with ANN DVORAK
Marjorie Rambeau, Henry Hull, Colleen Townsend, Barton MacLane, Griff Barnett, William Tracy, Art Baker • Directed
by JOHN M. STAHL • Produced by LAMAR TROTTI • Screen Play by Lamar Trotti • Based on the Novel by Paul Wellman

*The record to date in '48! 20th leads the industry in box-office champions...more champions than any other company...the only company to make the list every month!

Boxoffice champions coming up!

**THE LUCK OF
THE IRISH**

First time first-run at regular prices!
FOREVER AMBER
TECHNICOLOR

**APARTMENT
FOR PEGGY**
TECHNICOLOR

**CRY OF
THE CITY**

September Is LUCKY MONTH at



...YOUTH MONTH All Over America!

SEC Reports Stock Changes

WASHINGTON—The latest Securities and Exchange Commission report on trading from July 11 to Aug. 10 last week showed that former RKO President N. Peter Rathvon had disposed of 5,000 shares of RKO common, leaving him with 15,000 shares. The sale was made in three separate transactions on July 26, 27, and 28.

At U-I, director Daniel M. Sheaffer sold 7,500 shares of common in 16 separate July transactions, retaining 5,307 shares. Two hundred shares of common were sold by Preston Davie, leaving him with 5,209.

W. Ray Johnston, Monogram, held onto 2,617 shares, after selling 2,000 shares on Aug. 8. He holds options on 12,500 shares. Also selling 2,000 shares at Monogram was Norton V. Richey, retaining 3,954.

Raising his holdings to 434,500 shares, Albert Warner purchased 6,500 shares of Warners \$5 par common. He has 21,000 shares in trust.

It was also reported that Dore Schary held no Loew's stock when he recently joined the company as an officer. Other transactions found Loew's buying another 75 shares of Loew's Boston Theatres, \$25 par common, which raised its holdings to 123,179 shares.

Harry Brandt increased his personal holdings in the Trans-Lux Corporation to 88,665 shares, purchasing 100 shares of common. Mrs. Brandt has 14,700 shares. New Trans-Lux directors held the following amount of shares: Jay Emanuel, 6,000; Lee Shubert, 3,500 personally, and 3,000 for Lee and J. J. Shubert, and Jacob Starr, 2,000.

Harry Hellman Mourned

ALBANY—Harry Hellman, local theatre owner, died last week at the age of 65 at Albany Hospital after a brief illness. Hellman was celebrating his 40th anniversary in show business this year. Hellman opened his first theatre here in 1908, and was a pioneer in the drive-in field, being associated with the Fabian Theatres in four open-air enterprises. Two are located here, one in Binghamton, N. Y., and another in Philadelphia. He also owned the local Paramount and Royal, and the Palace, Troy, N. Y.

Surviving Hellman are his wife, Nettie Brower Hellman; a son, Neil, and two grandchildren, Barbara and Joyce Hellman. Funeral services were held from Silberg's Funeral Home, and services took place at Mount Hebron Cemetery, L. I.

MGM Trainees Arrive

NEW YORK—Although the seven MGM sales personnel selected for the training course were due to arrive from the field on Sept. 13, they will not congregate here until today (Sept. 15).

The first day of the training course will begin with a full schedule of activities to keep the men occupied during their stay in New York. Scheduled to arrive were: Michael J. Ford, salesman, Chicago; Louis Formato, branch manager, Philadelphia; Philip F. Gravitz, office manager-head booker, New Haven; H. Russel Gaus, salesman, Oklahoma City; Louis Marks, salesman, Cleveland; Ansley B. Padgett, Atlanta assistant branch manager; and Louis J. Weber, Dallas salesman.

Lichtman Severs MGM Connection

HOLLYWOOD—After a peaceful settlement to end his contract, Al Lichtman, Loew's vice-president, last week left MGM, after serving as a company official since 1935.

He was assistant to Nicholas M. Schenck in New York until 1937, after which he shifted to the studio in Culver City.

Ohio Unit Holds Meet

COLUMBUS, O.—Several exhibitor organization execs as well as producers' representatives were expected to speak at the ITO convention of Ohio which got underway at the Deshler-Wallick Hotel yesterday (Sept. 14).

Among those who accepted invitations to address the meet were: William Ainsworth, National Allied president; A. F. Myers, National Allied counsel; Benny Berger, North Central Allied president; Trueman Rembusch, Allied of Indiana president; H. M. Richey, Loew's, and D. H. Palfreyman, MPAA. Ohio Governor Thomas J. Herbert and Dr. Clyde Hissong had accepted invitations for the convention banquet.

FC Winners Revealed

NEW YORK—Winners of the recent branch managers' new product drive were announced last week by B. G. Kranz, vice-president and general sales manager, Film Classics, Inc.

Top prize of \$1,750 went to George Waldman and his New York branch. Other winners and their exchanges were: second, \$1,250, D. J. Edele, St. Louis; third, \$850, Robert P. Abelson, Los Angeles; fourth, \$650, Sam Sobel, San Francisco, and fifth, \$500, B. A. Slaughter, Jr., Charlotte.

A new sales drive, "The Joseph Bernhard Sales Drive," now is underway.

Shuford Heads Ad Group

NEW YORK—At a meeting of the advertising and publicity committee of the Motion Picture Association last week, Stanley Shuford was unanimously elected chairman. He is advertising manager for Paramount. Shuford succeeds Maurice Bergman, U-I eastern advertising-publicity head.

RKO Board Meets On Oct. 19

HOLLYWOOD—The board of directors of RKO last week set Oct. 19 as the date for the annual stockholders meeting at Dover, Del. The move was made prior to adjourning last fortnight.

Ned E. Depinet Chosen As New RKO President

NEW YORK—Floyd B. Odum, chairman of the board, Radio-Keith-Orpheum Corporation, announced last week that the board of directors had elected Ned E. Depinet president of the company in place of N. Peter Rathvon.

Inasmuch as Depinet was the choice of all parties concerned, it naturally follows that he will be reelected president following the stockholders' meeting to be held soon.

Savannah Exhib Files Trust Action

SAVANNAH, GA.—Mose Portman, Melody Theatre Company, and East Broad Investment Company last week filed a \$957,264 treble damages suit in federal court charging conspiracy to maintain a monopoly of first-class colored houses and to force them out of business.

Named as defendants were: Bijou Amusement Company, Savannah East Side Corporation, Dunbar Theatre Corporation, Fred G. Weis, president, Savannah East Side; G. T. Bailey, Harold T. Spears, Alfred Starr and Milton Starr, Bijou, and Paramount, Warners, Columbia, Republic, RKO, Loew's, and United Artists.

It was charged that one of the plaintiffs was forced to sell the Melody, built in 1946, after Savannah East Side built a competing Negro house, as a result of an alleged conspiracy among the seven distributors.

A sum of \$298,764.51 for losses is sought by Melody; \$232,000 for damages and losses by Portman, and \$231,000 in losses for East Broad, along with attorney fees of \$195,000. M. Neil Andrews and John E. Simpson, of Andrews and Nall, Atlanta, are representing the plaintiffs.

Film Exports Down

WASHINGTON—Exports of motion picture films and equipment during the first half of 1948 declined somewhat from the high levels attained during the first six months of 1947, Nathan D. Golden, chief, motion picture-photographic branch, Department of Commerce, announced last week.

Preliminary statistics show that exports of unexposed, sensitized, motion picture films (raw stock) registered the largest decline, dropping to 194,570,637 linear feet valued at \$3,374,642 during the first half of 1948 from the January-June 1947 total of 257,270,358 linear feet valued at \$3,748,890. Export shipments of exposed motion picture feature films totaled 153,774,676 linear feet valued at \$4,389,103 in the first six months of 1948, registering little change from the first half of 1947 shipments of 160,435,301 linear feet valued at \$4,261,264. Exports of motion picture equipment, including cameras, projectors, sound equipment, arc lamps, and screens, were valued at \$7,001,325 during the first half of 1948, compared with \$7,764,717 for the corresponding period of 1947.

Cooper Heads Coast Unit

SAN FRANCISCO—At a recent special meeting of the board of directors of the California Theatres Association, Roy Cooper was last fortnight picked as president of the organization, while others chosen were: Ben Levin, first vice-president; Jerry Zigmond, second vice-president; Harry Franklin, treasurer, and L. S. Hamm, secretary and counsel. Hilda McGinn was once more made public relations director, and Charles M. Thall remained as executive manager.

Sears Denies Report

NEW YORK—Gradwell L. Sears, UA president, last week denied that he was contemplating leaving the company for another post.

Ah Youth!
Ah Love!
Ah Music!

A Treat To See—
A Cinch To Sell,
Another Hit
To Ring The Bell
From
Paramount

AH...WHAT'S THE USE
TALKING... YOU'VE
JUST GOTTA GO SEE
PARAMOUNT'S
STORY OF GAY
YOUNG LOVE, SET
TO GLORIOUS NEW
HIT TUNES!

Isn't It Romantic?

You aint heard
nothing yet!
"Miss Julie July"
"Wond'rin' When"
"Isn't It Romantic?"
... and many merry
more!

Starring
VERONICA

LAKE

MONA

FREEMAN

She wrote all those sizzling
love letters in "Dear Ruth"!

BILLY

DE WOLFE

MARY

HATCHER

Comedy sensation of "Dear
Ruth" and "Blue Skies"!

with ROLAND CULVER

The girl who put the spice
of life into "Variety Girl"!

PATRIC KNOWLES

RICHARD WEBB

and PEARL BAILEY

Produced by DANIEL DARE

Directed by NORMAN Z. McLEOD

Help Promote
YOUTH MONTH—
Saluting Young America

"The Loves Of Carmen"

Columbia has a showman's opportunity in "The Loves Of Carmen," which presents Rita Hayworth as she was never photographed before, backed by a film which allows the theatremen to make the most of the countless merchandising angles which the company has made available.

"The Loves Of Carmen" is solid, and what is especially interesting is that the Columbia brand of pre-selling is extended also to the trailer.

Having had the opportunity of witnessing the effect of the trailer on an audience in a crowded house, it became apparent, from the comments, that this was seat-selling in its most efficient sense. It should go a long way toward creating extra interest in a showmanship attraction.

J. E.

Myers Hails Berger Win Over ASCAP

WASHINGTON—Allied States Association general counsel Abram F. Myers last week-end hailed the decision of Federal Judge Nordbye, Minneapolis, in deciding the ASCAP cases in favor of Bennie Berger, North Central Allied leader and prominent northwest exhibitor. The suits were by music publishing houses who are members of ASCAP against Berger, who had not taken out an ASCAP license, for alleged infringement of copyright. Although ASCAP was not directly involved as a party, the copyright owners could license performance rights only through ASCAP, and the latter's legality was therefore an issue.

Myers declared that in his opinion the decision was a "further potent argument for the plan long advocated by Allied, and embodied in the Lewis Bill and in Judge Leibel's opinion in the ITOA case in New York that the motion picture producers should acquire the public performance rights to the music recorded in their films, and pass them on to the exhibitors in film license agreements."

The suits were brought by M. Witmark and Sons, Santley-Joy, Inc., Harms, Inc., and Witmark and Mills Music, Inc., all New York music firms and ASCAP members. The defendants were Mrs. Jesse L. Jensen, White Bear Lake, Minn., theatre owner; the Hastings, Minn.; Theatre Corporation, owner, Riviera; the Grand Theatre Corporation, and Berger Amusement Company, the latter two operators of theatres in several Minnesota communities.

Zanuck Ends Trip

NEW YORK—Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox studios, planed out of New York last week for Hollywood. The film executive arrived after a six-week trip through Italy and France.

Drive-In Survey Due Soon

NEW YORK—Publication of the findings in the MPPA's drive-in survey is expected this month, with field reports now being assembled and tabulated, it was revealed last week.

Philly Tradesters Plan Israel Drive

PHILADELPHIA—Steps to bring about industry participation in a coordinated national "Food For Israel" campaign were taken here last week at a special luncheon attended by local theatremen and Zionist Organization of America officials.

A "Philadelphia Plan," in which theatres along with other businesses and organizations would combine to send food to the new nation, will be submitted to the national executive committee meeting of the ZOA in New York on Sept. 18. If the plan is approved as a basis for a national drive, prominent industry leaders would then be called upon to join other national figures in spearheading the campaign.

Theatremen in the area who attended the luncheon were: Michael H. Egnal, also president, Philadelphia ZOA; Martin Ellis, A. M. Ellis Circuit; Harry Botwick, city manager, Paramount Theatres; Everett Callow, Stanley-Warner Theatres publicity head; Lewen Pizor, head, UMPTO, and Mike Felt, Felt Circuit and Variety Club Chief Barker.

St. Cloud In Milwaukee

MILWAUKEE—The Tower and Oriental buildings were purchased last fortnight by the St. Cloud Amusement Corporation, New Jersey. The theatre properties were part of the multi-million dollar realty holdings here by the Annenberg family. Houses had been operated under lease by Warners. This will mark the first major entry in Wisconsin of a large corporation to compete with Fox Wisconsin Amusement Corporation and Warners.

Caravan Shift Made Official

PHILADELPHIA—The Allied Caravan committee, including Sidney E. Samuelson, chairman, Eastern Pennsylvania; Trueman T. Rembusch, Indiana; Irving Dollinger, New Jersey; William L. Ainsworth, national president; A. F. Myers, national general counsel, and Mrs. Dorothy A. Samuelson met last week to arrange the details of the physical transfer of Caravan operations to Indianapolis, where it will be handled by the Associated Theatre Owners of Indiana.

Since National Allied established the Caravan in 1942, it has been handled by the local unit, and it was felt that with its growth and the enlarged scope of Samuelson's activities, it was now necessary to relieve him of many Caravan duties.

For the benefit of members, the Indiana board of directors had generously offered to house and operate the Caravan under the supervision and direction of Rembusch and William A. Carroll. The committee expressed gratitude to Samuelson and Mrs. Samuelson, who, during the past five years, have actively directed the Caravan's operations, and who brought it to its present efficiency.

No changes were made in the personnel or in the official setup of the committee, and none is contemplated.

20th-Fox Men Gather In L. A. For Meeting

LOS ANGELES—Twentieth Century-Fox home office executives, advertising and publicity representatives, divisional sales and branch managers, and field exploitation men arrived this week to attend the company's national sales conference. The company's sales plans for the final quarter of 1948 and the first nine months of 1949 are being discussed during the important four-day sessions.

President Spyros P. Skouras headed the contingent of more than 100 sales delegates.

Product Highlights Screen Guild Meet

SAN FRANCISCO—A discussion of forthcoming product highlighted Screen Guild Productions' fifth and last of a series of weekend regional sales meetings for the western exchange group at the St. Francis Hotel last fortnight.

The meeting was presided over by Francis A. Bateman, general sales manager, who, after a keynote address signifying the company's expansion and future place in the industry, turned the meeting over to Arthur Greenblatt, eastern sales manager, who conducted the four previous meetings due to Bateman's illness.

In addition to outlining the company's new product, which includes 30 features and 18 reissues, 12 of which are "Hopalong Cassidy's," Greenblatt stressed the sales policies for the new product. Topping the new season's program will be three exploitation specials, "Harpoon," "The Mozart Story," and "I Shot Jesse James," the first two are completed, and the latter goes into production this month.

Package selling was declared as a main sales policy for the forthcoming year, and combination programs to be offered are "The Return Of Wildfire" and "Jungle Goddess"; "Harpoon" and "SOS Submarine," "Last Of The Wild Horses," and "Shep Comes Home," and "Son Of Billy The Kid" and "Son Of Jesse James."

Jack Leewood, director of advertising and publicity, discussed advertising plans, trade paper advertising, promotions, and cooperative advertising formulas.

Robert L. Lippert announced later that he will add "Branding Iron," an original cattle story, to his Lippert Productions' 1948-49 program for Screen Guild release. "Branding Iron" is the 16th picture on the prexy's production agenda.

Others slated for early production are "Grand Canyon," "Gringo," "Emergency Ward," "Rimfire," "Trail's End," "Police Woman," "Return Of The Saint," "Banana Fleet," "The Blackmailers," and "Three Alarm Fire."

Colosseum Contract Expected

NEW YORK—A union contract for the Colosseum of Motion Picture Salesmen of America was expected to have been formulated last weekend following a meeting being held between distributors and the salesmen.

Representatives of 11 distributors and the Colosseum were taking part.

One
picture
is worth
a
million
words

when that
picture
is

DICK POWELL
LIZABETH SCOTT
"PITFALL"

... when that picture is playing to an all-time UA record
at the Capitol Theatre, New York...

... when that picture is doing the same record-breaking business
in San Francisco, Atlantic City, Philadelphia and Washington!

... when that picture's inaugural business portends one of
the greatest moneymakers of the year in every
situation across the country!

... when that picture is from UA

Regal Films presents DICK POWELL and LIZABETH SCOTT
in "PITFALL" with JANE WYATT and Raymond Burr • Byron Barr • John Litel
Ann Doran • Jimmy Hunt • Selmer Jackson • Based on the Novel "The Pitfall" by Jay Dratler
Screenplay by Karl Kamb • Directed by Andre de Toth • Produced by Samuel Bischoff

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Shanghai: China fights inflation.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 72)
Washington: Kravchenko talks. Freeville,
N. Y.: Kids' government. U. S.: Automatic
garage. Clementon, N. J.: Swim meet.

NEWS OF THE DAY (Vol. XX, No. 202)
Israel: Israel builds during truce. U. S.:
Automatic garage. Poland: Sedan soccer.
U. S.: New hats.

PARAMOUNT NEWS (No. 5) Paris: UN
moves to France. Huntsville, Tex.: Baton
school. Greece: Engineers build bridges.
U. S.: New hats.

UNIVERSAL NEWSREEL (Vol. 21, No. 176)
Toronto, Canada: National exposition.
Denver: Eisenhower dedicates hospital.
Antwerp, Belgium: Gala festival. Asbury
Park, N. J.: Babies day in sun. Sapin:
Axe-chopping contest. Washington: Tiny
swimmer.

WARNER PATHE NEWS (Vol. 20, No. 7)
Belgian Congo: Volcano erupts. France:
Schuman is premier in new crisis. U. S.:
Hobby railroad items. U. S.: New hats.
Toronto, Canada: National exposition,
Vienna: Wrestling.

IN ALL FIVE:

Amsterdam: Queen Wilhelmina cele-
brates Golden Jubilee.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 71) New
York: Chief Commie identified (except
Philadelphia, Pittsburgh, Chicago, St.
Louis). Greece: Government troops ad-
vance. Berlin: U. S. plane crashes.
Chicago: Giant navy flying boat. France:
Americans make pilgrimage. Illinois:
Governor Green hails "Youth Month"
(Chicago, St. Louis only). South Bend,
Ind.: Notre Dame trains for season. Colo-
rado: Eisenhower on vacation. Pennsyl-
vania: "Pennsylvania Week" (Philadel-
phia, Pittsburgh only).

NEWS OF THE DAY (Vol. XX, No. 201)
New York: Chief Commie identified.
Greece: Government troops advance (ex-
cept Boston, Chicago). Chicago: Giant
navy flying boat. Chestnut Hill, Mass.:
Title tennis. South Bend, Ind.: Notre Dame
trains for season. Annapolis, Md.: Navy
trains for season (except Pittsburgh,
Philadelphia). West Point, N. Y.: Army
trains for season (except Philadelphia,
Pittsburgh). France: Americans make
pilgrimage (Boston only). Pennsylvania:
"Pennsylvania Week" (Philadelphia, Pitts-
burgh only). Illinois: Governor Green
hails "Youth Month" (Chicago only).

PARAMOUNT NEWS (Issue No. 4) New
York: Celebrities sail on Queen Mary.
South Bend, Ind.: Notre Dame trains for
season. West Point, N. Y.: Army trains
for season. Annapolis, Md.: Navy trains
for season.

UNIVERSAL NEWSREEL (Vol. 21, No. 175)
Berlin: Plane crashes. New York: Chief
Commie identified. England: Town crier's
championship. Pennsylvania: "Pennsyl-
vania Week" (Pittsburgh, Philadelphia
only). South Bend: Notre Dame trains
for season. West Point, N. Y.: Army trains
for season. Annapolis, Md.: Navy trains
for season.

Bernhard Optimistic Over FC's Future

HOLLYWOOD—Despite an operat-
ing loss of \$254,274 by Film Classics
for the 39 weeks ended on June 5,
company President Joseph Bernhard
last week said that FC should be show-
ing a profit quite soon. The statement
was made to Cinecolor Corporation
stockholders in an interim report.

It was claimed by Bernhard that
receipts just from "Drums" and "Four
Feathers" in the next fiscal year
should equal the loss. He reported that
the company is now prepared to handle
a complete program of new films, and
now operates at more than \$5,000,000
annually.

The report showed that Cinecolor
showed a net profit of \$130,030 before
taxes for 36 weeks, and \$78,030, after
taxes were taken out. The gross in-
come for the same period was
\$4,157,170.

Bernhard declared that an operating
loss was expected when Cinecolor
bought FC.

WARNER PATHE NEWS (Vol. 20, No. 6)
Berlin: Plane crashes. New York: Chief
Commie identified. Chestnut Hill, Mass.:
Title tennis (except Philadelphia, Pitts-
burgh). U. S.: Fashion news. Pennsyl-
vania: "Pennsylvania Week" (Philadel-
phia, Pittsburgh only).

TELENEWS DIGEST (Vol. 11, No. 36) Ala-
bama: Wallace invades the South. New
York: Trucking strike. Colorado: Drive-in
church. New York: Singer begins career
at 84. New York: Dr. Jan Papanek sails
for Europe. New York: Cary Grant and
Betty Hutton sail on "Queen Mary." Hol-
land: Brilliant jubilee ends 50-year reign
of Queen Wilhelmina. Russia: Red Army
demobilizes. England: Passenger-cargo
plane refuels in flight. Palestine: Jews-
Arabs confer on establishing Interna-
tional Red Cross "no man's land." Nor-
way: Wrecking crews work on the pride
of the German wartime navy, the Tirpitz,
bombed out of existence by British Lan-
casters as it lay in a Scandinavian firth.
Germany: Shortage of marriageable males.
Mexico: Bathing beauties of Acapulco.
Russia: Moscow circus features miracle
bears. Poland: Mechanized soccer.

ALL AMERICAN NEWS (Vol. 6, No. 307)
Norfolk, Va.: Hunton Branch YMCA Boys
Camp. Jamaica, L. I.: Young radio engi-
neer sets fast pace in experiments with
television. Chicago: Heat wave. Cincin-
nati: Elks hold Golden Jubilee convention.
Chicago: West wins baseball's east-west
game for sixth time.

NATIONAL BOARD OF REVIEW

Sept. 4, 1948

SELECTED FEATURES: "Daredevils Of The
Clouds" (Rep.); "For The Love Of Mary"
(U-I); "Kidnapped" (Mono.); "The Luck
Of The Irish" (20th-Fox); "Luxury Liner"
(MGM); "Two Guys From Texas" (WB).

Odlum In Production

HOLLYWOOD—It was reported last week
that Floyd B. Odlum would quit as chair-
man of the board of directors for RKO in
order to join N. Peter Rathvon in inde-
pendent producing-financing projects.

P E O P L E

CINCINNATI—Edward J. Salzberg, asso-
ciated with Albert Dezel in the operation
of Screen Guild, last week acquired an
interest in Screen Guild of Cleveland. This
exchange controls the Masterpiece, Fav-
orite, and Albert Dezel Productions, Inc.,
franchises in that area. Salzberg will as-
sume the duties of district manager over
the Cincinnati and Cleveland exchanges
immediately. Harry Bugie, formerly the
Eagle Lion representative in Cincinnati,
joined the Screen Guild office as branch
manager. Edward Bergman remains in
charge for Dezel in Cleveland.

NEW YORK—William Ruder last week
resigned from Samuel Goldwyn Produc-
tions to form his own publicity and exploi-
tation organization in association with
David Finn. The new firm will be known
as Ruder and Finn Associates, with head-
quarters at the Hotel Lombardy. Ruder
has been associated with Lynn Farnol
at Goldwyn since 1941, and for the past
several years has been the head of ex-
ploitation at Goldwyn.

NEW YORK—Ernest Emerling, Loew's
Theatres ad head, last week appointed
Jim Shanahan to succeed the late Joe
Di Pesa as publicity and advertising man
for Loew's Boston Theatres. Shanahan
assisted Di Pesa for more than a year
before the latter's death. Robert V. Man-
son, student assistant, Loew's State, Bos-
ton, transferred to the advertising depart-
ment to assist Shanahan.

NEW YORK—Effective on Sept. 1, Ran-
dolph A. de Silva has been appointed the
new Trinidad representative for Mono-
gram, Norton V. Ritchey, president, Mono-
gram International Corporation, an-
nounced last week. De Silva was until
recently representative for Trinidad of
United Artists. His present territory in-
cludes also British Guiana.

NEW YORK—The appointment of Josef
Zimanich as manager of the CBS film pro-
curement division in the web's television
program department was announced last
week by program director Charles M.
Underhill.

Bantam Sets Releases

NEW YORK—Bantam Book releases an-
nounced last week are as follows: "Beg-
gar's Choice," by George Axelrod; "Sorry,
Wrong Number," by Allen Ullman and
Lucille Fletcher; "The Day He Died," by
Lewis Padgett; "Dr. Woodward's Ambition,"
by Elizabeth Seifert; "Earth And
High Heaven," by Gwethalyn Graham;
"Red River," by Borden Chase; "Western
Roundup," a collection of western stories
edited by Arnold Hano, and "Kick-Off,"
a collection of football stories edited by
Ed Fitzgerald.

Park-In Files Kansas Suit

WICHITA, KANS.—Park-In Theatres,
Camden, N. J., last fortnight filed suit
in U. S. District Court, District of Kansas,
Second Division, against Charles C. Mc-
Callister, P. S. Clark, H. A. Swim, S. S.
Swim, M. L. Barnes, and Peerless The-
atres, Inc., alleging infringement of drive-
in theatre patents, controlled by W. W.
Smith, Park-In Theatres, Inc.

Griffith Stadium to root for the
Another group of White House
Mr. Truman said the Washing-

Who said New York is HEARTLESS?

Here's a
big story of
the Big Town—
just the way
it happened
... and just
the warm and
wonderful way
you'd want it
to happen!

DANE CLARK • GERALDINE BROOKS

ONLY IN THE CITY OF DREAMS COULD
A DREAM LIKE THEIRS COME TRUE!

**“EMBRACEABLE
YOU”**

WARNER BROS. NEW HIT

right to call a lead when an oppo-
nent leads out of turn against
him. Instead, declarer may only
prohibit the lead of that suit to
the same trick. If declarer does
not do this, the card wrongly led
simply becomes a “penalty card”—
that is, it remains face up on the
table and must be played at the
offender's first opportunity—but
the correct leader may lead what-
ever he pleases.

A player who bids out of turn
will be permitted to continue bid-
ding as he pleases when his turn
comes, but his partner will be
barred from further bidding in
that deal.

A player who makes an insuf-
ficient bid now will be permitted
to substitute a pass if he wishes.
Always before, he had to make his
bid sufficient. There is no case in
the new laws in which a player
may be forced to bid if he prefers
to pass. However, if the offender
does pass in such a case, he is sub-
ject to two penalties: His partner
is barred from further bidding, and
if an opponent becomes declarer,
he may call or forbid the lead of
any suit he chooses.

If a player corrects his insuf-
ficient bid by substituting the low-
est sufficient bid in the same suit,
there is no penalty. A third option
is that he may substitute any
other sufficient bid, in which case
his partner is barred from further
bidding in that deal.

The new laws will permit a
player to correct a revoke without
penalty; previously this offense
was subject to penalty. However,
the revoke must be corrected be-
fore the offender or his partner
has played to the next trick;
otherwise it becomes “established”
and the former penalty of two
tricks applies.

1935 and 1943 Codes Replaced

The new international contract
bridge code replaces the former
international laws published in
1935 and a revised American edi-
tion of those laws published in
1943. Most of the rewriting was
done by the American committee

chains.

Car owners
dealers' grow-
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J. R. Or
the Autom
collected th
to lack of
chains.

“We are
our organiz
experiences
forehanded
said.

BUS PE

PSC Bars
in Mt.

The Publ
announced
denied a pet
ter Surface
erates buses
Vernon, for
from 5 to 8
ized a 6-cen
school child
cents.

Free tran
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and the pres
between Mo
Island Park
In a separat
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Columbus A
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Avenue line
uled to begin

City' offic
said the 6-c
“good break

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fore a pub
cars on the
must drive
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to New Yor
production h
to solve th
shortage, an
service to
The people
prived of o
deprived of

Special
PHILADE
Representat
elies and a
collectors a
t the
below

A PICTURE
WITH A LOT
OF HEART
And a Campaign
that says so!

IN RELEASE NOW FROM

Warner Bros.

which
early 200
Frech. Army
tirmed the
the public
Thorofare,
tenis of th
brought ash
The ship

directed by FELIX JACOVES with S.Z. SAKALL • WALLACE FORD • LINA ROMAY produced by SAUL ELKINS
DOUGLAS KENNEDY • RICHARD ROBER • MARY STUART
Screen Play by Edna Anhalt • From a Story by Dietrich V. Hanneken and Aleck Block

nia at Los Angeles. Dr. E. P. Pen-
dergrass of the University of Penn-
sylvania Medical School and Prof.
M. W. White of Pennsylvania
then Secretary of War. Its pur-
pose is to aid soldiers and their
dependents through financial
emergencies which are beyond
Three thousand city and county
officials and representatives of
civic, church and veterans' organ-
izations attended.

from the
265 West Thirty
reet, hit and killed him
Mr. Landau crumpled to the
sidewalk. A large crowd, which
included several of his friends,

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

PARAMOUNT

"Sealed Verdict"—Star draw will help.

Griffith Action Delayed

OKLAHOMA CITY—Another delay on action in the government's anti-trust case against the Griffith Amusement Company, Inc., took place last week when Federal Judge Edgar S. Vaught set Nov. 30 as the date for further hearings.

Originally scheduled for Sept. 20, the proceedings were pushed back because the U. S. Attorney General's office asked more time since a special assistant Attorney General was appointed to handle the case.

The case had been returned to the U. S. District Court for more hearings by the U. S. Supreme Court, which overruled Judge Vaught's decision



HOTEL STRAND

ATLANTIC CITY'S HOTEL of DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel.

Spacious Colorful Lounges — Sun Tan Decks atop — Open and inclosed Solaria — Salt Water Baths in rooms — Garage on premises. Courteous atmosphere throughout.

FAMOUS FIESTA LOUNGE RENOWNED FOR FINE FOOD

Under Ownership Management
EXCLUSIVE PENNA. AVE. AND BOARDWALK

MANAGER WANTED

Italian-American, 25-40 years, personable, experienced for first run situation. No booking or buying.

Box 7

THE EXHIBITOR, 1225 Vine Street, Phila. 7, Pa.

OUTDOOR
REFRESHMENT
CONCESSIONAIRES
from Coast to Coast
over 1/4 Century

Now Specializing
in Refreshment
Service for
DRIVE-IN THEATRES

SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

THE TIP-OFF ON

Business

(The Tip-Off On Business is a record of how pictures are doing in their playdates in various parts of the country. The ratings given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. It does not necessarily follow that the rating given constitutes the business in each individual engagement, but an honest attempt is made to present a general average. By studying the ratings, which are changed if necessary in accordance with newer information, exhibitors will be able to determine how to guide themselves in their buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (SEPTEMBER 15, 1948)

Swell, topnotch, record-breaking
or close to it in all types of houses.



Just fair, nothing out of the ordinary,
returns about average.



Good, although not breaking the
walls down, but solid returns.



Disappointing, way below the
average expected, decidedly off.



The Week's Newcomers

EMBRACEABLE YOU
(WB)



ESCAPE
(20th-Fox)



GOOD SAM
(RKO)



HOLLOW TRIUMPH
(EL)



LUXURY LINER
(MGM)



ONE TOUCH OF VENUS
(U-International)



PITFALL
(UA)



RACE STREET
(RKO)



RED RIVER
(UA)



ROPE
(WB)



SORRY, WRONG NUMBER
(Paramount)



TEXAS, BROOKLYN, AND
HEAVEN (UA)



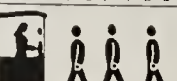
THAT LADY IN ERMINE
(20th-Fox)



THE LOVES OF CARMEN
(Columbia)



THE LUCK OF THE IRISH
(20th-Fox)



THE VELVET TOUCH
(RKO)



TWO GUYS FROM TEXAS
(WB)



Continuing

ABBOTT AND COSTELLO
MEET FRANKENSTEIN (U-I)



A DATE WITH JUDY
(MGM)



A FOREIGN AFFAIR
(Paramount)



BEYOND GLORY
(Paramount)



CANON CITY
(Eagle Lion)



FEUDIN', FUSSIN', AND
A-FIGHTIN' (U-International)



LULU BELLE
(Columbia)



MAN-EATER OF KUMAON
(U-International)



MELODY TIME
(RKO)



MR. BLANDINGS BUILDS HIS
DREAM HOUSE (SRO)



MR. PEABODY AND THE
MERMAID (U-International)



ON OUR MERRY WAY
(UA)



SO EVIL MY LOVE
(Paramount)



TAP ROOTS
(U-International)



THE BABE RUTH STORY
(Allied Artists)



THE BLACK ARROW
(Columbia)



THE FULLER BRUSH MAN
(Columbia)



THE RETURN OF THE
BAD MEN (RKO)



THE TIME OF YOUR LIFE
(UA)



THE WALLS OF JERICHO
(20th-Fox)



SHOULD BRING THE PRODIGAL FANS
FLOCKING TO THE BOX OFFICE AGAIN!"

—Film Daily

HIS SCAR

*marked
them
BOTH!!*

FLASH!

BROKE 6-YEAR
HOUSE RECORD AT
ASTOR THEATRE,
READING, PA.!

Eagle Lion Films presents
PAUL HENREID • JOAN BENNETT
"HOLLOW TRIUMPH"

The Story of a Man Who Murdered Himself and Lived to Regret it!!!

"Suspense melodrama
will find favor with
fans!"

—DAILY VARIETY

"Suspenseful. Marquee
garnish afforded by the
Henreid-Bennett
combo!"

—VARIETY

"Easily exploitable . . .
mass appeal!"

—M. P. DAILY

"Well-acted, fast-paced
. . . to please the major-
ity of customers!"

—M. P. HERALD

"Superb suspense offer-
ing...strong box office!"

—THE INDEPENDENT

"Payoff handsomely at
box office!"

—HOLLYWOOD REPORTER

"Strong! Henreid-Joan
Bennett name draws!"

—SHOWMEN'S
TRADE REVIEW

with EDUARD FRANZ • LESLIE BROOKS • JOHN QUALEN • MABEL PAIGE • HERBERT RUDLEY

Produced by Paul Henreid • Directed by Steve Sekely



TRADE SCREENINGS

WARNERS—"Johnny Belinda" (Jane Wyman, Lew Ayres, Charles Bickford) in all exchange centers on Sept. 27.

Greenthal-Davey

NEW YORK—Miss Ruth Barton Davey, daughter of Dr. and Mrs. Wheeler P. Davey, State College, Pa., was married on Sept. 3 to Monroe William Greenthal, son of the late Mr. and Mrs. David Greenthal. Mrs. John Henszey, sister of the bride, was maid of honor. Matthew Fox was best man. The bride is a graduate of Pennsylvania State College, where her father is a Doctor of Physics and Chemistry.

The groom is president of Monroe Greenthal Company. Formerly with the War Production Board, he subsequently served as a major in the army under Robert Patterson, then Under-Secretary of War. He is a graduate of Columbia University.

Hollister Leaves RKO

NEW YORK—Paul Hollister has resigned as national publicity director and eastern studio representative of RKO to engage in public relations work, according to an announcement last week by Ned E. Depinet, executive vice-president, RKO. Neither post will be filled, Perry Lieber continuing as studio publicity director in Hollywood and Rutgers Neilson as New York publicity manager.

Philippines Report Seen Encouraging

NEW YORK—Bert W. Palmertz, RKO manager in the Philippines, on a visit to the home office for conferences with Phil Reisman, vice-president in charge of foreign distribution, and other executives, last week brought encouraging news.

Palmertz reported that great progress has been made in the 16mm. field, with some 214 theatres receiving narrow-gauge product from seven American companies. There are about 350 houses showing 35mm. product, he said, servicing a population of 18 millions.

This latter fact makes the sales problem less difficult and major companies send from 30 to 36 pictures each, annually, into the Islands, he said. Palmertz revealed that the country produces about 35 native pictures a year, with virtually all the rest of the film imports coming from the U. S.

Paramount Answers Filed

NEW YORK—Answers to Department of Justice inquiries in connection with the government anti-trust suit were made last week by Paramount, which showed the companies' theatre subsidiaries, stockholders, and houses owned. The report covered 86 pages.

RKO, 20th Century-Fox, Loew's, and Warners, were assembling data, and expected to file their answers before the deadline, Sept. 15.

PRODUCTION

HOLLYWOOD—Steve Broidy, Allied Artists, announced that the forthcoming feature, "The Green Bay Packers," will use many of the nation's top pro football stars. . . . Further from AA will be "Bad Boy," starring Audie Murphy; "When A Man's A Man," with Guy Madison, and "Gun Crazy," with Barry Sullivan, being made by the King brothers. . . . Walter Slezak, recently ill, will have a part in Warners' "The Happy Times." . . . The Bowery Boys' next will be "Safety Pins." . . . Paramount has found a new vehicle for Alan Ladd, "Under The Gun." . . . Hunt Stromberg's UA release, "Too Late For Tears" went before the camera.

JOHN LUND will co-star with Paulette Goddard in Paramount's "A Mask For Lucretia." . . . Robert Young has received the male lead opposite June Lockhart in Eagle Lion's "The World And Little Willie." . . . No less than four stage stars have been signed to make pictures: Arnold Moss, for Eagle Lion in "The Reign Of Terror"; Jack Watling, for Warners in "Under Capricorn"; Isabelita, who changes her name to Leta Baron for Columbia's "Jungle Jim," and Yolanda Laca, well-known ballerina, for Columbia in "The Lovers."

TELEVISION

NEW YORK—An FCC-Industry conference was called by the Commission last week for a discussion of the present television allocation standards. The session was to discuss substantial questions which may be presented by the record concerning the adequacy of existing rules and standards to achieve the soundest allocation plan, and not to discuss engineering details or suggestions in relation to such questions.

GROUND-BREAKING CEREMONIES were held in North Bergen, N. J., for the transmitter building and broadcasting tower of WOR-TV, video station of the Bamberger Broadcasting Service, which is to go on the air on Channel Nine early next year.

Selznick Completes Pa. Reel

NEW YORK—Dramatizing the history and traditions of the Keystone State and its contributions to the nation, David O. Selznick last week completed "Pennsylvania," a short subject to be used as a special feature of "Pennsylvania Week," a state-wide celebration starting on Sept. 26, and lasting until Oct. 2. Governor James H. Duff recently selected Selznick, among others, as an outstanding son of Pennsylvania, and requested him to produce the film. Selznick was born in Pittsburgh.

Plan's Acceptance Seen

NEW YORK—After conferring last fortnight with 20th Century-Fox general sales manager Andy W. Smith, Jr., Allied of New Jersey's film committee, including Wilbur Snaper, Irving Dollinger, and Louis Gold, was expected to recommend acceptance of the Smith conciliation plan by the group's board of directors at its meeting, scheduled for this week.



Charles R. Gilmour,
president,
Gibraltar Enterprises, Inc.,
Denver, Colorado, says:

"I KNOW THAT MY BUSINESS ISN'T JUST A SIDE ISSUE WITH ALTEC"

•• What makes it easy for me to recommend Altec to my friends in show business is that I know I get the full-time energy and engineering resources of that organization for our theatres; I know that my business isn't just a part-time operation or a side issue with Altec. That means a good deal in these times when show business has to meet an intensified competition for the people we exhibitors count on to swell our theatre grosses. What's

more, the radio and records have made people a lot more discriminating about the sound they hear. We know that the Altec man who comes to our theatres, as well as the research engineers in the Altec laboratories, are working and planning for us exhibitors all of the time, and it's a very comforting thought. ••

Altec Service, known for its service "over and above the contract" is a vital ingredient of your theatre's ability to meet successfully the competition of other forms of entertainment. An Altec Service contract is the soundest long term investment an exhibitor can make today.

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SERVICE CORPORATION

161 Sixth Avenue
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NEWS OF THE

Territory

BRANCHES

Atlanta

Jimmy Wilson, Wilson and Moore Enterprises, paid a visit to Florida... It was a dangerous venture, and, for their trouble, the thieves got "Dangerous Venture". Officials of the Bailey asked local police to be on the alert for five reels of film by that title stolen from the theatre.

Jimmy Slaughter, MGM, Charlotte, paid a visit to local friends... Sales representatives Jimmy Campbell and Ben Jordan were in at Monogram... Localites were glad to learn that Jack Barrett, Florida sales representative, Monogram, who had been ill in a Ft. Myers hospital from a heart attack, had recovered sufficiently to be returned to his Lakeland, Fla., home.

Jimmy Hobbs, Monogram branch manager, was off for Jacksonville, Fla.... Seen on Film Row were Butler Gora, former Florida theatre owner and now a states rights owner; E.F. Ingram, the Alabama showman; Colonel T.E. Orr, Albertsville, Ala., and J.H. Thompson, Hawkinsville, Ga.

On a vacation from Eagle Lion was Felton Hooks, secretary to Grover Parson, district manager, off to New York.... Irish Renfro, Eagle Lion, was also off on a New York vacation... Nelson Towler, SRO sales representative, was in for a meeting with Henry Krumm.

Jimmy Hobbs, Monogram branch manager, returned from a trip to Jacksonville, Fla.... R.V. Gravber, Jr., Monogram special representative from New York, was in, and then left to visit the New Orleans exchange.... John Thompson, booker, Pal Theatre Circuit, Vidalia, Ga., was a visitor.

Forman Rogers, the Alabama showman, was in... Abe Brown, owner of the Film Row hangout, with the Mrs. went to Chattanooga, Tenn., for a vacation... Henry Krumm, Southern district manager, SRO, was back after a trip.

S.T. Manghon, former owner, local drive-in, and recently owner of theatres in Patterson and Screven, Ga., died at his home in Patterson, Ga., on Sept. 3.... Jerry Gold, theatre owner in Pahokee, Fla., was visiting.

In from Knoxville, Tenn., was Eddie Foster, manager of the drive-in.... Johnnie Bachman, manager UA, was back from Tennessee.... In to visit William Richardson, president, Astor, was his son, Lieutenant Ned W. Richardson.... Norman J. Calquhoun, who recently came from Dallas to take over the branch office of Eagle Lion, resigned from the company, Bob Tarwater, Alabama sales representative, was appointed by district manager Grover Parsons to succeed him.

Memphis

Patrons are responding with great interest to the Loew's harvest, under way at Loew's Palace and State showhouses here. Some 300 letters have been dropped in the box at the Palace in which patrons have picked their choice from the new listed titles of picture to be shown at the two houses, according to Cecil Vogel, manager.

L.W. McClintock, on several months leave of absence from Paramount, where he has served as branch manager several years, returned to the city much improved in health. However, he has not as yet resumed his post.

Mr. and Mrs. Robert Davis, Dallas, were visiting Film Row with Bill Kroeger, Portageville, Mo. Davis is with the Griffin Amusement Company, Dallas.

Fred Curd, former booker with Paramount, resigned to join RKO as office manager. Curd has been on Film Row for 14 years, and served four years in the armed forces. He will take over the duties of Glenn Calvert, promoted to salesman.

Bob Rimer, salesman with Eagle Lion, has been promoted to salesman to fill the spot vacated by Fred Myers, who joined the New Orleans force of Screen Guild.

Fred Ford, exploitation manager, RKO, who has been on the sick list for several weeks, is able to be about again.

Visiting the Row were: John Mohrstadt, Hayti, Mo.; Leon Roundtree, Holly Springs, Miss.; F.R. Watson, Elaine, Ark.; J.S. Thornton, Bruce, Miss., and W.F. Ruffin, Sr., Covington, Tenn.

Fellow workers are smoking big cigars at Universal-International, passed out by John Gannon, booker, along with the announcement that he has a new son, five pounds, and named James Douglas. Miss Ann Elgin, cashier

missed the fun as she was vacationing in Minneapolis.

Leonard Andrews, one time branch manager, Universal, and later auditor with the home office, resigned, and opened a drive-in at Miami, Fla.

The new, 750-car drive-in opened on Aug. 31. The new show place is equipped with all the newest gadgets of modern drive-ins. It is owned and operated exclusively by Memphians headed by Kemmons Wilson, who also is a part owner with Chalmers Cullins and Louis Weaver in other houses in Memphis and the Mid-South.

W.H. Rush, Houston, Miss., and a director of the Tri-State MPTOA, was visiting Film Row. Others seen booking were, J.A. Thornton, Bruce, Miss.; W.H. Gray, Rutherford, Tenn.; H.A. Ligon, Cherokee, Ala.; C.T. Jackson, Ruleville, Miss.; C.J. Collier, Shaw, Miss.; Mrs. C.H. Collier, Drew, Miss.; M.E. Rice, Brownsville, Tenn., and John Mohrstadt, Hayti, Mo.

C.A. Hill, in charge of branch operations, 20th Century-Fox, was in... District manager for RCA, Harry M. Paul, Dallas, visited Monarch Theatre Supply.

The Star, Star City, Ark., closed during the first part of April due to fire, was sold by W.L. Lee to Cecil Atkinson, who reopened it.

Lyle Richmond, owner of the Missouri, Senath, Mo., will reopen the house on Sept. 19.

The De Soto, which has been closed since Aug. 16 due to the union picketing the showhouse, opened again on Aug. 31 though the owners, Mr. and Mrs. Walter Sawners, had been warned the picketing would be resumed by the union. Sawner, who learned to operate a projection machine in the navy, said that he had made application for membership in the union, but that the union returned his check without explanation. He and Mrs. Sawner said



Shown here is the new Center, Charlotte, N.C., latest addition to the H.B. Meiselman Circuit. The 900-seat house will show first-runs exclusively. Said to be one of the finest houses in the Carolinas, the Center is part of a group that includes theatres in Rockingham, N.C., Fayetteville, N.C., Wilmington, N.C., and Waynesville, N.C. Plans for enlarging the Meiselman Circuit further include first-run theatres in Kingston, Asheville, and Charlotte, N.C.

A Page from LEW HERB'S SCRAPBOOK



Mae S. Dunn is secretary to J.L. Cartwright, Florida State Theatres, Jacksonville, Fla.



The extra profits department at the Florida, Jacksonville, Fla., features a circular candy bar with most of the confections on top of the counter where customers can choose and buy easily.



I dropped in to see Jesse L. Clark, general manager, Florida State Theatres, Jacksonville.



Bought some candy at the extra profits stand at the Avon, Savannah, Ga. The neat appearance of the stand and the cheerful attendant attracted many customers while I was there that day.

they are operating the showhouse to supplement Sawner's salary as an employee of the Illinois Central Railroad. He is a member of the AFL Brotherhood. The De Soto is the only theatre in its location, and Mrs. Sawner said they were going to try to operate it despite the picketing.

Miss Mary Katherine Baker, booker-office manager, Film Classics, was vacationing in New York....Floyd Harvey, Jr., office manager, Universal-International, was vacationing.

John Argo, contract clerk, Paramount, was spending his vacation in Hot Springs, Ark....Leon Roundtree, who owns theatres at Water Valley and Holly Springs Miss., bought the Star and Strand, Lexington, Miss., from the Strand Enterprises.

C.E. Hilgers, district manager, Eagle Lion, was in....S.M. Perrin, Monarch Theatre Supply, Little Rock, Ark., salesman, was visiting N.B. Blount, branch manager.

Wedding bells will soon be ringing for Miss Jolly Sullivan, secretary to Fred Harvey, Jr., office manager, Universal-International. She announced her plans to marry James I. Wright on Nov. 28.

Booking were: Jeff Singleton, Tyrone, Ark.; Walter Lee, Heber Springs, Ark.; Bill Kroeger, Portageville, Mo.; Gene Higginbotham, Leachville, Ark.; Bert Bays, Grenada, Miss.; Louise Mask, Boliver, Tenn.; J.M. Mounger, Calhoun City, Miss.; J.T. James, Cot-

ton Plant, Ark.; R.H. Kinney, Hughes, Ark.; Don Landers, Harrisburg, Ark.; S.R. Watson, Elaine, Ark.; J.S. Thornton, Bruce, Miss.; Miss Emma Cox, Osceola, Ark., and Gordon Hutchins, Corning, Ark.

Fred Meyers, salesman, Eagle Lion, resigned to accept a similar position with Screen Guild, New Orleans.

Cupid is reported to be busy on the Row, and that another wedding is scheduled to take place before that of Miss Sullivan, but so far announcement of the event is not available.

New Orleans

James A. Fitzpatrick, producer of MGM's "Travel Talks", who is branching into the industrial field, has set a deal to produce a 30-minute subject for the Delta Steamship Lines, showing the cruise from New Orleans to South America. Fitzpatrick will also film the cruise from New Orleans to Africa.

A site at Cleveland and South Liberty Streets, in the heart of Film Row, has been cleared of all buildings in preparation for the erection by Warners of a new, modern exchange building. The company purchased the ground some time ago. A portion was used for a time as a parking lot by Film Rowites.

Jack Auslet, formerly part owner and manager, Dixie Films, Inc., said that he had closed a deal with James Salmans, Listen to Win Company, Coshocton, O., to produce a series of 24 quiz short subjects for the screen.

Auslet said production would start about the middle of September, with the first release set for 60 days later. Charles F. Owens, Auslet's former partner, was elected president, Commonwealth Homestead Association of New Orleans. He is well-known in film and business circles, and the organization he heads is one of the outstanding financial institutions in the south.

Pic Moseley, one of Mississippi's oldest exhibitors, was honored recently by being elected mayor of Picayune, his home town.

Gaston Dureau, executive, Paramount-Richards, was on an extended vacation in New York and eastern points, including a number of Maine resorts, accompanied by Mrs. Dureau....Roland Hoffman, also of Paramount-Richards, returned to his desk after two weeks in Florida.

Row visitors included Sam Wilson, Hazelhurst, Miss., exhibitor...Loew's State blossomed out recently in a new lobby and box office. Work was done in panelling, and is very attractive, adding greatly to the appearance of the theatre's exterior. The interior was also redone.

SRO's "Duel In The Sun" was attacked by Allied Theatre Owners of the Gulf States and by individual independents in the area. The attack was on allegedly "unequal terms". The group hit at high rentals and the effect of advanced admission policies at the box office.

New Orleans' amusement tax receipts will be dedicated to the support of public and quasi-public institutions under the terms of a new state law.

A.L. Royal, Meridian, Miss., theatre owner, canceled a scheduled showing of "Tap Roots", based on James Street's novel. The reason given by Royal was that Street "made statements adverse to our traditions and our way of life". Street was quoted as saying he was sure the states' righters would not carry North Carolina, that he doubted they would even carry Mississippi, and that in his opinion the states' rights Democratic platform "stinks". In Laurel, Miss., where the premiere of "Tap Roots" was held with much fanfare, Street denied saying the "Dixiecrats" might not carry Mississippi. Anyway, the statements pro and con got the film some nice space in the papers.

The film houses are in for plenty of competition this fall and winter from stage shows. A season's repertory of 14 opera performances, beginning on Oct. 7, and continuing through May 7, was announced by Hugh M. Wilkinson, president, New Orleans Opera House Association. Guest artists booked included Gladys Swarthout, Eleanor Steber, Kirsten Flagstad, Graciele Riviera, Igor Gorin, Eugene Conley, Jesse Walters, Irma Gonzales, Giuseppe Valdongo, Desire Ligeti, and others. The season's plans also call for a season of musical comedy, dramas, operettas and artists to be presented at the Poche and Municipal auditorium by Irwin F. Poche, New Orleans impresario. Denis Dufour, New York Theatrical Association director, has been engaged to handle the Poche presentations. Poche also plans to feature a number of outstanding British and foreign films.

The outdoor season, with its free acts and attractions, was rapidly coming to a close, much to the delight of the theatre operators.

Harold Perlman recently rejoined the Filmack Trailer Corporation of Chicago to take charge of advertising. Prior to this, he was ad-publicity head for RKO Theatres here.

STATES

Alabama

ATALLA

H. Greene, booker, Colonel T.E. Orr Circuit, attended the opening of the circuit's new Etowah on Sept. 6.

CURLEY

The new owner of the Joy is I.C. Ryder, who recently took the house over from Grady Dennis.

JASPER

New projection lamps have been installed in the Jasper, furnished by Wil-Kin Theatre Supply Company, Atlanta.

Arkansas

LITTLE ROCK

The gala opening of the Asher, Little Rock's newest drive-in, was

celebrated on Aug. 26. For restless children, there is a completely equipped children's playground in the area immediately in front of the giant screen.

Herod Jimerson and Edwin W. Pickthorne will build a new community theatre at 2512 East Sixth Street, on the site of the old Joy. Herod Jimerson operates the Liberty, North Little Rock. The old Joy is being torn down. The new theatre is designed to seat about 500, and its estimated cost is \$50,000. A contest is being planned to find a name for the new theatre.

Florida

COCOA

Back from vacation was Randolph Elliner, manager, State, and his wife and daughter.

CORAL GABLES

The Coral Gables Racing Association applied for a permit to construct a new drive-in just across from the Tropical Park, and next door to another drive-in. It will have capacity for 1,000 cars.

DUNEDIN

The new Dunedin is now under construction.

MIAMI

A successful opening was had by the Trail with a "Salute to Youth" matinee for the youngsters, with games, gifts, and a party "on the house", and the formal opening with "Green Grass of Wyoming". This newest addition to the Claghton Circuit shows first-runs. A capacity crowd filled the 960 seats when Bert Acker, Republican nominee for governor, opened the dedication proceedings, and Charles Mayes, former mayor of Coral Gables, spoke. George Leonard, who was previously associated with the Claghtons in Tampa, Fla., manages the Trail.

Big publicity doings have transpired in conjunction with "Man-Eater of Kumaon". Mark Chartrand, Wometco publicity agent, was working on exploitation about the ferocious tiger when he was bitten by a Maneating Mouse. Hal Kopplin, ad man for Wometco, has mice as a hobby, and, when one escaped, Chartrand was "nipped" while tracking the "mad" animal down.

Andy Russell, while doing a stint at the Olympia, caused havoc among the teen-agers and policemen. A crowd of 2500 saw Russell at the theatre.

Public officials of Dade County's 17 municipalities were invited to a special showing at the Capitol, in connection with the local "Youth Month" programme. The picture, "Report for Action", was sponsored by the mayor's committee, organized by Mayor Robert L. Floyd.

The Variety has a new manager, Jim Hahn... Wedding bells rang out for Joe St. Thomas, assistant manager, Mayfair, and Anna Feliu... Herb Rubenstein, manager, Mayfair, was on a vacation in Chicago.

The Troupers Club of Wometco is planning a gala Splash party on Sept. 26 at Miami Beach's first street pool.... Rose Capozzi, Miami, was seeing Florida during her vacation. Guy Berg is her replacement.

"The Luck of the Irish" was screened for managers and assistants at the Mayfair.... Looks like "Love in Bloom" in the Wometco Circuit, with Raymond Bell, Miami, and a cutie at the Capitol.... One of the workmen on Wometco's radio station fell out of a third story window.... Herman Silverman, booking agent, Wometco, met his wife, Rita, who came over from Scotland, and a big shindig was held at the Dallas Park Hotel.... Irwin Holmes, Mayfair, left to go to school, replaced by Eugene Carrero.... Raymond Nye, Miami, was sojourning in the deep south.... Al Weiss, manager, Olympia, was on the look-out for Mr. Stork, and the bundle of joy was expected momentarily.

Ed May, manager, Wometco's Lincoln, Miami Beach, recently put over a bang-up campaign on The March Of Time's "White Collar Girl". Newspaper features included a story in The Herald on the woman's page, a photo page in The Daily News, and a Sunday feature story in The Daily News. A complete window was given over to the short at a store featuring wearing apparel. 8x10 stills, display cards giving time, theatre name and playdates; newspaper co-op display ads, cards inserted in pay envelopes of entire personnel, and display cards were spotted on counters, and posted in elevators. Hartley's also came in with complete window, co-op newspaper ads, pay envelopes for personnel, display cards spotted on various counters and in elevators, and 10 radio tieups effected over five stations. Cards were also placed in elevators of all principal business buildings, hotels, banks, department stores, etc. The small cards were also placed in pay envelopes of female employees in various factories and department stores, and also were placed in parked automobiles in all lots in Greater Miami.

PORT ST. JOE

Installation work has been completed on the new heating plant at the Port. The theatre is jointly owned by Martin Theatres and Hugh G. Martin. Morris L. McCollum is manager.

ST. PETERSBURG

Theatre owners were still trying to get City Council to reconsider the 10 per cent admissions tax. Theatre representatives appeared to outline their position. Among those protesting were Bolivar Hyde, ITO of Florida; Walter Tremor, Florida State Theatres and Ervin Rice, independent operator, who claimed he will be forced to close his Park if the new law is enforced.

TAMPA

Elmer Hecht, manager, Park, must have seen mermaids on his vacation in Miami, Fla., after the campaign on "Mr. Peabody and The Mermaid". Though he was away, Tampa was flooded with Confederate bills to herald "Tap

Roots', Bernard E. Berg subbed for him....When the Palace played "Canon City". Edgar F. Smith, manager, let his prisoners "escape" every night from the "cell" outside his theatre.... Florida State Theatres is opening the Carver, a Negro operation....A "Life With Father" contest, consisting of two full page ads looking for the first born child in the county, helped at the State. A swell job was done by tying in merchants....The lobby of the Palace looked like Grand Central Station, lending atmosphere to "Berlin Express".

Georgia

FAIRBURN

The new Fairburn, owned by Richard and Duncan Theatres, was opened.

Many film folk attended the recent opening of the new Richard and Duncan theatre. The old house was destroyed by fire several months ago. All reports indicate that this theatre is one of the finest in the R and D Circuit.

SANDERSVILLE

Sanderville's second theatre is nearing completion. The new structure is being erected on the site where the town's first brick school building was erected 50 years ago. The house is being built by T.J. Brett, Ridleville, Ga.

North Carolina

BOILING SPRINGS

The Co-Ed held its formal opening on Aug. 30. It has a seating capacity of 400. Welly Hamrick is the manager, and part-owner.

FAYETTEVILLE

Local theatres are cooperating in many ways with a fire prevention program of the Junior Chamber of Commerce. The Colony and Carolina have provided flame-proofing treatment for curtains and fabrics, and, in addition, the two theatres have made arrangements to conduct a school at which all employees will be drilled on the use and care of fire exits, aides of theatres also being trained in panic prevention and control and steps to be taken in evacuating patrons in case of fire. During the fire prevention campaign, theatre employees will be given mimeographed instructions on fire prevention work, and theatres will show films on the subject. In addition, posters and signs urging precautions against fires are being posted in the theatres.

GRAHAM

For the first time in history, city commissioners voted to allow motion pictures to be shown in Graham on Sunday night. The decision to allow one show on Sunday night after 8:45 was made after Allen Thompson, manager, Graham, requested the step, pointing out that surrounding towns were showing Sunday night movies, and his business was being damaged greatly. Previously, movies have been allowed in Graham on Sundays only between 2 and 4 p.m. These two shows continue, together with the one starting after 8:45 p.m.



The official Youth Month song, "I'm The You In The U.S.A.", was recently recorded on film through the efforts of the happy quintet shown above; left to right, Mr. and Mrs. Duke Melody, who composed the song; Sammy Kaye, whose orchestra recorded it for film; Thornton Sargent, National Theatres executive and coordinator, "Youth Month", and Melvin L. Gold, ad and publicity director, National Screen Service, who conceived the song, and wrote the lyrics. The film is available gratis to all theatres for showing during "Youth Month", and may be booked from National Screen Services exchanges throughout the country.

HENDERSONVILLE

Safecrackers got \$1,700 at the Carolina. The yeggs are believed to have hidden in the theatre after a Sunday night show, as the outside doors, which lock automatically upon closing, were found locked the next day, and no other method of entry was found. The door of the assistant manager's office was forced open, and the safe was rolled into a hallway, where its dial was chiseled off.

RALEIGH

Booker-T Theatres of the Carolinas, Inc., obtained a certificate of incorporation from the North Carolina Secretary Of State to operate theatres with authorized capital stock of \$180,000. Incorporators are Allen Langston, Thomas Ellis, and Fannie Turner, all of Raleigh.

Capital Theatre Corporation, which operates the Wake and Colony and some 25 others in North and South Carolina, has begun construction of a drive-in on U.S. Highway 1, a mile north of Raleigh, and W.T. Croom, resident manager, Wake, says it will be the "most modern drive-in between Richmond, Va., and Atlanta". It will have space for 500 cars.

REIDSVILLE

Bill Hendrix, manager, Reidsville Theatres, has been elected vice-president, Reidsville Chamber of Commerce.

ROCKINGHAM

An unusual accident occurred at the Sky-Vu Drive-In, on U.S. Highway 1 when a taxicab ran over two boys lying on the grass watching the film. Both boys were taken to a hospital, and will recover.

SANFORD

The Temple has completed a renovation and redecoration program, which includes new stage draperies, lights, and carpets.

WINSTON SALEM

The Carolina on Sept. 3 began operation of new sound equipment. The new sound equipment is the "Voice of the Theatre" and was installed as the first phase of a complete remodeling job, which is to include the complete

redcoration in a modern scheme in pastel colors and the installation of new carpets and new large-size theatre seats. Urey K. Rice, manager, said that the remodeling will take place principally at night and in the morning, and that the Carolina will not suspend operations except for perhaps a few days at the height of the work.

Tennessee

CHATTANOOGA

Milton Newsome, manager, Tivoli, was vacationing in Birmingham, Ala.

HARRIMAN

The Roxy, Crescent Amusement Company, had a small booth fire, with damage estimated at \$200.

KNOXVILLE

A booth fire at the Lee destroyed one reel of film, with the flames extinguished quickly, and no other damage reported.

NASHVILLE

Robert L. Wright, special assistant to the U.S. Attorney General, stated that all petitions to the U.S. District Court here for construction or acquisitions of any new theatres for the Crescent Amusement Company were being cleared through him. Crescent wants to build new theatres in several towns in Alabama and Tennessee, while the Rockwood Amusement Company wants permission to build a new house in Rockwood, Tenn.

The U.S. District Court's recent action in allowing the Crescent Amusement Company to give up the Ritz, Lebanon, Tenn., and construct a new theatre in its place, as well as allowing the circuit to buy the Old Hickory, Old Hickory, Tenn., revealed that all petitions of this type by Crescent are being cleared through Robert L. Wright, special assistant to the U.S. Attorney General. Wright still has to review Crescent's petition for new houses, some replacements, in eight Alabama, Kentucky, and Tennessee localities. Also on the list for Wright is a bid by Rockwood Amusement Company, Rockwood, Tenn., for a new theatre there.

NEWS OF THE

Territory

Chicago

Magda Aarstad Moats was again welcomed by B and K switchboard girls as she relieved them for vacations....William H. Geftman, Amo owner, had many guests from Film Row at his Schwartz Hotel resort, Elkhart Lake, Wis.

Paul Garrett was training at the State-Lake...Walter Immerman, B and K general manager, returned to his office after illness....Kroehler Manufacturing Company appointed Felix Alexa to its New York office....Dick Flynn, who arranges film company meetings at the Drake Hotel, vacationed with his wife in the Upper Peninsulas.

George Topper, Haymarket owner, celebrated his 15th wedding anniversary....Managerships went to: Harold Teel, Orpheum, Terre Haute, Ind; Bob Campbell, Empire, Chrisman, Ill., and Will Waring, Drive-In, Coden, Ill.

In the hectic scramble for apartments, Ted Dariotis, maintenance manager, Alliance Theatre Corporation, succeeded in getting one.

Lee J. Rhuby, Jr., Four Star, and Steve Gregory, Paramount, Fond du Lac, Wis., became assistant managers.... Lee Behrens was made trainer manager, Uptown.

J. Chura's Lawn has been recently completely renovated. House has a new front, new seats, new screen, new booth, and projection equipment, etc.

Jack Fulton, formerly with Bing Crosby and Paul Whiteman, was made director of the orchestra at the Chicago...Ed H. Wolk, equipment parts manufacturer, is observing his 30th anniversary in the business....Arnold Spirrson received the managership of the Du Page, Lombard, Ill.

Mrs. Gertrude Maulof, B and K, lost her son Raymond, ill for several months....John Dromey, Great States Circuit chief film buyer and mayor of North Chicago, enjoyed a visit from his son, John C. Dromey, Atlanta.

George Morton, formerly with Warners' exchange, was appointed to the Eddie Zorn Theatre Circuit, Pontiac, Ill.

Arthur Steagell, Oriental manager, was in New York scouting stage talent....M.M. Rubens, Great States executive, enjoyed a fishing vacation at Minoqua, Wis....Management of the Idaho, Sumner, Ill., went to Ralph Clark.

Edith Mandel, 82, mother of Irving Mandel, Monogram franchise holder in the area, was buried here last fortnight.

The Starlite, Ridgeland Avenue and 95th Street, the city's newest drive-in, opened under light from an artificial moon which casts a soft glow over the 85 acres of the theatre. The outdoor derives its name from a huge illuminated star atop a 100-foot steel tower. Facilities are offered for 1,250 cars with a parking area for the same number waiting for the next show. Eddie Silverman, Essaness president, heads the enterprise.

Major Barney Nagle is back at B and K maintenance after an army refresher course.

Dallas

John Jenkins, president, Astor Pictures of Dallas, consummated a deal for eight "Wild Bill" Elliott reissues, now controlled by Astor. The agreement covers the territory serviced by Atlanta, Memphis, and New Orleans.

Melvin Kelly, former booker for RKO, is now booking for Film Classics....Celebrating the premiere showing of "Red River", the Majestic front and street was blocked off on opening night, and a square-dancing contest held with Steve Cuthrie, Sheriff, Charlie Freeman, Interstate Circuit, and a representative from WRR serving as judges....A general "film row" party was held on the "Bounty Barge", White Rock Lake....The Majestic will be closed Sept. 23-26 due to the remodeling, refurnishing, and modernizing. It will be reopened as the New Majestic.

Denver

Frank Culp, Tabor manager, was recovering nicely from a recent operation....Henry Westerfield, Las Cruces, N.M., city manager for Fox Intermountain Theatres, promoted an eight-week series of broadcasts from the stage of the Rio Grande at no cost to the theatre....Hugh Rennie, salesman for Monogram, operated on at Presbyterian Hospital, was recovering nicely, but it will be a few weeks before he can again call on his customers.

Robert Brown has been added as assistant booker, U-I....Robert

Letito, Webber manager, vacationed in California.

Film row visitors included: J. P. Vandenberg and Floyd Beutler, Taus, N.M.; Kenneth Powell, Wray, Colo.; Mr. and Mrs. Bernard Newman, Walsh, Colo.; Dr. F.E. Rider, Wauneta, Neb., Mr. and Mrs. Herman Montgomery, Littleton, Colo.; Elden Menagh, Ft. Lupton, Colo.; Neal Beezley, Burlington, Colo.; Mr. and Mrs. Fred Lind, Rifle, Colo.; Dorrance Schmidt, Bridgeport, Neb.; Irving Gilman, Salt Lake City, Utah; Palmer Allen, Morrill, Neb., and Frank Aydelotte, Ft. Collins, Colo.

The four districts of Fox Intermountain Theatres held two district meetings with the Denver city and southern districts meeting in the division headquarters here, Aug. 31-Sept. 1, and the northern and Montana districts meeting at the Fox offices in Pocatello, Idaho from Sept. 1-2. Frank H. Ricketson, president, Fox Intermountain, gave the keynote talk, followed by others of the division office personnel. The second day of each meeting was devoted to round table discussions. Harry Huffman is manager, Denver district, Harold Rice, southern; Ray Davis, northern, and Hall Baetz, Montana.

Three more drive-ins are set. Emmett Savard is putting in one at Greely Colo., to accommodate about 500 cars, and Irving Gilman is doing likewise there, while A.B. Smith is opening a 540-car drive-in at North Platte, Neb.

Work is progressing on the rebuilding of the Victory. About \$75,000 is being spent on a new front, new marquee, improvements to the stores, new seats, carpets, etc.

Mrs. Edward Zorn improved the Zorn, Benkelman, Neb., with new International seating bought from Western Service and Supply.

Robert Smith, resident partner in the Chief, Steamboat Springs, Colo., is a busy man, what with being mayor as well as president, Lions Club. Delegates to the Colorado Vocational Teachers convention saw him in all his capacities. As mayor, he gave



Active in current San Francisco "Youth Month" activities are, left to right, Dr. H.A. Tagliaferri, coordinator; George Nasser, Nasser Circuit, northern California exhibitor chairman; George Oskoe, juvenile court; Dr. Herbert Clish, superintendent of schools; Mayor Elmer Robinson; Edmund G. Brown, district attorney, and Irving M. Levin, chairman of all the city exhibitors.

the address of welcome, and as president, Lions Club, he acted as master of ceremonies at a barbecue for the group. His son, Jimmy, sang at the barbecue.

Film Row visitors included: Doyle Shelton, Pritchett, Colo.; Emmett Warner, Albuquerque, N.M.; George Besse, Gunnison, Colo.; John Roberts, Ft. Morgan, Colo.; Elden Menagh, Ft. Lupton, Colo.; Joe Gray, Dexter, N.M.; Clarence Martin, Hugo, Colo.; W.R. Pickard, Newell, S.D.; Kenneth Powell, Wray, Colo.; Neal Beezley, Burlington, Colo., and John Merhage, Espanola, N.M.

Des Moines

The Cedar Rapids Outdoor Theatre Company with Minneapolis interests announced it will construct an 800-auto drive-in between Cedar Rapids and Marion, Ia., with the house to be ready yet this fall. Tri-States Theatre Corporation also announced the leasing of land southwest of Cedar Rapids and immediate construction of a drive-in....J.L. Lewis and Frank Miller, St. Louis, announced plans for a drive-in southwest of the airport at Ottumwa, Ia., while a 300-auto drive-in was scheduled to open at Carroll, Ia., by Cecil Crouse, also of Carroll.

P.G. Held, 70, retired theatre operator, died at Griswold, Ia. He had retired from the theatre business....R.M. Brown repurchased the Roxy, Milton, Ia., from William Keup after selling it to him several months ago....The Nation, Lost Nation, Ia., has suspended its showings indefinitely, according to manager Walter Allen....Kenneth Hodges sold his Cozy, Morning Sun, Ia., to Clement Dahlheimer, formerly of Minnesota...Milton Troehler, manager, RKO Orpheum, Sioux City, Ia., has been appointed manager of the Orpheum, Davenport, Ia., to succeed John Dostal, named as city manager at New Orleans....Earl Manbeck, Jr., purchased the suburban Forest.

The next board meeting of the Allied-Independent Theatre Owners of Iowa and Nebraska will take up allegations of an attempt to set up illegal clearances by a print shortage in both the Des Moines and Omaha exchanges. The charges were made at a regional meeting held at Red Oak, Ia., and it was decided to take up the matter at the next board meeting. A screening committee was formed with L.P. Lannan, West Point, Neb., chairman. Other regional meetings are scheduled for Norfolk, Neb., and Decorah, Ia. A one-day fall convention will be held at Omaha in October.

Kansas City

Harry McClure, who retired several years ago because of illness, died after having spent 20 years with Fox Midwest as a district manager. He is survived by a widow and two sons.

Bill Porter, Monogram's home office, spent a few days here....Fred Eber-

wein, formerly of Clifton, Kans., opened the Weston, Weston, Mo....The Giles, Kansas City, Mo., owned by Kolhorst and Malone for the past five years, has been sold to A.A. Hubbard...J.T. Ghosen, Uptown, Sedalia, Mo., leased a 15 acre tract of land at Sedalia, Mo., for a 500-car drive-in. He plans to open early next spring.

Norma Shankland, biller, Republic, was enjoying a vacation in California. Miss Shankland was accompanied by Jean Concannon, Commonwealth Amusement Company....Jean Van Duyne, branch manager's secretary, Republic, left for a vacation in Denver....Ralph Hert, former manager, State, is now office manager, King Enterprise....Earl Jameson, owner-operator, Central Shipping Bureau, left for Oklahoma City to visit his office.

Abbott Sher, manager, Jayhawk, Kansas City, Kans., became the father of a six pound, fourteen ounce boy born on August 29. Mrs. Sher is the former Martha Abend. Grandfather Abend, Sam, part owner of Exhibitors Film Delivery, was passing out big cigars.

Visitors included: Cle Bratton, Council Grove, Kans.; Herb Stultz, Clyde, Kans.; Frank Meyers, Brookfield, Mo.; Leo Hayob, Marshall, Mo.; Ernie Block, Sabetha, Kans.; Elmer Bills, Salisbury, Mo., and Homer Strowig, Abilene, Kans.

Lon T. Fidler, franchise owner, Monogram, was at his home in Denver, recovering from a severe heart attack....Frances Zentner, booker's clerk, RKO, returned from a vacation spent at Spirit Lake, Ia...."The Babe Ruth Story" did so well in the three Fox first-run theatres that it was moved over to the Esquire.

Los Angeles

Local 150 is mulling the idea of going into the advertising film business, with Paul E. Heiser making a survey on how the projectionists can crash the 16mm. field.

The Santa Ana, Cal., Orange will book a one-night stand for NTG, who will show amateur acts which have won acclaim from his television show, and will stage a contest for local talent which will, in turn, appear on his radio and television program. Sam Howard, veteran vaudeville booker is handling the try-out stunt.

A second "western dress" contest was staged for the kiddies at the Fox Rivoli, with manager Fred Gebhardt chalking up another success. Johnny Mack Brown and other film cowboys took part in the show, with Brown offering a day's visit with him as one of the prizes.

H. Russell Gaus, MGM salesman, was off for New York meetings.

The popular appeal of comedies and musicals has resulted in the three local show-case houses, Los Angeles, Egyptian, and Fox-Wilshire, booking

three MGM comedies in a row. As a stunt for "A Date With Judy", arrangements were made to have Jane Powell's double mingle with shoppers in the collegienne departments of downtown stores. Alert youngsters spotting her were slated for special prizes from the theatres.

Fred Gebhardt celebrates his fourth year as a FWC manager now with the Rivoli. He remembers when he came from Arabia, and was hired at \$18 per week.

George Gale joined the IMPPRO group....David Selznick is contacting exhibitors regarding campaign suggestions.

Lee R. Whittemore who formerly managed the Iris, and recently moved over to the Egyptian, staged quite a gag for a preview. A live seal used in the picture was brought to the theatre to see his own preview, and his trainer had him go through the mannerisms of buying a ticket, and entering the theatre to see "Julia Misbehaves." John Spivey, assistant manager, was called into service when the SRO sign had some 200 people waiting outside in line. Whittemore, now in his 19th year of show business, just received a citation of appreciation from the LA Police Relief Association for aiding the 1948 show last month. This makes the 10th scroll of appreciation that will be framed and mounted on the wall at the Egyptian for him.

Milwaukee

John Bates, Republic office manager-booker, journeyed to Indianapolis on his vacation....Esther Glowacki, Paramount clerk, was on vacation....William Benjamin, Screen Guild manager and staff, were in Chicago for a sales meeting....John Mednikow, National Screen Service manager, called on exhibitors in Wisconsin and Upper Michigan....During an electrical storm the Rio, Appleton, Wis., was struck by lightning. Patrons moved into the street quietly....Bernard Sherman, Douglas, Racine, Wis., was in....William Green, new Badger Outdoor, Madison, Wis., planned to open the house....Nick Mueren, MGM shipper, was on vacation....Edward Krofta, who sold film for United Artists, is now selling for Monogram....Louise Benson was added to the Columbia inspection department by Harry Olshan, manager.

Alvin Gross, MGM office manager, was promoted to salesman. William Schwartz, with MGM in Detroit, was named Milwaukee MGM office manager, succeeding Gross....Jules Serkowitz, Columbia exploiter, was in working on "Lulu Belle", Wisconsin...Monogram moved into the building formerly occupied by Universal-International. The Eagle-Lion offices move into quarters that had been serving Monogram....Alfred Baumann, Tower projectionist, spent a vacation in the east.

The Liberty, 700-seat house, has been sold by George Gonis to Adam and Mike Eshreff, restaurant operators...

Charles Dubuque, 67, stepfather of Hollywood screen actor Donald O'Connor, died at St. Johns Hospital, Hollywood....Ward Nordquist, 46, top man in the maintenance department for Eskin Theatres for the last 10 years, and connected with the operation of the Rex, Evansville, Wis., died. His wife, Viola, two brothers; his mother, and one sister survive....Lester Bradshaw, onetime executive secretary, Milwaukee Motion Picture Commission, censor board, has been given a post as special assistant to Victor A. Johnston, director, volunteer division, Dewey-Warren presidential campaign organization....Max Mazur, Film Classics manager, has been succeeded by Matt Sullivan, former United Artists manager, Buffalo.

William Griffiths, Film Classics booker, has increased duties of office manager. An inspection and shipping department has been inaugurated at Film Classics, and the office facilities have been expanded. This followed the Eagle Lion move to the old Monogram exchange building on Film Row. Film Classics manager Sullivan added Bertha Gold to the office force. Film Classics now occupies all of the office space relinquished by Eagle Lion. Monogram moved to the building vacated by Universal-International when that exchange moved to a new building some time ago. This is a decidedly forward step for Film Classics, Monogram, and Universal-International.

Minneapolis

Brisk activity in drive-ins continued in the area. Council members of Crystal Village, Minneapolis suburb, voted to authorize rezoning, and a building permit for an outdoor theatre was awarded to Clem Jaunich, Delano, Minn. This will be the third drive-in in the greater Twin Cities area. Jaunich also is building a 500-car drive-in south of Austin, Minn....Max Slaughter and T.B. Butler opened their 400-car Movieland drive-in north of Yankton, S.D., which will cost an estimated \$50,000 when completed....Ralph Green opened his drive-in at Rochester, Minn., and is working on outdoor theatres at Racine and Madison, Wis....Ted Mann's 500-car drive-in near Duluth, Minn., also is scheduled to open in September....Joe Floyd expects to open his Starlight drive-in, Sioux Falls, S.D., early next month. His Starlight drive-in, Rapid City, S.D., also is expected to open some time next month. Both have a capacity for 500 cars...Harold Hansen also is building a drive-in near Sioux Falls, S.D., which will accommodate 350 cars....John Rohr, owner, Marlowe, Pine River, Minn., has been operating a jackrabbit drive-in at Longville, Minn. The stand accommodates 125 cars.

Former operators of two Minneapolis neighborhood theatres, forced out when the theatre buildings were sold, were allowed to retain their licenses on an inactive basis by action of the licenses committee of the city council. Mrs. Roy Secrest, wife of the late

operator of the Princess, plans to build a theatre at 3231 West Lake Street. Evy Engquist and Paul Mans said they plan to move the license of the Vogue to a nearby building at 224 West Lake Street....Meanwhile, in the "watchdog" role to keep new theatre permits at a minimum, North Central Allied is watching closely developments in the local license tangle, according to Stanley Kane, director. Kane said that the NCA board solidly believes the issuance of any theatre license of transfer which might result in adding a new theatre "to our already over-seated" situation is definitely the concern of the organization, but the board has not taken any definite action.

An anti-tax program similar to the one used in St. Paul, Minn., was organized by Fargo, N.D., exhibitors to defeat a pending city tax increase on admissions. The city council of Fargo voted against the proposal, 4 to 1.

Independent theatre owners of the Twin Cities soon will start negotiating new wage contracts with the projectionists as current agreements near expiration...In a sharply worded letter to Robert Mochrie, RKO domestic sales manager, North Central Allied protested the plans of a local RKO salesman to build a theatre in adjoining Bloomington Township, where he would be in competition with nearby customers of RKO. North Central Allied long has been opposed to the practice of film salesmen being active in the operation of theatres at the same time they are trying to negotiate product deals, the letter emphasized.

Oklahoma City

H.E. Sullivan, 64, retired theatre owner and well known Newkirk political figure, died in Wichita, Kans., where he had gone to visit an ill sister. He built and sold the Enid drive-in last summer.

Charles Boasberg, RKO north-south division manager, was at the local branch.

The Midwest and Oklahoma Publishing Company gave the children from homes a special treat. They were taken to the theatre to see "The Babe Ruth Story".

The "Mrs. Oklahoma City" contest was held at the Capitol Hill when the eight contestants from the Hill paraded across the flowerdecked staged clad in bathing suits. The finals were held on Sept. 1 at the Criterion. At that time, they competed with three contestants from the Tower.

The Shawnee, Okla., Hornbeck was one of 350 houses in the southeast selected to participate in the world premiere of "Red River". George Duval is manager. Other cities in this area taking part in the premiere were Seminole, Wewoka, Holdenville, Oklahoma City, Chandler, and Ada.

Omaha

Drive-ins continue to flower. E.C. Petsch, Pleasantdale, Neb., opened his 1,000-car Grand View to make the second one for Omaha....Cecil B. Crouse opened his 300-car outdoor show place at Carroll, Ia....Floyd Bigger has opened his drive-in at Scottsbluff, Neb. It is the only one in western Nebraska and eastern Wyoming. Church services may be held there on Sunday mornings.

Elmer Huhnke is remodeling his Minne Lusa, and plans to reopen about Sept. 18....Phil Lannon, West Point, Neb., exhibitor, vacationed at Nebraska Lakes....L.R. Howarth again is the owner of the Manilla, Manilla, Ia....E.H. Kasselbaum who used to live there, has bought the Hebron, Hebron, Neb., from Clarence Wright....Don McLucas, United Artists branch manager, made a business trip to Des Moines.

Portland

Jack Lovett, head, Oregon Theatres Cooperative, left for Nelscott, Ore., for a vacation....Howard Bell, head, Film Service, and his family vacationed at Timberline Lodge, Mt. Hood, Ore....Barney Rose, district manager, U-I, was in to meet with the salesman and managers....Jim Hummel, salesman, U-I, has been upped to branch manager, replacing R.O. "Slats" Wilson....Max E. Youngstein, vice-president in charge of advertising, Eagle Lion, was in.

Jim Schiller, Monogram division publicity man, was in to set a campaign on "The Babe Ruth Story"....Jane Brayman is replacing LaVerne Spears as cashier for Film Classics. She left to return to college....Hamrick-Evergreen's house managers and office officials went to Seattle for a district meeting....Mrs. Geneva Cockerline, Moreland, returned from an extensive trip through Canada....Miss Verne Ross, Ross, Toledo, Ore., was in to book....Lloyd McCullough, office manager, RKO, left on a motor-trip to Texas....Dick Lang, manager, RKO, spent his vacation between fishing at the coast and painting at his home....B.D. Stoner, assistant district manager, 20th Century-Fox, was in to meet with the Portland staff.

Walt Disney's "Melody Time" proved to be vacation time in the Pacific Northwest, thanks to banner exploitation effort on the part of the Orpheum and Oriental. Through cooperation of Western Airlines, two free trips to Hollywood were given as the first prize in a coloring contest sponsored by the Fred Meyer Stores, which put on a big promotion embracing large display ads, windows and counter helps, and radio time. They also made up 100,000 "Melody Time" coloring contest heralds, and distributed them through their 18 grocery and drug stores. A popular radio show sponsored by the stores were turned over completely to the promotion of the contest, with RKO field man Russ Morgan making several appearances on

this program. An advance screening was held for RCA Victor dealers in connection with the "Melody Time" record albums. Prizes were offered for the best promotions by Harper-Maggee Company. The latter concern also turned over their two hour nightly disc show on KEX, playing "Melody Time" records and offering albums and free passes as prizes.

St. Louis

A.H. Hosier, general manager, St. Louis Theatre Supply Company, reported that the demonstration featuring the new Brenkert BX 60, conducted by "Dutch" Benham, Brenkert engineer, was well attended and well received by exhibitors and projectionists.

The "Youth Month" committee for St. Louis and St. Louis county was selected at a meeting in the 20th Century-Fox screening room, at which Eddie Arthur, assistant general manager, for Fanchon and Marco, and Fred Wehrenberg, MPTO president and chairman, executive committee, Theatre Owners of America, were named co-chairman

Arnold Berger, Boston, was in on business for the Midwest Drive-In Theatres....Sanford Berns, booker, Eagle Lion, left for his vacation in New York City.

Salt Lake City

Bids were asked for a new \$350,000 theatre last fortnight. The building, located at 31st South and Highland Drive, will seat about 1300 persons in a "stadium" arrangement, a layout plan which has the front half of the theatre level and the rear half of the auditorium built on an incline. The theatre will be owned and operated by Joseph L. Lawrence and D.K. Edwards. A.B. Paulson is architect. Free parking space will be provided for 500 automobiles on a paved and lighted lot.

Evacuation has started for the \$100,000 building Inter-Mountain Theatre Supply Company is building as a "twin" to Paramount's exchange. The building will be known as the Film Center Building, and Inter-Mountain will utilize the ground floor and basement. A deluxe 100-seat theatre for trade previews will be included on the ground floor. The second floor will be given over to 12 offices for lease to firms and individuals engaged in the motion picture and allied businesses.

San Antonio

Among the out-of-town exhibitors in booking for Latin-American films were M.A. Gallia, owner-manager, Dawn, Natalia, Tex.; L.D. Broughton, Tex-La, Sugarland, Tex.; J. Montez, Cinema, Clint, Tex., and Julian Suarez, with houses in Midland and Odessa, and headquarters in Poteet, Tex....A four-hour broadcast direct from the stage of the Ritz is being

carried each Thursday by KCOR. Part of the airing is an amateur show, and the remainder is an audience participation program. Winners of the amateur contest get a screen test and an opportunity to take a role in a forthcoming all-Negro film to be filmed by the H.W. Kier productions Jimmy Westmoreland, manager, Queen, Galveston, Tex., and his wife spent several days here on their vacation.

L.E. Walcott purchased the Apache, Fort Davis, Tex., from J.J. Kimble The new Leon has been opened at Pleasanton, Tex., by Leon Glasscock. A new house at Dilley, Tex., is being planned by the Glasscock circuit.... Julius M. Gordon, president, East Texas Theatres, Beaumont, Tex., announced that the company will build a new house at Gladwater, Tex.... James A. Dorman, former salesman for National Theatre Supply, has been named manager, Azle, one of the Community Theatres, Fort Worth, Tex.... Karl Hoblitzell president, Interstate Theatres Circuit, announced the construction of a new theatre at Denton, Tex., has been started....The Luling Amusement Company, Luling, Tex., operator of the Texas, has been purchased by Leon Glasscock. The circuit is building a \$200,000 house here.

Seattle

After fifteen years of work and experimentation, a professor of chemistry in the Pacific Lutheran College, Tacoma, Wash., has perfected a new type of curved screen that completely eliminates distortion regardless of the location of the spectator's seat. Its inventor is William Ramstad, and it is a part of the new equipment in the Temple, which reopened after extensive alterations, remodeling, and redecoration.

Ben Kalmenson, vice-president and general sales manager, Warners, was here for conferences with Vete Stewart, branch manager, and his sales staff....Ford and Mrs. Bratcher, vacationing in the Northwest, left for their home in San Diego, Cal. Bratcher was a former exhibitor at Lewiston, Idaho, and more recently in California....Ira Epstein, exploitation representative, Warners, was here from San Francisco for "Two Guys From Texas"...John L. Gleason, president, Gleason Manufacturing Company, Los Angeles, and Mrs. Gleason were here as house guests of Oscar Chiniquy, National Theatre Supply, and Mrs. Chiniquy.

Dorothy Laramore, 20th Century-Fox billing department, vacationed in Salt Lake City....Evelyn Taylor, Universal-International booker, left for a vacation.

Sixty managers, assistant managers, and department heads, Northwest division, Evergreen Theatres, including Washington and Oregon, held their annual convention in a session at the Olympic Hotel. Bob Rosenberg joined Evergreen Theatres as district booker

for Mike Rosenberg's Principal Theatres, Los Angeles. Bob Rosenberg still retains his interests in the theatres in which he has been associated with Mike Barovic.

State out-of towners on The Row included George Morgan, Colville and Chewelah; Peter Koppinger, Montesano; Billy Connors, Tacoma, and Lou Pressler, manager, Warner Theatres, Aberdeen.

San Francisco

Tom Gilboy, Gilboy Company, was yachting in Catalina Island waters Roy Cooper, film buyer, Golden State Circuit, will attend the Chicago convention of the Theatre Owners of America on Sept. 22....Snag Werris, film writer, is writing skits for "Raze The Roos", coming to the Tivoli.

Graham T. Kislingbury, district representative, U-I, and wife announced the birth of a daughter, Linda Marion, at Mills Memorial Hospital ...Morris Rosenberg, East Bay booker, Golden State Circuit, was on an auto trek through the Rocky Mountains.... Lois Butler, Eagle-Lion starlet, "Mickey", appeared at each performance at the Paramount.

Castigating show business for allowing its "aching sweet tooth", confections and their sale, to detract from its prime purpose of entertainment, Irving M. Levin, divisional director of San Francisco Theatres, Inc., summoned showmen to remember "the play is the thing." Admitting that confection counters were established in his six neighborhood theatres, Levin requested that they be maintained merely for "patron convenience", and not focused as the top attraction. Levin, stating that candy sales are mere by-products in show business, suggested that theatres improve the standard of service and facilities for the patron.

Film Row's championship basketball team, captained by Stanley Lefcourt, office manager, Film Classics, is preparing for a possible barnstorming trip to Honolulu this fall under sponsorship of Earl Williams, manager, Royal Hawaiian Amusement Company....San Francisco Theatrical Club, all retired entertainers of stage and screen, held its 13th annual picnic at Menlo Park with members of the club presenting their own program....Charles Sears, manager, Noe, returned to his house after a vacation stay at Carmel-By-The Sea, Cal..

The new Starlite Drive-In, South San Francisco, is being operated nightly by the owners, Rex O. Stevenson, president, David J. Bolton, James B. Howell, Jr., Loren R. Emmick, and Thornton Howell. Joseph Van Arkel is resident manager.

Construction on a new Blumenfeld Circuit drive-in enterprise was halted in Stockton, Cal., while stage-hand and electrical workers union tried to decide which was responsible for the installation of the out-of-doors sound system.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Frank W. Huss, Jr., president, Ohio ITO, returned from Canada at the completion of his vacation. His son, Frank W. Huss, accompanied him on the vacation, and returned to Cranbrook School near Detroit. Huss is also president, Greater Cincinnati Independent Exhibitors....George Waddell, manager, Royal, died. This theatre is part of the Greater Cincinnati Independent Exhibitors' organization, as is the Imperial, undergoing extensive remodeling. The Imperial is expected to open in October.

Ruth Rudin, who presides at the switchboard at U-I, flew to Detroit to be with her family. She's still in love with flying.

United Artists' Manny Trautenberg reports the Colosseum for Motion Picture Salesmen has met with bargaining agents from the film companies, with amicable settlements. The Cincinnati chapter expects to have a member on the board which sets the final seal of approval on negotiations.

Edward Salzberg, district manager, Screen Guild, was in Cleveland, and acquired part interest in Screen Guild in that city. His new branch manager in Cincinnati is Harry Bugie...Screen Guild stenographer Mildren Adams married Merle Whittaker on Aug. 28. Prior to the wedding, the staff held a party at the office, with a big cake for her, and gifts, including a pop-up toaster and a set of dishes. She will be back at work after honeymooning in Florida. The couple left town on Aug. 30.

A new organization, Distinctive Theatres, Inc., filed articles of incorporation here. Incorporators are Attorneys Carl Runge and William C. Kelly, as well as Eugenia M. Holmes.

Murray Baker, home office, Schine Circuit, is the new booker here. Schine also has a new secretary, Miss Margaret Moss.

While vacations piled up work around the UA office, the following changes were taking place: Robert Sands has taken over the Kentucky territory; Samuel Weiss has assumed charge of the Columbus, O. territory, and Lloyd Krause left the organization to become a Columbus salesman for RKO.

Mary Long, Theatre Owners' Corporation, reports two new theatres in the area: The Ladd, Jenkins, Ky., operated by J.M. Ladd, and the Corinth, Corinth, Ky., operated by Thomas Fischer. Miss Long is secretary to Rex Carb, TOC general manager.

Eighteen members of the staff at U-I were present at a miscellaneous shower for newlywed Helen Eberhart Ciron. Plans were to have dinner at the Colony, then adjourn to the home of Florence Shumaker, head, cashier's department, for the shower.

Eagle Lion's Dick Breslin reports everyone back from vacation.

Gladys Smiglewicz, Paramount biller, recovering from her two-months' seige of pneumonia, returned from her one week of vacation....Bob Frederick, Paramount, returned from his vacation in New York and New Hampshire....Marion Connolly, Paramount, spent Labor Day weekend with her mother in Maine...Helen Davis, Paramount booker, who claims she did nothing exciting during her summer vacation, made news by working both Saturday and Monday of the Labor Day weekend.

Gus Heinke, one of Paramount's shippers, was in a serious condition at Samaritan Hospital, having been ill more than two weeks at his home before being admitted to the hospital prior to the Labor Day weekend....Virgil Miller, office manager, Paramount, began his vacation visiting his mother and father in Indiana.

Film Row welcomed the following among others who visited: Kenneth Williams, Royal, Paintsville, Ky., Ray Frisc, Chakeras, Yellow Springs, O., just back from his vacation in California; Paul Russell, with theatres in both New Lexington, O., and Somerset, O.; Louis Shor, Cinderella, Williamson, W. Va., and Vernon Berg, Little, Yellow Springs, O.

James "Jim" Doyle, Kentucky salesman for Paramount, is the father of a baby boy, James Shannon Doyle, as of Aug. 27.

Cleveland

A deal with Triangle Theatre Corporation was recently set by Tony Stern and Lou Ratener, Ohio Theatre Service Corporation, with the company handling booking and buying arrangements for Triangle's Yorktown.



This eye-catching action tie-in was planted recently in Louisville, Ky., by George Hunt, manager, Loew's, in connection with UA's "The Time Of Your Life." The proceeds from the pinball machine were sent along to help swell the Damon Runyon Cancer Fund total.

Parma, and Broadvue. At the present time, Ohio is serving some 30 houses in this territory.

The Ohio, Marion, O., was recently purchased from John J. Huebner, who owned the house for 20 years, by Nate and Sam Schultz and Nate and Dave Marcus. The new owners own and operate five houses in this territory. Lockwood Jennings, manager, Quilna, Lima, O., for the four, was made district manager over the Lima and Marion theatres. An estimated \$50,000 will be spent to remodel the Ohio.

Henry Greenberger, president, Community Circuit Theatres, operating 20 downtown and neighborhood theatres, on Sept. 1 acquired a 10-year lease on the Lake, downtown first-run and move-over house, operated for the past 18 years by Warners. Lessor was the Gund Wynn Realty Company, and the rental is reported to be about \$225,000 for the period of the lease. Greenberger announces that a \$50,000 remodeling program will be immediately put into effect, to include a new marquee, seats, projection and sound equipment, carpeting, and air-conditioning by refrigeration. There is under consideration a name change.

Edward Saltzburg acquired an interest in Screen Guild, owned by Albert Dezel. Saltzburg previously had an interest in Dezel's Cincinnati office.

Robert Richardson, Eagle Lion branch manager, is adding new vim and vigor to the Bill Heineman Drive by setting Oct. 5-18 as "Milt Cohen Weeks". Cohen, until his recent appointment as division manager, was RKO district manager, and is well-known in this territory.

Gilbert Lefton, president, Academy Film Service, Inc., appointed Wayne Hartman, formerly of New York, as sales manager in charge of the industrial division.

Ben Fain, prominent exhibitor and partner in the firm of Gottlob and Fain, died suddenly on Sept. 5 in his home on Shaker Heights of a heart attack. Fain came to Cleveland 15 years ago from Mexico City, where he made his home for many years. He is survived by his wife, Rose, and three daughters, Sandra Lynn, Charlotte, and Mrs. Sidney Robert.

J. D. Fontaine, SRO eastern division manager, and J. J. Houlihan, district manager, spent several days in town conferring with branch manager Leonard Mishkind....Harry Walders, RKO branch manager, was called to Chicago by the fatal illness and death of his father-in-law, Leo Grace.

I. J. Schmertz, 20th-Fox branch manager, and Harry Weiss, in charge of publicity in this area, left to attend a national convention on the west coast.

Alex Schimel, U-I salesman, spent the holiday weekend with his folks in New York....Jack and Mrs. Gertz, Theatrical Enterprises, spent a weekend in Chicago.

Sid Holland is back from Los Angeles, where he planned to go into the premium business, and is now managing the Fairview, newest Associated Circuit house, where he succeeds Ed Wise. Wise, who has been with the circuit for the past 21 years, resigned. He will vacation for a month.

This is the 20th year that George Stevens, former local theatre manager, served as timer at the National Air Races. During the war, Stevens was a flight instructor.

Mrs. Jack Sogg, wife of the MGM branch manager, is in Santa Fe, N.M., visiting with their daughter, Mrs. Fred Soldow....Mrs. Willia S. Shartin left to join her husband in Seattle, where he is manager of Film Classics.

Nat Charnas, Toledo, O., circuit owner and Mrs. Charnas drove east to see their daughter settled at Connecticut College, where she is a member of the freshman class.

The Variety Club donated \$2500 to the Damon Runyon Cancer Fund at the benefit show held in the Hollenden Vogue Room, spearheaded by Joey Adams, Vogue Room entertainer, and aided by acts from other leading night clubs. During the show, 40 donated prizes were auctioned, netting the fund almost \$20,000. Variety Club bid in a Philco television set for \$1,500, and later added another \$1,000 to stimulate donations. I. J. Schmertz, 20th-Fox branch manager and Variety Club treasurer, registered the gifts.

The Hollywood, Ottawa, O., temporarily closed on account of the spread of polio.

It's a boy for A.K. Veach, owner, Twilight Drive-In, between New Philadelphia and Uhrichsville, O., and Mrs. Veach. The young man registered his first cry in a Uhrichsville Hospital.

Jack Sogg, MGM branch manager, is passing out snapshots of his young grandson, Gerry Soldow, whose mother, the former Shirley Sogg and onetime MGMer, is training him for his granddad's job.

James E. Scoville, who turned his responsibilities as a member of the Scoville, Essick, and Reif Circuit over to his son-in-law Jim Templeton, O., in order to live a life of ease in Tuscon, Ariz., was here on a visit, the first since he pulled up stakes.

Detroit

Due to the fact that local houses and the IATSE could not agree on increases for projectionists during recent negotiations, around 200 theatres here were operating without a contract. However, it was expected that the exhibs and the union would get together, and that any settlement will be retroactive to Sept. 1.

Indianapolis

Harold Marshall, MGM exploitation representative in this area for the

past several years, resigned. His activities in this territory are absorbed by J.E. Watson, Cincinnati exploiteer, in addition to his other duties.

At Evansville, Ind., plans are underway for a new community shopping center which will include a theatre. The city plan commission office reported a deed for the property made out to the Fine brothers, Grand, Carlton, and Premiere. Isadore Fine, however, refused to comment on the project. The project will be on the north side of the city on Stringtown Road, between Richardt and Wedeking Avenues.

Managers of four downtown Bloomington, Ind., houses held a meeting to protest the showing of motion pictures at city playgrounds next year. The exhibitors met with Jerry Femal, city recreation director, and made their demand. The move followed curtailment of the summer film program because of protests from picture houses.

Samuel Perk, Ger-Bar Equipment Company, was saddened by the death of his mother, Mrs. Anna Perk, who was stricken with a heart condition.... Arthur Keyes, file clerk, National Screen Service, was vacationing in Chicago.... R.L. Hancock, salesman, 20th-Fox, was granted a leave of absence.... William McGovern, Ritz, Loogootee, Ind., and the Ritz, Odon, Ind., returned after a fishing trip in Wisconsin.... Henry Smith, English, Ind., house, who was hospitalized by blood poisoning caused by a scratch on his hand, is back on the job.... Guy Hancock returned to the sales organization of United Artists after a leave of absence due to poor health.

There was a full meeting of the Caravan committee on Sept. 8-9 in Philadelphia, to discuss policy operations. Present were Syd Samuelson, chairman; Trueman Rembusch, president, ATOI; H.A. Cole, Texas; Irving Dollinger, New Jersey Allied, and William Ainsworth, president, Allied States Association.

The opening of the Open-Air, Corydon, Ind., was delayed. The house is too near the local airport is the complaint.

Roger Wright, Madrid, Akron, Ind., was touring the west while on vacation.... The Dream is being renovated and redecorated, according to Clyde South, manager.... Forest Songer, West Side Drive-In, and family, were taking a cruise on Lake Erie.... Milton Ettinger, head booker and office manager, U-Int., resigned. He joined the sales group at Eagle Lion. Jack Benson, from the Atlanta exchange, succeeds Ettinger, who was recently transferred to Atlanta from Indianapolis.

Visiting exhibitors included: Arthur McCarty, Roxy, Pendleton, Ind.; Don Steinkamp, Dream, French Lick, Ind.; E.E. Smith, Devon, Francesville, Ind.; D. Bennett, Rex, Terre Haute, Ind.; Arnold Berger, Drive-In, Lawrence, Ind.; Pete Panagos, Gregory Circuit, Chicago; Gilbert May, Dream, Corydon,

Ind.; Ed Campbell, Drive-In Theatres, Louisville, Ky.; Floyd Morrow, East and West Drive-Ins, Louisville, Ky.; Herbert Sullivan, Gregory Circuit, Chicago; James Haney, Milan, Milan, Ind., and Curtiss Butler, Star, Marion, Ind.

Tom Dillon, Columbia booker, while on vacation, was striving to improve his golf since he hasn't broken 80 this year.... Margaret Miceli, inspectress, Columbia, was vacationing.... The Drive-In, Evansville, Ind., installed a Hammond organ as an added attraction, according to H.M. Coleman, manager, who announced a musical program preceeding the performance each night. In many spots over the state where drive-in and open-air projects are located, exhibitors are feeling the keen competition.

The Family Drive-In, Evansville, Ind. installed a Hammond organ and organ concerts precede the regular program each night. The added feature will entertain patrons while they wait for the show to begin. No extra admission will be charged for the additional feature, according to H.M. Coleman, manager.

In the year ending on July 1, 1948, Indiana suffered the greatest fire loss the state has ever experienced. Exhibitors are being called upon to cooperate. A special short feature which can be used as a trailer may be had for a small cost, and used during "Fire Prevention Week". Indiana exhibitors are requested to do their part.

Pittsburgh

The Rialto, Mt. Oliver, a suburb of Pittsburgh, is giving away a number of combination radio-phonographs

In order to stimulate business during the fall season, bicycle giveaways are being started by the following theatres in the Western Pennsylvania area: Super 30 Drive-In, near Irwin; Chartiers Crafton; Circle, New Kensington; Kent, Arnold; Colonial and the Park, Greenfield district.

Arthur F. Morrone, familiarly known as "Art", president, Superior Motion Picture Supply Company, was a patient at Mercy Hospital for more than a week undergoing a series of tests and X-rays, necessitated when an old operation of about 10 years ago stirred up some trouble. He seems to be in good spirits and his many friends on Film Row are hoping he will be out of the hospital very shortly.

Dates have been set for the 25th annual convention of the Allied Motion Picture Theatre Owners of Western Pennsylvania. This year's convention will be held on Nov. 15 and 16 at the Roosevelt Hotel, and plans have been started to make this convention one of tremendous interest to all the independent theatre owners in this territory. The annual banquet is to be held the evening of Nov. 16 in the ball room.

Joe Hiller really lined up a flock of dates for Monogram's western star, Johnny Mack Brown, in the territory. Brown played Ambridge, Tarentum, Johnstown and Greensburg, Pa., and was booked for many more Warner theatres personals, in addition to independent one-day stands. Brown made a fine impression at the recent Lefko testimonial dinner at the William Penn Hotel, and this may account for the many bookings which he has lined up for the future.

National Screen Service received a shipment of records and transcriptions for use on local radio stations announcing the celebration of "Youth Month". Exhibitors who have been inquiring about these records may now secure them by contacting National Screen Service.

Renne Soltz, daughter of Jake Soltz and sister of Sid Soltz, Rhumba, was married to Eugene Lichter in a very beautiful ceremony in the Imperial Room of the Webster Hall Hotel.

The world premiere of Johnny Harris' "Ice Capades of 1949" opened at the Gardens, and was voted by all who saw it to be equal, if not superior to, all the prior editions.

All the members of Eagle Lion enjoyed a corn roast in the Park at Clairton, Pa....The employees of Republic were planning a picnic and corn roast to be held at Daniels' Farm, near Warrendale, Pa. on Sept. 11. It was to be a double celebration for several of the girls, as LaVerne's birthday was Sept. 10, and Marian's Sept. 12.

Mrs. Edna R. Carroll, chairman, motion picture division, "Pennsylvania Week", advised exhibitors that an excellent clip showing Governor James H. Duff presenting the story of "Pennsylvania Week" had been obtained, and that dupe prints were being made by Loew's "News Of The Day." SRO, Mrs. Carroll announced, was making a clip through the courtesy of David O. Selznick, a native Pennsylvanian. This clip is not a monologue. It contains flashbacks showing Valley Forge, William Penn, Independence Hall, the industries and some of the people of Pennsylvania.

OUT-OF-TOWN VISITORS: Paul Panagotacos, Park, Johnstown, Pa.; Theodore Grance, Everett, Everett, Pa.; Joseph Farrell, Fairview Drive-In, St. Marys, Pa.; Mr. and Mrs. Louis Rothenstein, Rose, Cambridge Springs, Pa.; S. Rothenstein, Rialto, Evans City, Pa.; Werner "Fuzzy" Lund, Lund Circuit, Carmichaels, Pa.; and John Wincek, Hi-Way 51 Drive-In, Patterson Heights, Pa.

That two-minute clip made by David O. Selznick, plugging "Pennsylvania Week", and inserted in the newsreels, is an excellent subject, and should help the annual observance.

It was announced by Governor James H. Duff last week that Mrs. Beatrice

Miller, Philadelphia, had been named as secretary, Pennsylvania State Board of Censors, replacing Mrs. Lucy H. Love, Johnstown, resigned.

Bill Mack's wife has been confined to her home for more than a week with a case of the flu, but is once more up and around, and on the mend....The mother of Ann Hill, office manager, National Screen Service, recently suffered severe injury when she fell down a flight of stairs in her home.

All Allegheny County exhibitors really took it on the chin from Sept. 2-6 due to the Annual Allegheny County Free Fair at South Park, which broke all previous records with an attendance of nearly 1,600,000 in five days. On Labor Day, the attendance really blasted theatremen's hopes. This fair may possibly be the largest thing of its type in the world for such a short period and the opposition it gives is terrific, such as the Pittsburgh Pirates playing an exhibition game in the center of the track while sulky racing is going on at the same time, the "Truth or Consequences" radio show, broadcasting from the stage, and vaudeville and circus acts. Free boxing matches, track meets, volunteer firemen's parades and exhibits, army and navy mechanical and military displays, and hundreds of other exhibits, all devised to attract visitors, added up to make this one of the largest headaches for the motion picture theatre owners.

Perry S. Nathan, branch manager for National Screen Service, was the host for branch managers from that company's branches in the east at a general sales meeting held at the William Penn Hotel, Sept. 8-10. William "Billy" Bein was acting captain, and Jack "Soxie" Cohen acting lieutenant at the meeting. The managers who attended were as follows: William Bein, Cincinnati; Stanley Goldberg, Philadelphia; Harry Low, Philadelphia; Ben Stern, Philadelphia; Nat Barach, Cleveland; Irving Marcus, Cleveland; Stanley Malinowsky, Detroit; Ivan Claret, Detroit; M.H. Levin, Washington, D.C.; Howard Savitz, Washington, and George Nathan, Washington. Marcus and Barach both formerly worked for NSS in this territory, and are looking forward to renewing old acquaintances. Marcus was at one time also the Pittsburgh correspondent for THE EXHIBITOR.

Out-Of-Town Visitors: B.J. Redfoot, Arcadia, Windber, Pa.; C. S. Brown, Temple and Kane, Kane, Pa.; L. M. Conrad, Park and Meade, Meadville, Pa.; Henry Friedman, Penn, Ambridge, Pa.; Mrs. Oliver A. Kihchel and son Bert, Princess, Jeanette, Pa.; Louis Ponsetta, Strand, Apollo, Pa.; Theodore Mikolosky, Rex, Masontown, Pa., and Leo Profio, Grand, Cecil, Pa.

STATES Indiana

FRENCH LICK

Don Steinkamp, French Lick Amuse-

ment Company, left for the Mayo Clinic with his father, who is to be under observation there. During his absence, affairs will be handled by T.N. Luckett and Mrs. Steinkamp.

LYONS

The theatre building here, along with the equipment, was recently purchased by Kermit and Helen Sunre, and the theatre, renamed the Lyons, was expected to open on Sept. 12. The Sunres, former exhibitors at Phelps, N.Y., moved here with their eight-year-old son, Stephen, from Westfield, Ind.

SEYMOUR

Bill Blank, resident manager, Switow Amusement Company houses, was on vacation. During his absence, he was relieved by George Jaeggars, Elks, New Albany, Ind. Guy Roehm pinchhit for Jaeggars at the Elks as well as handling his own theatre, the Grand, New Albany. Upon Blank's return, Jaeggars will sojourn to the Shawnee, Louisville, Ky., to relieve manager Jones for his vacation.

Kentucky

DANVILLE

Joe Marshall and Terry Griffin acquired a piece of property, and announced plans for the construction of a drive-in.

LOUISVILLE

Joe Goldberg, Popular Pictures, Cincinnati, was in....The new Melody, now under construction for C.D. Arnold and Pope Sisco, Bardstown, Ky., is rapidly taking shape, and an opening date may be expected soon. In addition to the new Melody, Arnold and Sisco also own and operate the Arco and Crystal, Bardstown, Ky.

James F. Willard, technical engineer, Strong Electric Corporation, Toledo, O., spent several days at the Falls City Theatre Equipment Company checking installations of Strong equipment in the area. Accompanying Willard on the tours was Frank Riffle, Falls City staff.

Television equipment and services are being added to the already large facilities of Falls City Theatre Equipment Company....Services for George N. Hunt, Sr., 76, retired theatre manager, were held, with burial in Rest Haven Cemetery. Ill several weeks, he died at his home on Upper River Road. His son is Loew's manager.

Out-of town exhibitors seen on Film Row recently were: Roland Foster, Bloom, Bloomfield, Ky.; G.M. May, Dream, Corydon, Ind.; J.B. Dale, Clay, Celina, Tenn.; C.K. Arnold, Arco and Crystal, Bardstown, Ky.; Louis Chown-

MARQUEES

BY

SUPERIOR SIGN

SYSTEM, INC.

ELIZABETHTOWN, PENNA.

ing, New Washington, New Washington, Ind.; Jackie Lewis, Lincoln, Hodgenville, Ky.; L.R. Smith, Pekin, Pekin, Ind., and George Peyton, Griffeth, LaGrange, Ky.

Also seen were Mr. and Mrs. Clyde Marshall, Columbian, Columbia, Ky. Mrs. Marshall is a board member for the Kentucky Council Of The Handicapped, and attended a series of meetings at the Seelbach Hotel.

James Carry, manager, Loew's Majestic, Evansville, Ind., was in town temporarily relieving George N. Hunt, Jr., Loew's State.

Ohio

CAMBRIDGE

In order to put the issue of Sunday shows on the ballot in November, signatures are being sought. Efforts in past elections have been voted down.

COLUMBUS

Among speakers at the convention of the Independent Theatre Owners of Ohio on Sept. 14 and 15 at the Deshler-Wallick Hotel were to be: William Ainsworth, president, National Allied; A.F. Myers, National Allied counsel; Benny Berger, president, North Central Allied; Treuman Rembusch, president,

Allied of Indiana; H.M. Ritchey, exhibitor relations, Loew's; D.H. Paley, MPAA, and J.W. Spiselman, vice-president, Air Purification Service, Newark, N.J. Governor Thomas J. Herbert and Dr. Clyde Hissong, chief state film censor, were to be guests of honor.

Samuel T. Wilson, theatre editor, The Dispatch, has been ill at home, his place is being taken by Tod Raper....John Young, The Journal staff, is subbing for Mary McGavran, theatre editor, who was wed on Sept. 11 in Cadiz, O., to Harold Koebel, also of The Journal staff.

Pat James, 17-year-old Worthington, O., girl, was chosen Columbus "Teen Queen" from among several hundred entries in the contest conducted by Loew's Ohio in connection with "A Date With Judy"....Pat Wilson, Cincinnati, Ohio State University drama student, won the James Cagney drama award given in a radio contest conducted for "The Time of Your Life" by Loew's Ohio and United Artists.

Lew Byrer, sports editor, the Columbus Citizen, defended "The Babe Ruth Story" at the Palace from attacks by New York critics who had protested the glamourization of Ruth.

Bernard O'Dea, former manager of several local neighborhoods, vacationed here from his present position as manager, Kay's Jewelry Company, Jacksonville, Fla.

Theatre cashiers have been alerted for phony \$10 bills in circulation.... Support for the Will Rogers Memorial Home was pledged at a luncheon meeting.

Charles Sugarman, manager, The World held a screening of The March of Time subject, "White Collar Girl", for Lazarus department store executives. The store staged an all-out exploitation campaign on career-girl fashions.

Justin Henley, financial editor, The Ohio State Journal, pointed out in his column that with the recent addition of the 1200-seat Old Trail the Columbus area further clinches its position as having more seats per capita than most other cities of comparable size in Ohio. He estimates that there is one seat for every nine persons in metropolitan Columbus. There are now 55 indoor theatres here plus six drive-ins. The latter have an aggregate capacity of 3000 cars, and Henley did not include them in his calculation. Ohio has about 1000 all-year theatres, with about one seat for every 11 or 12 persons. Columbus has 45,000 of the state's 630,000 seats.

Harry Sheeran, assistant branch manager, Metro, Cincinnati, was a visitor....Tom Smiley, MGM salesman, has been ill.

News of the Day and Fox Movietone newsreel cameramen took shots of Izler Solomon, conductor of the Columbus Philharmonic orchestra, conducting a symphony orchestra in Tel Aviv, Israel, during the past summer season, he reported on his arrival back here for the fall season.

Walter Kessler, manager, Loew's Ohio, and wife were vacationing in Florida and Havana.

Pennsylvania

ALTOONA

Doug Mellett, for many years, manager, Jake Silverman's Blair, Hollidaysburg, Pa., was spending his annual vacation here at the home of his wife's people. He now manages a circuit theatre in Washington, D.C.

BARNESBORO

Johnny Mack Brown, Monogram western star, is slated to appear here in person at Smith's on Sept. 20. Smith's is operated by Ernest "Bunny" Lieberman.

BOSWELL

Charles Szewczyk, who owns and operates the Mary Lee, recently completed the construction of a new marquee. It certainly brightens up the front of the theatre.

BRADFORD

The Era, daily paper, broke with a full section announcing the gala opening of the McKean, which, before the extensive redecorating, re-furnishing, etc., was known as the Grand. The full page ad was really a fine job of showmanship.

ELLWOOD CITY

The Blue Sky Drive-In, built and constructed by John M. Wincek and Albert Tate, who also have been op-

erating the Highway 51 Drive-In, Patterson Heights, Pa., near Beaver Falls, Pa., since early this spring, got under way on Sept. 4. This newest drive-in to be opened in the exchange territory is located approximately four-and-a-half-miles from Ellwood City on Route 288, which runs between Zelienople, Pa., and Ellwood City, making it eleven miles from Zelienople. The new drive-in, despite some last minute alterations on the screen, was rushed through to completion by National Theatre Supply, and completely equipped under the supervision of Newt Williams and Ken McGuire.

HOLLSOPPLE

The Knapp, which has been under the ownership of Miss Catherine Knapp for many years, and which was recently sold to Joseph Yantus, will operate under the new name of the Rex. Yantus bought the theatre and the land in an outright sale, and, in addition, owns the Clover Farm Grocery Store, Cairnbrook, Pa., located near Central City, Pa.

JOHNSTOWN

George Long, manager, Fabian Circuit's State, Altoona, Pa., was acting as relief manager at the Embassy in the absence of Dan Sheppard, on a two-week vacation. Meanwhile, Ward Craig, Altoona city manager for Fabian, was looking after Long's post.

KANE

C.S. "Cliff" Brown, Temple and Kane Theatres, received a welcome relief in business conditions following an almost constant influx of carnivals, expositions, etc., due to the advent of hay fever sufferers arriving at this semi-resort town by the hundreds.

MT. LEBANON

The Harris-Denis, operated by the Harris Amusement Company, was the scene of a sneak preview of Paramount's "Miss Tatlock's Millions."

MUNDY'S CORNERS

The new Family Drive-In, built under the supervision of, and owned and operated by, Gus Vaveris, opened. The Family Drive-In features all the latest in modern drive-in equipment and planning. Vaveris is also active in operation of theatres in Mt. Pleasant, Johnstown, Philipsburg, and Connellsville, Pa.

NEW CASTLE

The Victor, owned and operated by the Fabian Circuit, and under the managership of Jimmy Bell, instituted a "Family Night" on Thursdays. The show consists of a specially selected program of shorts and a feature.

West Virginia

WHEELING

The new Victoria reopened after complete remodeling. The Victoria operates under the ownership of Steve Manas, formerly connected with the Capitol. The theatre will operate under a combined first-run and outstanding re-issue policy.

NEWS OF THE

*Territory***Boston
CROSSTOWN**

Funeral services were held at the St. Ignatius Chapel of Boston College in Chestnut Hill for Joe DiPesa. Many notables of state, city and the theatre were present for the funeral. Among those who attended were: Mayor Curley, James Murphy, managing editor, the Daily Record; Mel Massucco, pictorial editor, The Record; Gene Moriarity, city editor, The Traveler; Ernest Hoftyser, assistant advertising manager, Boston Hearst papers; Jack Dunn, advertising manager, The Boston Globe; and representatives of exchanges and theatres, including all the publicists.

Ernest Emerling, Loew's Theatresad head, appointed Jim Shanahan to succeed the late Joe DiPesa as publicity and advertising man, Loew's Boston theatres. Shanahan assisted DiPesa for more than one year before the latter's death. Robert B. Manson, student assistant, Loew's State, has been transferred to the advertising department to assist Shanahan.

Three prominent Boston jurists, following the lead of their New York colleagues, endorsed "Pitfall" as one of Hollywood's best treatments of marriage and infidelity, it was announced by United Artists. "Pitfall" was screened in advance of its Boston opening for Judge Lottie Lehman, Boston Domestic Relations Court, and Judges Anthony Tomasello and Hyman Kolodny, Superior Court.

The highest minimum wage schedule ever set in the state was recently approved by the Massachusetts Minimum Wage Commission for more than 10,000 employes in the amusement and recreation industry. Under the new schedule, regular employes get 62½ cents an hour, and casual employes, 55 cents an hour. After hearing testimony by theatre managers that ushers are a special and transitory type of worker, the Commission ruled that they will be considered casual employes instead of regulars, as had been recommended by the amusement and recreation occupations wage board. State Labor Commissioner Daniel J. Boyle ruled that the new schedule will become directory on Oct. 1, and mandatory on Jan. 1. According to the schedule, tips will not be considered part of wages, and employes cannot be made to buy their own uniforms. Reports were current that theatre interests would protest against the decision as they declared that the rates were too high.

Deletions announced last fortnight by the Bureau of Sunday Censorship included the following: "Variety Time" Parts 1 to 6. (Deletions: Dialogue, "The old bag", appearing twice in part 1). RKO.

FILM DISTRICT

Lionel Erwing, Palace, Penacook, N.H., paid one of his very infrequent visits....Bill Kremmel, salesman for Warners in Maine, was forced, because of illness, to return with his family from vacationing at the beach. It was a tough way to end a vacation.

Samuel L. Loew, Jr., Theatre Canday Company, recently went off on a tuna hunt. So successful was the trip that he is thinking about going into the fish business.

Benn Rosenwald, branch manager, MGM, and chairman, Will Rogers Memorial Hospital Drive, called a meeting of all publicists and of all producing companies as well as theatre publicists to discuss plans for the forthcoming project which will be sponsored in conjunction with the Variety Club Drive. The group was addressed by Bill Koster and Lew Gordon, Variety Club, who explained the importance of the drive.

Tom Donaldson, Eagle Lion district manager for the New England area, has been assigned two more branches by William J. Heineman, vice-president in charge of distribution. In addition to his present supervision of the Boston and New Haven exchanges, Donaldson will oversee Eagle Lion's Buffalo and Albany offices. Donaldson entered the industry in 1920 as chief accountant and office manager for Famous Players-Lasky in Boston. Four years later, he became advertising-sales manager, remaining with the company in the latter capacity until 1926. He left Famous Players-Lasky to become a salesman for Metro here, retaining the post for 11 years. In 1938, he was promoted to branch manager for MGM's New Haven exchange, a post he held three years. In 1941 he became MGM's Boston branch manager, remaining in that berth six years. He resigned from MGM 15 months ago to make his present affiliation, and started with the company May 10, 1947, as New England district manager.

Max Salzberg, EL branch manager at New Haven, was a recent visitor.... On Aug. 30, at the Beacon House, Theodore Renick, son of J. Edward Renick, city salesman for EL, was married. His bride is the former Nancy A. Lesberg, Brookline, Mass. Friends of both families attended the reception at which appeared quite a few familiar faces from film row.

Forty-four wardens were guests of Roy Best, warden, Colorado State Penitentiary, who is featured in "Canon City", and China Joe Mansfield, EL publicist, ran a screening capitalizing on this visit. Warden Best further cooperated by making a wire recording publicizing the film. This recording was used on a program sent out from WCOP.

New Haven**CROSSTOWN**

The Loew's Poli ballyhoo for RKO's
(Continued on next page)

**TRAVELLING AROUND
WITH LEW HERB**

(Lew Herb continues with his travels through the New England territory. -Ed.)

Having no further excuse for staying around the New Haven-Bridgeport, Conn., area, we once again hooked up our rolling home, and headed north, our next base to be near Hartford, Conn. From here we journeyed to Waterbury, Conn. where we started making the rounds by stopping in at Loew's Poli, to say "hello" to Bob Carney, who took over here recently after the death of Edward Fitzpatrick, who operated the house



Lew Herb

for many years. Carney formerly worked for Loew's in the New Haven-Bridgeport territory, his last post having been at the Lyric, Bridgeport, closed for the summer. His chief difficulty since taking over here has been the problem of housing, but this is a familiar one to many in the industry, who, of necessity, have to move quite often, so he'll probably wind up by buying a place.

The other Loew house, the Strand, is under the direction of Paul O. Kingler, a former Pennsylvanian, who operated a theatre in Lewistown, Pa., for 16 years before joining the Loew organization, coming to Waterbury about five years ago. He likes Waterbury very much, and the people like him, but he still has a soft spot for his old home town, and returns there periodically to see old friends, and visit relatives.

Down at the State, a Warner house, we ran into another dynamic personality in Miss Julia Smith, really Mrs. Robert Zoeller, but who uses her maiden name for business purposes. She originally came to Waterbury 24 years ago to run the Strand, which was then under Warner direction, and ran it until 1942, when it was taken over by Loew's. She opened the State for Warners in 1929. She started her career in her native Boston, singing accompaniment to slides which were flashed on the screen. From this, she graduated to buying and booking film for a half-dozen houses in the Boston area, and even pinch-hit as a projectionist, upon occasion. She also claims to have received the first projectionists license issued to a woman in Massachusetts when she was 16 years of age.

We next drove out to the Tower, deluxe neighborhood, where Roger Mahan, who operates this, plus the Carroll and Plaza, makes his office. He was formerly connected with Warners in the distribution end of the business, which he forsook in 1942 to enter exhibition. While with Warners, he worked in both the Philadelphia and New Haven territories, and is well-known in both of them. The Tower is currently the finest neighborhood
(Continued on page NT-4)

NEW HAVEN
CROSSTOWN

(Continued from preceding page)

"Fort Apache" consisted of a covered wagon with a driver in a U.S. Cavalry uniform and an Indian rider following, which toured the entire city and suburbs a day before opening and opening day. The stunt, supervised by assistant manager Tony Masella, received good newspaper breaks.

The College All-Stars softball team defeated the Globe, Bridgeport, recently in a thrilling 13-inning tussle. The Bridgeport contingent was leading until the 6th but New Haven's Broderick hit a home run, and tied the score at 9 all. This continued until the 13th, when it remained for manager Norm Levinson, All-Stars, to hit a Texas leaguer to bring in the runs to win. Levinson entered the game only because one of the boys was called away on an emergency, and left him to pinch hit. The New Haven team was composed of the following boys from the Elm City theatres; Gianelli, pitcher; Ferrigno brothers, Broderick, Altieri, Jacobson, and Levinson, College, and Gershefsky, Petrillo, Romanowsky, and Patton, Poli and Roger Sherman. The mainstays of the Bridgeport team included John Di Benedetto, Bob Ritzert, and Al Domian. The game was played at Seaside Park, Bridgeport. A return game has been arranged for New Haven.

Roger Sherman was preparing to open a new candy and popcorn stand.... Bill Brown, Bijou and staff, worked on promotions for "The Gallant Legion", and "I, Jane Doe".... Assistant Ray Flynn is back at the Bijou. Pinch hitter assistant J. Gittleman left for Springfield, Mass., as a relief for Hollis Sweeney, who went on vacation.

Bill Brown, Bijou, was host to his daughter, granddaughter, and son-in-law, Mr. and Mrs. Hy W. Jacobson, over the weekend.

Norm Levinson and Jack Brassil, College, arranged plenty of tieups. The promotion boys at the College had a cutout of Elizabeth Taylor taken to the West Haven Sailors ball park, and had various players pose with picture. They also had an announcement over the radio to the effect that the West Haven Sailors picked Taylor as the film actress "they'd like to bat a home run for". The boys received tickets for "A Date With Judy".

Among the angles for "The Babe Ruth Story", Roger Sherman, was the mayor's proclamation for a "Babe Ruth Week" in conjunction with the showing. Those who helped plant the bally were Harry Goldstein, Monogram; manager Ed Lynch, WB district manager John Hesse, and Monogram branch manager John Pavone.

MEADOW STREET

Amalgamated theatres secretary Bess Karpel was married.... Folks were pleased to see Tom Donaldson, Eagle-Lion district manager advance another step.... Film Employees Local B-41 was scheduled to have a meeting at the

Paramount screening room. Installation of officers was to be discussed.

MGM branch manager Harry Rosenblatt became a grandfather recently when his daughter-in-law gave birth to a boy in San Francisco.

Hugh Maguire, RKO office manager, went to Block Island over the Labor Day weekend.... The body of Sargeant Stanley C. Fishman, son of Mr. and Mrs. Selig Fishman, Fishman Theatres, killed in action in Luxemburg in 1945, arrived with appropriate veterans' and government honors.

In town recently at 20th Century-Fox were Howard Minsky, assistant eastern division sales manager, and Seymour Storin, New York exchange. They held a special drive meeting in preparation for the event.... Ben Simon, 20th Century-Fox branch manager, and Bob Kaufmann, exploitation manager, were scheduled to attend the sales convention at the Ambassador Hotel, Los Angeles.

Members of the 20th Century-Fox Family Club went to see Sol Popolizio at his home. He was recently in the hospital.... Bob LeVine, brother-in-law of 20th Century-Fox's Ben Simon, was to fill the vacancy of Emmons Bowen, assistant principal, Hillhouse High School.

Circuits

LOEW POLI

Various managers throughout the circuit were planting ballyhoo for the New Movie Season. Up in Waterbury, Bob Carney and Paul Klinger had a parade with Charley Daniels' Laurel State Riders, the Casper Davis American and East End Junior Drum Corps, and a fleet of midget autos and bevy of beauties on horseback.... John Murphy, New York Loew office, made the circuit with division manager Harry F. Shaw.... Joel Levy, New York office, was in New Haven recently.... Charlotte Sitzler, New Haven office, returned from vacation.

Connecticut

BARKHAMSTED

The dispute between a Pleasant Valley drive-in corporation and residents of the village was settled in Hartford on Aug. 30. Neighbors who had fought renewal of the theatre license agreed to allow the theatre to finish its current season. It will close on Oct. 16. The theatre management agreed to individual receivers for automobiles before it opens for business next spring. The theatre corporation agreed to modify its present amplification system immediately if possible. It was the noise from this system, which residents said kept them awake, which led to the dispute. The corporation also promised to close each night at 11 p.m. for the balance of the season. Residents had claimed that it sometimes ran until midnight. The agreement was reached after a six-hour hearing before State Police Commissioner Edward J. Hickey. The hearing was held under a law which allows

protests against granting a theatre license if nearby property owners show the theatre's operation injures their holdings. The State Police Commissioner controls these licenses. The theatre is the Rogers Corner Drive-In. It was opened in 1947. James W. Youmatz, Winsted, is head of the corporation. Hallett F. Clark, Winsted banker and real estate broker, testified as an expert witness that the annoyance caused by the sound from the open air theatre had a definite effect on nearby real estate values. He said continued operation of the theatre with its present sound system decreased these values. The use of individual sound receivers would eliminate all the principal objections, Clark testified. Jeremiah D. Shea, New Haven, and Paul Pasquariello, Torrington, appeared for the theatre, with Edward J. Quinlan, Winsted, for the opponents.

BLOOMFIELD

Town Plan and Zoning Commission announced that it would hold a public hearing on a proposal to change residential zoning on Blue Hills Avenue in the town to commercial. If approved, the zoning would permit the construction of a drive-in by Philip W. Maher.

HARTFORD

Bushnell Memorial is co-defendant with the city in a \$15,000 suit brought by a Manchester couple to recover for injuries allegedly suffered in a fall on an icy sidewalk in front of the theatre.

Mike Piccirillo, manager, Center, started a new sectional promotion group in the downtown area, the North Main Street Businessmen's Association, with membership consisting of some 50 merchants, with plans designed to find ways and means of promoting new business for the Center area. A non-profit organization, the group plans to start soon a long-range co-operative newspaper advertising campaign. At present, weekly half-hour meetings are being held at the theatre.

Mickey Daly, head, Daly Theatre Corporation, revealed that he will leave the exhibition field. He signed leases with Community Amusement Corporation, Demetris Petrou, New York, president, to have the CAC assume 10-year leases on the Daly, 1200-seater, downtown Hartford, and the Plainfield, 700-seater, in Plainfield. The CAC was to take over active operation on Sept. 1. Daly will continue to maintain an interest in the Capitol, Lowell, Mass. Under lease agreements, the CAC, new corporation with offices at 1255 Main Street, will lease the Daly and the Plainfield for 10 years, with options for 10 years additional lease. Other CAC officers are John Cavoressci and Bernie Menschell, both of New York, formerly with the Skouras Circuit. Daly first got into film business here by taking over old Star, North Main Street, on lease in 1919. He later operated the Bristol, Bristol; Rialto, New Britain, and Windsor, Windsor. All three spots were given up, with Daly holding onto the Hartford, Plainfield, and Lowell theatres. His sister, Mrs. Mary diLorenzo,

Hartford, is associated with Daly in the Daly Theatre Corporation.

JEWETT CITY

Lou Franciose, manager, Perakos State, was home from a vacation through Northern New England.... Eleanor Baehand has been named aide at the State.

NEW BRITAIN

Johnnie D'Amato, manager, Perakos Palace, returned to his desk following a stay at New Britain General Hospital.... Howard K. Richardson, partner, State, tripped to New York on business.... Denny Rich, manager, Bristol, Bristol, went into Bristol Hospital.... Joe Miklos, manager, Embassy, is back on the job.... Joe Borenstein, Strand, left for Beach Park, Clinton, and some time off.

New at the State are Irene Dubois and Sylvia Gorowski.

Joe Borenstein, Strand manager, reports Dorothy D'Amato has joined the staff, replacing Leona Cepak, resigned.... A new policy of showing Italian films on Tuesdays and Wednesdays was started by Howard K. Richardson, Sr., State.

Wedding bells rang for Bill Christiansen, assistant manager, Glackin-LeWitt's Arch Street, and Miss Gloria DeMure.

NEWINGTON

Free ice cream was given to younger patrons of the Newington during a recent matinee by manager Paul W. Purdy, in "appreciation of the good behavior" of the children during the summer months. Purdy reported also that the 1,000-seat theatre, now under construction in Meriden, has had its foundation completed. Building the house are Nick Kounaris and Paul Tolis, partners in the Newington, and George Ulyssis, a New Britain businessman. Space is being cleared on the theatre grounds to accommodate 500 cars for parking.

NORWICH

Joe Boyle, manager, Loew-Poli Broadway, wife, and son left for a vacation in Syracuse, N.Y. Relieving was Sam Shoubouf, manager, Loew-Poli Lyric, Bridgeport.

Massachusetts

CLARKSBURG

Earl Sweeney, Pittsfield, Mass., has applied to the Board of Selectmen for a license to operate a drive-in on River Road. If granted, it would become the first drive-in in Northern Berkshire County, and the fourth throughout the entire county.

EASTHAMPTON

A request of Ralph Leveille for a permit to construct a drive-in on Northampton Street has been unanimously rejected by the Board of Selectmen, following receipt of a petition from residents of the area, objecting.

FALL RIVER

Miss Alice Azzar resigned as Capitol relief aide because of her approaching marriage, following which she will reside in Georgia.... Miss Rita Boudreau, Center, returned from her vacation spent in Hartford, Conn., replaced by Miss Rita Lawrence.

Lester Hamer is new at the Center.... James McNamara, Capitol manager, and John McAvoy, Embassy manager, completed their vacations.

Final touches were made to the remodeled Strand. The interior of the theatre has been rebuilt and re-equipped. Norman Zalking manages, with Herman Duquette as assistant.

Mrs. William S. Canning won first prize in the Neighborhood Day golf tournament held recently at the Montaup Country Club.... New lighting equipment has been installed at the Empire.

William S. Canning, Nathan Yamins Circuit, proudly displays a most expensive door knocker. Made of solid brass and bearing the name of Canning both in English and Chinese, the knocker was made in China, cost 6,000,000 Chinese National Dollars, the equivalent of \$1 American, and was sent to the recipient by Lieutenant R.T. Blackburn, USN, an intimate friend.

Herman Duquette becomes the new assistant manager, Strand. Duquette is replaced as assistant, Capitol, under James McNamara, by James Knight, formerly, Strand.

The Yamins theatres were co-sponsors of the kiddie circus held recently in this city. The substantial proceeds which the event netted went to the Jimmy Cancer Fund being raised by the Variety Club.

Carl Zeitz, manager, Academy Theatre, won city-wide sweepstake honors recently at the Durfee Bowling Alleys.

GLOUCESTER

Adelia Etta Parkhurst, 57, mother of Pearce Parkhurst, former manager, Rosna, Norfolk, Va., died at Addison Gilbert Hospital after a lengthy illness. Other survivors are another son, a daughter, a sister, and a brother. Pearce Parkhurst resigned his post at the Virginia theatre, and returned to his native Massachusetts due to the serious illness of his mother.

HOLYOKE

W. Richard Martin has become assistant manager, Bijou.

LANESBORO

Sunset Park Auto Theatre opened here on a 40-acre site that will eventually become a large-scale recreational park. A series of band concerts is being given on Saturday nights. Officers of the recently-organized Sunset Park Auto Theatre, Inc., include: President, W. Wendell Budrow; treasurer, Fred P. Cloutier, and secretary, Frederick M. Myers.

LOWELL

Nat Silver, manager, Strand, returned from a vacation at Hampton Beach, N.H.... The Crown, being renovated, will be known as the Allen. The theatre was damaged during the big Middlesex Supply Company fire.

Art Keenan, manager, Merrimack, is receiving congratulations for his fine work in the "Talent Search" contest.

LYNN

Edward Everett Horton, starring with the North Shore Players at Marblehead, Mass., was the dinner guest of manager James Davis, Paramount. In the evening, he appeared in person on the Paramount stage, and was interviewed. Zeth Mitchell, Paramount staff, attended the IATSE convention at Cleveland.... Norman Stoddard toured the White Mountains.

Lorraine Paulette, Waldorf, resigned to join her husband, in the service in Washington. Margaret Cleary succeeds her.

The new Revere, Mass., Drive-In can accommodate 600 autos. Michael Redstone is the owner, and Harvey Elliott is manager.... Kenneth McElligott, Auditorium projectionist, who has been ill, is much improved.

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NEWBURYPORT

An audience of 200, mostly children, withdrew in orderly fashion when fire recently broke out during a matinee performance at the Premier. The blaze, which started in the rear of the building and filled the auditorium with smoke, did no damage to theatre equipment, and the show was resumed in 40 minutes.

SPRINGFIELD

On the basis of a police report which showed residents overwhelmingly opposed to the crowd, Mayor Daniel B. Brunton has turned down the request of Edward and B.J. Wiatrowski for a drive-in theatre on Page Boulevard. The mayor refused the license to the veterans despite the fact that the ward councilman spoke in favor of the move.

The Bijou has been extensively re-decorated. A new marquee has been installed.

Michael J. Casey, for 19 years stage manager, Paramount, died while vacationing on Cape Cod. He was business agent, Local 53. He was a cousin of Patric Casey, former head, motion picture industry's Labor Relations Board, working closely with him on problems of labor relations affecting the industry.

George E. Freeman, manager, Loew's Poli, announced the switch of opening date at his first-run house from Tuesday to Monday. Other downtown houses still are on the Tuesday-opening schedule.

The Parkway Drive-In has a new attraction, a one-hour program of organ music preceding each evening's showing. The featured entertainer is the outdoor theatre's manager, Eddie Harrison.

New Hampshire**MANCHESTER**

Lucien Dercateaux, Rex, was away spending several weeks vacationing through Canada.

PORTSMOUTH

Bill Savits, manager, Arcadia, went all out on ballyhoo for his publicity campaign for "Canon City" and "The Enchanted Valley". He tied up with the "jail on wheels", a mobile exhibit travelling New England, by posterizing the sides of the truck with placards. In return, the owner of the truck was permitted to make announcements from the stage of the theatre concerning his exhibit which was parked outside the theatre for several days. For his campaign on "The Enchanted Valley", Savits had a display in his theatre lobby of such animals as an eagle, baby deer, chipmunk, squirrel, a small owl, and a raccoon, all obtained from a local pet shop.

Rhode Island**PROVIDENCE**

Metropolitan, James Randall, manager, booked "The Babe Ruth Story" for opening on Sept. 8. The picture is the house's first first-run in several

months. Randall was boosting the opening with underlines in newspaper ads and a sheaf of tieups. National Ruppert's beer 24-sheets were due to be sniped with theatre name and play date, and score cards of the Providence Amateur Baseball League were being printed with plugs. Guest tickets were being distributed to all players of the sandlot league who hit home runs. A tie-in with White Tower hamburger restaurants was effected, with napkins imprinted with film and play dates and window signs were set in the firm's downtown restaurants. Randall also promoted a quiz show on WHIM with ducats as prizes.

Miss Ida McGinn, treasurer, Met, returned from the coast with a new name. Hubby, whom she married in Calif., is Hy Goldsmith, now touring with "Annie Get Your Gun".

Loew's State, Joseph Samartano, manager, held over "The Paradine Case". Samartano was set for a teenage fashion show to be staged at the theatre by the Outlet Department Store. The fashion revue was a build-up for "A Date With Judy".

VARIETY CLUB**BOSTON TENT 23**

A banquet is to be held at the Imperial Room, Hotel Statler, on Sept. 20, at which time the presentation of Variety's International Award to Tent 23 for work done in 1947 on The Children's Research Foundation Fund. R.J. O'Donnell, International Chief Barker, will make the presentation. Other awards will also be given, and among the recipients will be the Boston Braves, Jim Britt, Joe Cifre, John Dervin, Ralph Edwards, William Sullivan, and George Schwartz. Tickets are \$15 per couple, and because a large attendance is expected the committee in charge of the banquet suggests that reservations be made as soon as possible. This banquet will also be the kickoff for the 1948 Heart of Variety annual charity drive, which this year is being combined with the Will Rogers Memorial Hospital drive. Representing the distributors as co-chairmen in this drive are Benn Rosenwald, MGM, and Harry Rogovin, Columbia. Co-chairmen for the Variety Club are Lew Gordon, Lockwood and Gordon Theatres, and E. Harold Stoneman, Interstate Circuit. Tickets are now being printed for the drive. Fifty prizes are offered. The three top ones will be a Cadillac sedan, a Ford sedan, and an I.J. Fox \$4,000 mink coat. Prizes will also be given to those selling winning tickets and to those who sell the most tickets. Everyone realizes the importance of this drive, and it is the ambition of those concerned to make it the greatest drive in the history of Variety Club. Tickets will soon be available.

NEW HAVEN TENT 31

Tent 31 announced that Harry Rosenblatt had been made canvassman to replace the vacancy made by Tim O'Toole, who left for Florida.... A big charity dance has been scheduled for Oct. 9 at Goffe Street, Armory, New Haven, under auspices of the tent. Lou Prima

and band is the attraction. Harry F. Shaw is chairman, entertainment committee.

LEW HERB

(Continued from page NT-1)

house in the city, but he expects to surpass its elegance with the erection of an even finer house, which will be built along the lines of Walter Reade's Community, Kingston, N.Y., as soon as the local zoning board gives their approval.

During our brief stay in Waterbury, we also had the pleasure of chatting with many of the men behind the scenes, the projectionists, and a few of the stagehands. In the Loew-Poli booth, we met Abe Fandiller and James Manetti, who have 36 and 34 years of experience, respectively. Also the next shift brought forth Ralph Di Pietro, and H.L. Berger, who boast of 37 and 15 years, in that order.

The Loew's Strand booth is under the capable direction of Frank Carey and Fred Berger, on one shift, and Ralph E. Stanco and Nick Ianantuoni, on the other. In Warners' State projection room we met Thomas Gandy and Nick Di Pietro, who have both been operating for at least 35 years, and John Corrigan and Joseph Mannetti, comparative youngsters, who together have only 23 years service to their credit.

Returning to the Hartford area, we dropped in next at the two drive-in theatres, located on the Berlin Turnpike, Route 5, just a few minutes drive from the center of Hartford. The first of the two to be opened here was E.M. Loew's, opened for business last summer. The theatre is currently under the direction of Jay M. Finn, who came here in June of this year to handle same. This is his first attempt at theatre management, never having actually operated a theatre prior to taking over here. He does, however, have show business in his blood, as his father, and uncle both have been connected with the industry for many years.

Since opening in July of 1947, the ramp area of this outdoor theatre has been increased from 600 to 850 cars. About a quarter-mile down the road is the Pike Drive-In, the more recent of the two, which opened for business on May 29. This enterprise is under the direction of Joseph Dolgin, who is connected with the Hartford Theatre Operating Company, and who has been in the industry since 1923.

While looking over these theatres we also visited the projection booths, and found both of them to be outfitted with the last word in the way of equipment. The Pike booth was manned by Eric Vogler and Henry North, who, together, have 63 years of experience. These men have been working together as a team since 1927 in three different theatres thus far. The E.M. Loew booth was occupied by Thomas W. Harries, with 32 years experience, and Charles Albee, with 30 years to his credit. Albee is also president, Local 486.

(Next week, Lew Herb continues his travels through Hartford, visiting theatremen and projectionists. -Ed.)

NEWS OF THE

*Territory***District Of Columbia
Washington**

The Walbrook, Baltimore, recently asked for a preliminary injunction against 20th Century-Fox to keep it from giving half of its films to the Windsor, also of that city, as provided for by an out-of-court settlement reached some weeks ago with 20th-Fox in the Windsor's anti-trust suit against six major distributing companies. The Windsor filed a \$600,000 suit against 20th-Fox, MGM, Paramount, United Artists, U-I, and Warners on Feb. 15, charging a conspiracy to deprive it of neighborhood run films. Also named in the suit were the Walbrook, Thomas D. Goldberg, owner, and the Hilton, also owned by Goldberg. While negotiations are understood to be under way with the other distributing companies for a settlement similar to that reached with 20th-Fox, the Walbrook, in seeking its injunction, claims that a contract made in July, 1945, with 20th-Fox, promised the Walbrook the same films as the Durkee-owned Ambassador.

The Dumbarton, small house in residential Georgetown, was being investigated by local authorities to determine the circumstances under which the theatre had been allegedly operating without a license since February. Fire inspectors refused to okeh the house last winter, and repairs were made immediately because of a tentative sale. The theatre, leased by the Peoples' Amusement Corporation, was granted a license until Nov. 1 at a hearing.

William B. Zoellner, head, MGM short subject sales, reprints, and importations, was in....Russell Stewart, MGM publicity department, was in conferring with Navy Department officials and Loew and MGM representatives in connection with the 80 special premieres to be held at naval bases of "The Secret Land"

Harry Bachman, Circle executive, won possession of the Pepco trophy when he took down top honors in the Variety's club annual golf tournament. He shot a low gross of 75, and, having won the tournament three times, takes permanent hold on the beautiful trophy. The tourney was the daytime portion of the Variety's double feature of events, topped off at night with a dinner dance. The festivities took place at the swanky Manor Club, Norbeck, Md. Chief Barker Frank Boucher received the congratulations of the more than 300 persons present when he stepped to the rostrum on the night of the party. The weatherman had cooperated with the barkers by providing a beautiful, sunshine-spattered day with gentle but cool winds. Other winners in the golf contest were:



Many well-known industryites were present recently at the dinner which climaxed the Tent 11 Variety Club golf tournament at the Manor Club, Norbeck, Md. Harry Bachman, Circle, Washington, executive, shooting a low gross 75, won the trophy for the third time, and is now in permanent possession of the prize.

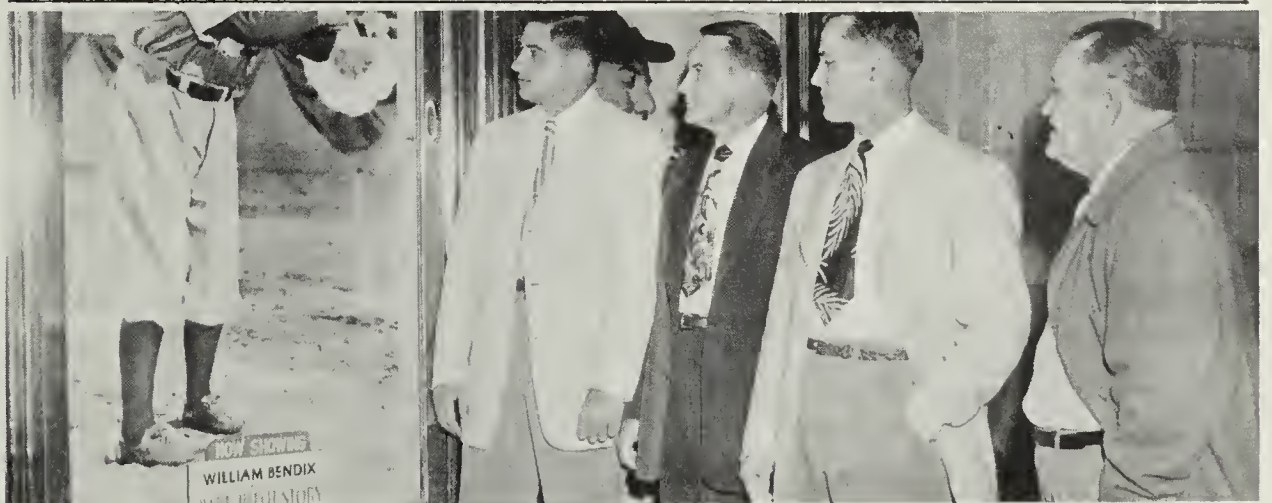
Buddy Brylawski, with the longest drive; Roy Richardson, Suffolk, Va., for the drive nearest cup, and low nets (in this order) Lee Ritter, Roy O'Malley, Lou Ribnitski, and Herb Sauber. Also past history is the Variety-sponsored boxing matches held at Griffith Stadium, which brought together Messrs. Izzard and Bivins, two of the top contenders for the championship title left vacant by Joe Louis.

J. Raymond Bell, manager, Washington branch, Donahue and Coe, Inc., has been appointed chairman, Publicity Advisory Committee for the Economic Mobilization Course for Reserve Officers, to be conducted by the Industrial College of the armed forces. Walter Belson, public relations director, American Trucking Association, has been named vice-chairman.

SCREEN GUILD: Donald Chaban went to Pittsburgh to see his folks....The

Ross Wheelers are expecting in December....May Feldman was nursing a cold.

20TH-FOX FACTS: Sara Young entertained Selma, Herbert, and Scott, her son and family. Herbert and Dick, her other son, went to New England for a trip....New in the office is Connie Mahassey....Evelyn Fineman was given a shower by Connie Friedlander, and all the girls from the office turned out....Ann Griffin, booker, comes back to the office soon from Minneapolis...Marian Bowen also returned from Daytona Beach, Fla., where she vacationed....Evelyn Watts, cashier, returned from vacation....Glenn Norris, branch manager, and Bill Michaelson, publicity head, went to Los Angeles for the company's convention....Regina Lust, daughter of Clara Lust; Sara and Ben Young, and their son, Dick, spent a recent weekend at the Mogothy River....Exhib McLellan, Lovington, Va., was visiting Film Row.



Players Wynn, Christman, Coan, and Coach Fitzgerald, of the Washington Senators, are shown here as they recently attended the premiere of Allied Artists' "The Babe Ruth Story", which was held at the Warner, Washington.



Festivities highlighted the recent opening of the new Park, Lexington, Md. Seen in the usual left to right order are: Meverell M. Dean, Jack Fruchtman, and Robert Wigginton, partners in the new venture; some of the people attending including manager Trumbule, his wife, T. C. Harrison, chief, volunteer fire department, Trumbule's

mother, his sister, Jo Ann, and some of the local youngsters; a group including Mrs. Jerry Adams, wife of the MGM branch manager; Max Cohen, 20th-Fox; Elmer H. Brient; 20th-Fox representative Hollingsworth, Mrs. Jack Fruchtman; Sam Epstein, Film Classics; Mrs. Joseph M. Cohan, Jerry Adams, and Fruchtman, and Miss Ann Lewis.

AT UA: Jean Drill, who resigned as secretary to Merry Price, left for New York. She was in Pittsburgh before resigning....Myrtle Michaelson and Peggy Bodle went to Virginia Beach, Va., for Labor Day....Doris Jowett and Lois Menne skipped off to New York for the weekend....Mark Silver, assistant to eastern sales manager, visited the staff for a meeting.... Miss Michaelson celebrated her birthday.

NSS NOTES: Former branch manager Art Jacobson raised a mustache, and can be seen almost daily at Tent 11 George Nathan, branch manager, was attending the regional meeting in Pittsburgh with salesmen Howard Savitz and Maurice Levin...Ernestine Bandel, was visiting in New York.

U-I TIDINGS: Louise Mills is the new secretary to branch manager Harry Martin....A new booker was enroute from Detroit.

FILM CLASSICS: Gertrude Epstein's sister, Mrs. Mildred Goldblatt, with her four children, came down from New York to the former's birthday party. Mrs. Ruth Jaffe also visited....Charles Mendelson was away on a trip in the Clinch Valley....Harold Levy, salesman, was out with a bad cold.... Max Cohen, branch manager won a raincoat in the Tent 11 golf tournament ...Alice Grant went to Virginia Beach, Va., for Labor Day....Ralph Dunning also spent the holiday at Virginia Beach, Va.

M.H. Levin, Howard Savitz, and George Nathan were among those from the local branch seen at the general sales meeting which National Screen Service held recently at the William Penn Hotel, Pittsburgh.

Maryland

BALTIMORE

Miss Marie Easter, assistant manager, Loew's Valencia, resigned, and was married to Lieutenant Commander Frank Coulter.

Charles McCleary returned to Loew's Parkway and Bob Burns, who was doing his managerial work, is back at Loew's Century.

Commercial films productions and films for use on television broadcasts are planned to be made in black and white and color by Parlet productions, Inc. Officers are Moses Ottenheimer, president, and Dave Parlet, vice-president in charge of production.

The Jean expected to be reopened about Oct. 1 after being renovated About 3,000 members of the Police Boys Clubs, sponsored by Variety Club, Tent 19, will see the football charity game in the Baltimore stadium on Sept. 19 if the plans underway by the club go through. Heading the committee are O.D. Weems, Chief Barker; Rodney Collier, and Spalding Albert.

A "Miss Venus" contest for girls over 18 was conducted by Keith's, arranged by F.C. Schanberger, Jr., to promote interest in "One Touch of Venus", in the News-Post.

Herb Thatcher, Town manager, arranged a tie-up with the News-Post in which contestants wrote in about the thrill they got when they did a good turn for another person, to promote "Good Sam".

M.A. Mechanic loaned his Centre for the presentation of the stage play, "The Moment". -Jacques Shellman

CUMBERLAND

For violating county laws which prohibited Sunday movies, the Potomac Drive-In, Winchester Road, was closed recently after being open for only a few weeks. Complaints were received by State's attorney Morgan C. Harris' office about the violation, and Harris then notified the sheriff. When the management was informed of the illegality of Sunday movies in the county, the show was stopped, and money refunded. Many complaints over the action were made by localites, who claim that there has been no disorder at the place, and that the drive-in has become increasingly popular. Located near Cresaptown on the Winchester Road, the new drive-in is operated by the Baland Corporation, and accommodates approximately 500 cars.

The Embassy, a Darnell house, played the in person show of Don "Red" Barry and his Western Troupe....The new Potomac Drive-In, located six miles



Seen at the recent dinner which climaxed the Washington Tent, Variety Club, golf event at the Manor Club, Norbeck, Md., were many industryites and barkers.



Kenneth Duke, St. Mary's, Leonardtown, Md., conducted an essay contest recently in connection with MGM's "Big City." Submitted by scores of local children, the compositions were entitled "What I Would Like To Do In A 'Big City'", and winners were taken on a trip to Washington. Shown here, left to right, are Joseph Stanton Guy, Jr., Rebecca Jane Long, Coke Homan, a performer in



the St. Mary's stage show, Duke, Emily Ann Abell, and Leo Haydn King, Jr. The kids then went visiting backstage at Loew's Capitol, Washington. Emily Ann Abell, Rebecca Jane Long, and Leo Haydn King, Jr., are shown with fashion models who are in the stage show. They were later taken to see the Washington MGM branch, with Paul Wall, assistant manager, Duke, Mrs. Duke, and branch manager J.A. Adams.



south of here, was forced to refund admissions one night, due to the failure of a power transformer.

LEONARDTOWN

Mrs. Ray Trumbule, wife of the New manager, returns as candy counter attendant and cashier while her husband is busy breaking in new help at both the New and at the Park, Lexington Park....Linwood Ramos and Albert Hayden are new at the New. Albert Clements is also now among the New's help....Tommy Dillow is projectionist at the New....Paul Hampton takes the night shift as New projectionist three nights a week...Kenneth B. Duke, Sr., St. Mary's, and Barnard Smith were commended in the local press recently for "devoting much time and energy to a program of pest and rodent control around Leonardtown"...George Morgan Knight, Jr., THE EXHIBITOR correspondent in the Southern Maryland area, has just had his 13th song published. It's title is "You".

LEXINGTON PARK

The Park announced that the sewerage system has finally been approved....In a co-op. tie-up with a local store, a new sports bicycle is to be given away in connection with Columbia's "Superman" serial. In another tie-up with Great Mills Furniture Company, a \$100 coach is to be given away.

Virginia

RICHMOND

Floyd Stawls, advertising manager, Fabian-Wilmer and Vincent Theatres,



Marilyn Maxwell, co-starred with George Raft in RKO's "Race Street", is shown in New York after her return from Europe.

will be married to Miss Dorothy Swartz at the First Baptist Church on Sept. 26....Betty Baldacci is the new box office attendant at the National....Bill Michalson, 20th-Fox exploiter, was in conferring with Dave Kamsky...F.R. Loth was elected mayor of Waynesboro for a two-year term....Mary Falkerson, Berlo Candy counter attendant, State, visited relatives out-of-town over Labor Day weekend, with Elizabeth Foster substituting.

Gertrude Peace, assistant to Sam Gordon, Venus and Ponton, with her husband toured Canada during their vacations....Bob Eagan, National manager, took his son, Bobby, fishing at Whitestone on the York, for several days during his vacation....Howard Powers, Colonial, went to Urbanna for the races....Shirley Wyler, East End staffer, was out sick for a few days....Manager Jimmy Ritchie, East End and Patrick Henry, came back from his 2400-mile vacation tour telling about the wonders of Niagara and other New York spots.

William Browning, Brookland and Lee relief projectionist, went to see his folks in Bristol....Joe LaPrade, Midlothian Drive-In, visited Washington....Charlee Hann, Byrd, has been having trouble with his neck, and underwent an operation....All local managers are having employee trouble now that school has opened....Ober Boyd, Capitol manager, has been under the weather and also his aide, Thomas Jeter, was out with the grippe....Jerry Joyner, the popular member of John Zenner's Westhampton staff, went down the river for several days....John Zenner had power trouble the other afternoon when someone chopped down a tree in the vicinity of the Westhampton, and blew out the current when the tree fell over high tension wires. There was no picture for about 40 minutes, which seemed like a lifetime, says Zenner.

Annette Keith substituted for Gladys Kinnikin, Brookland staff, when the latter visited relatives in Denver....Allen Brown, Brookland manager, reports that all vacations at his theatre are about over. That goes for the rest of the theatres in that area also.

Margaret Terrell, Brookland staff, spent most of her vacation in the country canning against the high prices of next winter....Mary Burch, Brookland, is back from Georgia....Frank Richardson is manager, Fort Early, which opened in Lynchburg recently.

S. T.

West Virginia

KEYSER

The Liberty, owned and operated by Olin R. Thrush, gave away at a Saturday matinee color photos of Roy Rogers and "Trigger"...Miss Dorothy Allamong is no longer with the Liberty

Dave Baker announced his plans for



Shown here is Audie Murphy, most decorated soldier of World War II, recently signing in Hollywood the contract with Steve Broidy, Allied Artists, that will permit him to take the lead in AA's "Bad Boy" which goes into production very shortly.

DAVID E. BRODSKY

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BOXOFFICE STATEMENTS

SPECIFY ITEM NO. B. S. 5

DAILY BOXOFFICE STATEMENT No. _____

Theatre _____ Day of Play _____

Feature _____

Opposition _____

Checker _____

MATINEE - TICKET NUMBERS		No. SOLD	TAX	TAX TOTAL	ADM.	ADM. TOTAL
Open						
Close						
Open						
Close						
Open						
Close						
PASS & WALK IN (Highest Tax Rate)						
Open						
Close						
MATINEE TOTALS						

EVENING - TICKET NUMBERS		No. SOLD	TAX	TAX TOTAL	ADM.	ADM. TOTAL
Open						
Close						
Open						
Close						
Open						
Close						
Open						
Close						
EVENING TOTALS						

GRAND TOTALS for the day _____

Cashier's Signature _____ Date _____

Printed on both sides so that complete factual totals for one day can be kept on one 8½x 5½ inch sheet, each itemizes:

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2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
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THE EXHIBITOR BOOK SHOP

1225 VINE STREET, PHILA. 7, PA.



In this scene from the 20th Century-Fox production, "Mine Own Executioner", Burgess Meredith is being cross-examined by the counsel for the defense.

a new drive-in, to be located on Route 50 at Burlington, W. Va., a small hamlet 13 miles from here. Baker who owns and operates the Baker Air Park, said the latest projection equipment will be purchased, including 300 in-a-car speakers.

Terry Randalls, son of Music Hall and Keyser manager Charles Randalls, is proud of his appointment as manager, Keyser High School football team....Ernest M. Clevenger, Music Hall aide, is back at work....Kermit Parrish, Cresaptown, Md., was married.

ROWLESBURG

The Rowlesburg was closed on a recent Friday night due to heavy advanced sale of tickets for the Lion's Club Minstrels. Bob Wilson, manager-owner, was a member of the cast....Leonard H. Tasker, projectionist, was relieved of his duties for that night....Gerald Shay reports his theatre investment in Rivesville, W. Va., is again offered for rent. Rivesville is a small town of 1500 population, and has two theatres operating at the present time.

VARIETY CLUB

WASHINGTON TENT II

VARIETY CLUB NEWS: New resident member is Marshall R. Worcester, television director, C.D. Ferguson, Inc.... The tent had its annual golf tournament and dinner dance at the Manor Country Club on Sept. 3....Carter T. Barron held a meeting to go over planning details for the Mid-Year Conference and Humanitarian Award dinner. Attending were Sam Galanty, Frank Boucher, Arthur Jacobson, Sol Kullen, Lou Janof, and Jack Foxe....Tent 11

was looking forward to the Ezzard Charles-Jimmy Bivins fight on Sept. 13 at Griffith Stadium. Proceeds go to the welfare fund....New associate members accepted include: Al Wasserman, Al's Motore; George M. Jacobson, Larimer's; Seymour Mintz, Hogan and Hartson; David Silberman, Jandel Furs; Max Wall, patent attorney; Samuel Felker, Valley Forge Distributing Company; Albert Small, Godden and Small; Oscar Fetterman, Fetterman Hardware Company; Moe Marcus, Wales Decorators; Dr. Jack Alexander; I.A. Hofberg, merchant; Albert W. Lewitt, public relations; Dr. Herbert Diamond, Harry Merkin, insurance; Al Marine, New England Raw Bar Restaurant; Sol Grossberg, attorney; Saul Greber and Joseph Zamoiski Columbia Wholesalers Inc., and Samue Cohen, Mid-Atlantic Appliances.

Acceptances aggregating 25 per cent of the maximum of 500 covers to be spread for the Variety Clubs International annual Humanitarian Award Dinner, in tribute to George Catlett Marshall, Secretary of State, at the Hotel Statler on Sept. 18, have been received from distinguished Americans and the Diplomatic Corps. Represented in the list are high-ranking officials, the president's cabinet, U.S. Supreme Court, press, radio, television, executives of the industry, and a full third of the Ambassadors Extraordinary and Ministers Plenipotentiary. Secretary Marshall himself canceled steamship reservations to Paris in deference to the event in his honor. The Humanitarian Award Dinner will climax Variety Clubs International's three-day midyear conference, scheduled for the Statler on Sept. 16, 17 and 18.



In this scene from 20th Century-Fox's production, "Deep Waters", Mona Freeman is refused her request by Ann Revere, in one of the picture's most dynamic scenes.

NEWS OF THE

Territory

New York City

CROSSTOWN

Deborah Kerr, MGM star, and her husband, Anthony Bartley, arrived last week from England....Warners' "Rope" was accorded one of the biggest campaigns Warners ever put on for a Broadway opening last fortnight. Special teaser ads were placed in local newspapers three weeks in advance of the premiere, with unusually large ads taken for 10 days in advance of opening. The huge electric sign above the Strand was devoted to heralding "Rope" with the greatest number of light bulbs ever used for a sign of its type.

The new German film, "Marriage In The Shadows", will have its American premiere at the Little Met on Sept. 16. Gramercy Films, Inc. is distributing....The Golden opened for the fall season last week with Superfilm's "The Loves Of Don Juan", Italian-made film with English titles.

Bert Sanford, theatrical sales manager, Altec Lansing, returned last week from a trip through the middle west....Shelly Winters, starred in U-I's "Larceny" arrived last week from California to aid in the promotion campaign for the picture at the Winter Garden. She will also visit Philadelphia, Indianapolis, and Cincinnati.

In a twist to the usual letter-writing contest, Ingrid Bergman last week asked an ex-G.I. for his autographed photo as a result of a competition sponsored by Loew's Theatres for "Arch Of Triumph", which opened last week throughout the borough.

Fred Raphael, music exploitation director, Walt Disney Productions, arrived last fortnight to work with RKO home office executives on the forthcoming Technicolor musical, "So Dear To My Heart"....In order to stimulate interest in "Youth Month" Joseph R. Springer, general manager, Century Theatres, recently offered additional prizes for the manager and assistant manager submitting the best campaigns.

The new president of the Motion Picture Theatre Cashiers' Union, Local B-52, is Charlotte Campbell, who was recently elected after Leona Sosna resigned to take the job of secretary to RKO division manager John Hearn. Replacing Mrs. Campbell as organization secretary is Vera Spicer.

Among the current plans of Siritky International is booking a foreign stage show cut on American lines along with foreign films at the Ambassador in November. Charles Trenet is tentatively set.

New air-conditioning was set in the Gotham Booking Office....Prudential Playhouses' 34th Street is being completely revamped. It will have air-conditioning, as will the Crossby, Ozone Park, L.I....Gene Alden replaced George Blank in the booking department at Prudential, and Isabel Gleason, the switchboard operator, was married on Aug. 25.

Oscar Morgan, sales manager, Paramount short subjects and Paramount News, was recuperating last week from a minor operation....Anatole Litvak returned last week following a three-month stay in France....Henry Ginsberg, Paramount studio head, arrived last week from Hollywood for home office conferences.

A Youth Parade with an estimated 5,000 children in the line of march was held on Sept. 7 under the joint auspices of the National "Youth Month" Committee and the New York City Youth Board. The parade formed at Cooper Union Park, and proceeded to Skouras' Academy of Music, where the premiere of "A Friendly Story", a shorty subject with a youth theme, was shown, and the children were greeted from the stage by many sports and theatre celebrities including Lou Little, coach, Columbia football team; Mel Allen, sports commentator; Lois Butler, 'teen age star of "Mickey", Bud Collier, the "Superman" of the radio show, and Bob Smith, NBC radio personality.

Lois Butler, star of Eagle Lion's "Mickey", returned last week from the coast to be guest star on CBS's Prudential Family Hour over a coast-to-coast hookup....William F. Rodgers, MGM vice-president and general sales manager, left last for studio conferences....George Sidney, director, MGM's "Three Musketeers", arrived from Hollywood last week to spend a few weeks vacationing here. His wife, Lillian Burns, is with him.

Oscar A. Doob, general theatre executive, Loew's Theatres, and Ernest Emerling, advertising director of Loew's, attended the funeral of Joe Di Pesa, veteran Loew publicist, in Boston last fortnight.

R.M. "Bob" Savini, president, Astor, last week set the national release

dates of the "Wild Bill" Elliott westerns the company recently acquired for world distribution. Beginning with "The Law Comes To Texas" on Oct. 1, one Elliott subject will be released every four weeks.

Fred L. Lynch, director of advertising and publicity, Radio City Music Hall, returned to his desk last week after vacationing at Easthampton, L.I....Berk and Krumgold announced last week that they had consummated a 21-year lease on the Lincoln, Kearny, N.J., with the Skouras Circuit, in partnership with Murray Stahl. House seats 1267. The same interests jointly operate the Regent, Kearny, as well as the Rivoli and Rex, Rutherford, N.J.

J.D. Trop, Trop Productions, planned out to Hollywood last week for conferences on the first production of his new company, "The Double Life Of Ezra Jones", to be made in the east.

Arthur Greenblatt, Screen Guild eastern sales manager, arrived last week, after a west coast sales meeting and home office conferences. Greenblatt plans an immediate tour of all exchanges in his division.

Anita Colby, Paramount studio executive, who has been abroad on vacation, returned last week on the Queen Elizabeth, and then left for Hollywood....Deborah Kerr, MGM star, accompanied by her husband, Anthony Bartley, left for the coast last week....William F. Rodgers, MGM vice-president and general sales manager, returned from the coast last week following conferences with studio executives.

Lois Butler was grand marshal of the "Salute To Youth Parade" held last week to herald "Youth Month." Nick John Matsoukas, Skouras Theatres Corporation executive and coordinating member of the committee which arranged the event, said the group had chosen Eagle Lion's 'teen-age star to head the parade because she best exemplified the ideals and purposes of National Youth Month. After the morning parade, the children were entertained at the Academy of Music, where a screening of "Mickey" and a special short, "A Friendly Story," was shown. The parade created plenty of interest, and it received art in the local dailies.



Seen at the Hotel Astor, New York City, luncheon that recently launched the drive for funds to aid the Will Rogers Memorial Hospital were, from left to right, Joe Hornstein, Sam Kantor, Norman Elson, Leo Brecher, Julius Joelson, Harold Klein, and Saul Trauner, among the many who pledged support to the campaign.

New Jersey

NEWARK

Jack Maher, is now manager, U.S., Hoboken, N.J....Tony Williams, district manager, Warner Theatres, returned from a motor trip to Cape Cod. Mrs. Williams went along....Edward Batlan, district manager, Warner Theatres, is back after taking day trips with Mrs. Batlan.

Arnold Michelson, booker, Warner Theatres, and Mrs. Michelson spent a week's vacation in the Catskill Mountains.

The following managers were on vacation from the Warner New Jersey Circuit; Morty Bratter, Capitol; William Schell, Roosevelt, Union City; Charles Becktoltdt, Stanley; Ray Williams, Union, Union, and Thomas Burns, Royal, Bloomfield.

PERTH AMBOY

While Julius Daniels, city manager, Walter Reade Theatres, and house manager, Majestic, was recently tied up on construction of the circuit's new drive-in and on major renovations at the Majestic, assistant manager Louis Foley was on his own on exploitation efforts. Foley, who entered training as a student manager under the G.I. Bill of Rights several months ago, went to work on "The Emperor Waltz." With the Paramount picture's extensive music as his obvious lead, he contacted a record shop, and promoted a full window display.

RED BANK

Four window displays, a newspaper quiz contest, a stage program featuring a veteran vaudeville star who played with George M. Cohan in the original stage play, and a display of old-time theatre heralds were all utilized recently by Tony Hunting, city manager, Walter Reade Theatres, in his exploitation campaign for 20th Century-Fox's "Give My Regards To Broadway", Carlton.

WOODRIDGE

After several delays due to the heavy rain storms, Walter Reade's Drive-In Theatre No. 1, first outdoor theatre in Middlesex County, and one of the largest in the east, opened on Sept. 4. The theatre organization announced that every patron on opening night would be given a free frankfurter and roll, box of popcorn, and portion of ice cream. The theatre organization, which operates 40 theatres in 10 New Jersey and two New York communities stated that landscaping and completion of a play area in front of the screen will not be completed until next spring. Julius Daniels, city manager, Walter Reade Theatres, Perth Amboy, N.J., is general supervisor, and Samuel Shumar, who has been manager, Strand, Perth Amboy, manages the drive-in

New York State

ALBANY

On Aug. 30, two Albany boys and two from Utica, winners of a letter writing contest on "Why I Want To Go



Shown here is Gradwell L. Sears, president, United Artists, outlining details of the company's policy at a recent confab held in New York.

To West Point", in conjunction with "Beyond Glory", and sponsored by Warner theatres and Paramount, together with The Knickerbocker News, were flown to Stewart Field, West Point, in a plane owned and furnished by the Gannett newspapers. One of the boys was interviewed over WABY by Gerald Atkin, Warner Theatres' publicity department.

Lou Leiser, Eagle Lion, Buffalo, branch manager, resigned, replaced by Al Herman....A very pretty wedding took place on Sept. 4 when Philip Wolf, Jr., assistant manager, Delaware, was married to Helen Lockwood....Fred Meyers, U-I eastern sales manager; Dave Miller, district manager, and Louis Blumberg, Jr., in charge of Prestige, went in.

Elinor Littlefield, 20th Century-Fox employee, resigned to return to college....Howard Minsky and Seymour Florin, 20th Century-Fox, paid a visit to the exchange....Dinty Moore, Warner's district manager, stopped in en route to Gloversville to confer with Schine, accompanied by Ray Smith, branch manager.

Vacationers were: Columbia's Edna Joyce, assistant cashier; Bud Frederick Clark, shipper; Metro's Cathy Muller, switchboard operator, and Burton Topal, student booker; U-I's Ann Cerqua, booker's secretary; Eagle-Lion's Janice Bamelon, switchboard operator, and 20th Century-Fox's Mike Muzzola, salesman.

BUFFALO

Manny Brown, Paramount branch manager, combined a trade showing with the sneak preview of "Miss Tatlock's Millions" at Shea's Buffalo....Bill Shirley was in town working with Bill Brereton, Basil's Lafayette, on "The Loves of Carmen"....Nelson Martin, Shea's Kensington manager, was off on his annual vacation. Fred Itzenplitz was substituting as manager.

Phil Fox, Columbia branch manager, screened "The Loves of Carmen"....20th Century-Fox exchange biller Gertrude Wisniewski was married to William Zaberski on Aug. 31 at St. John Gualbert Church, honeymooning at Fourth Lake in the Adirondacks.

Charles Kosco, 20th Century-Fox branch manager, went to Los Angeles

to attend the national convention.... Robert Clabeaux, Eagle Lion office manager and booker, left with his wife, Laura, 20th Century-Fox staff, for a vacation in the Adirondacks.

Congratulations go to John Wilhelm, 20th Century-Fox shipper, who took Blanche, his bride, to the altar at St. Louis Church....We hope for the recovery of Genevieve Gaynor, 20th Century-Fox staff, confined to her home.

Emmie Dickman, Sr., 20th Century-Fox sales representative, had as his house guest, son Emmie, Jr., and family, here from Teaneck, N.J..

Harold Weisenthal, former Buffalo salesman for Eagle Lion, is now handling the Syracuse and Rochester territory....Beverly Lehman, Eagle Lion availability clerk was married on Sept. 11 to Jack Bickel. The couple honeymooned in the Adirondacks.

Morry Hammit is the new assistant booker at Eagle Lion....Julie Cage, Eagle Lion, entertained at her home at a variety shower for Beverly Lehman, bride-to-be.

Leon Serin, Columbia sales representative, took the fatal step on Sept. 4 at Bradford. He and his bride, Betty, will make their future home on Ashland Avenue...Leo Abrams, district manager, National Screen Service, was in for several days....Phil Fox, Columbia branch manager, joined his wife, Ida, and sons for a vacation in Boston. -M.G.

ROCHESTER

Mike Carr, World, faced a charge of violation of the Civil Rights Law and a suit for \$500 damages for alleged discrimination, brought by Earl Sprague, a Negro. The complainant alleged that after buying a ticket, he was told that he could sit only on the left side.

Two more new theatres are expected here as a part of big shopping center in Titus Avenue, Irondequoit, slated to start on Nov. 15, according to Frank T. Joyce and John Wegman. A two million dollar center in Chili Road near Howard Road, planned by Wesley Moffett, is now on the drawing board.

Murray Briskin did a speedy job refurbishing the Embassy before reopening on Sept. 3, giving it the "new look" with cream-colored paint over the former burlesque red. With a 10-year lease on the house, he plans to rehabilitate it completely with new projection machines, sound equipment, screen, lighting, and decoration. Stewart Adair, manager, Bernstein's Temple, Ithaca, came in as manager, and Alice Sweeting transferred from Briskin's Murray as assistant manager. Briskin, a brother of three Hollywood producers, Sam, Paramount; Irving, Columbia, and Barney, Sol Lesser Productions, has been in the exhibition end for 17 years since starting in the business as a film salesman. He now has six theatres besides the Embassy:

the Corona, Groton; Riviera and Brighton, Syracuse; Capitol, Homer; State, Waterloo, and local Murray. The Embassy started with a couple of sexy films, full week policy at 40 and 60 cents for kids.

Mrs. Osa Johnson stopped off here enroute to Hollywood, and said she planned to negotiate the sale of her life story....Bob Morrison, assistant manager, Grand, resigned to take up other work after returning from his honeymoon...Meredith Cramer, manager, Mancuso, Batavia, resigned.

Eastman Kodak Company announced a new safety base for 35mm. film, and said if large scale tests in the trade continue to prove satisfactory, the new base promises to replace in several years the standard cellulose nitrate professional film. Kodak has emphasized safety film research since the early 1920's, and introduced the first good product for amateur use in 1923. The present "high acetyl" acetate formula is slow-burning in contrast to fast-burning nitrate type.

Ten Schine theatres here ran a highly successful "Back to School" Thursday matinee with 18 cartoons as the attractions at 25 cents....One of the sharpest attacks on a film here in years was that of Rev. George W. Cooke, minister, West Avenue Methodist Church, against "The Time of Your Life", Loew's, in a letter to The Democrat and Chronicle.

Theatre men here are convinced of the importance of adequate parking space in the success of both downtown houses and neighborhoods....Drive-in impressarios are not disturbed at the projected rise in the number of these units, pointing out that eight are doing all right in Buffalo, and every added one seems to develop new customers for this type of entertainment.

Gradon Hodges is credited with doing a swell job as manager, Rochester Drive-In....Dipson's Batavia advertised its stage shows in Rochester newspapers, emphasizing that the larger city can boast no such attractions.

Paddy Hill Players, amateur stage group, announced plans for a 300-seat theatre in suburban Greece, to be completed on Nov. 1....Kodak celebrated the 60th anniversary of the trademark, devised personally by George Eastman, who was looking for a word that would be easy to remember.

Projectionists' Corner: Bill Holmes, RKO Palace, was rushed from his Sodus cottage to the Genesee Hospital for an emergency appendectomy....Merritt Torrey included Chicago in an extended vacation motor tour....Louis Goler managed the entertainment acts at the Monroe County Fair....Fred Herrington found the farm equipment show fascinating, and considered swapping the Packard for a Jeep....Mrs. Frank Higgins served in the First Aid tent....Billy Belcher returned from a rest in the St. Lawrence area....John Coppel left for his vacation. -D.R.

SCHENECTADY

One of the city's most-extensive giveaway programs is set for the State, according to manager Phil Rapp and his assistant, Moe Klein. Seventy-five prizes will be awarded at a Saturday morning wind-up show at the State late next month when local youngsters will see a feature, eat ice-cream and candy on the house, and watch the prizes be awarded. Tie-up is with a local children's clothing shop, managed by the young Vinick. The deal, achieved through the work of both Rapp and Klein, connects with the clothing store's line of "Superman" goods and the "Superman" serial currently playing at the State. Prize list heads off with a full-sized bicycle and a complete suit of "back to school" clothes. Footballs comprise the next 10 prizes, with the State's only expense for the promotion two six-month passes and 15 pairs of good-any-time tickets. The emphasis on youth, according to Rapp, was designed to tie in with "Youth Month", and continue local efforts to combat juvenile delinquency. An effort will be made, Rapp said, to interest city officials in the program, and have them present for brief addresses the morning of awarding the 75 prizes. Through the retail tieup, Rapp has managed to get additional free advertising in the local dailies, with the anchor note for the clothing store ads dwelling upon the showing of "Superman" at the State. He was mighty happy over the "new look" achieved for the State when its marquee underwent a thorough cleaning and paint job.

The Erie, managed by Phil Rapp, with Moe Klein as assistant there, too, is "going under the brush" with new paint in the lounges.

On the vacation front, only a few theatre people remained to take their annual rests. Joe Loft, Plaza, and the missus, and Mr. and Mrs. Arthur Loft, son and daughter-in-law, were planning to make it a foursome at a Lake George cottage.

The Plaza, now in the midst of a luggage giveaway (luggage comes four to the set and is valued at nearly \$200 per set) every Wednesday night, has other plans for the near future, according to Bob Griffeth, assistant manager. Back-to-school Saturday morning special programs featuring westerns and cartoons were due to start.

The stunt revolves around a tie-in with a local shoe store, which did all the tabulating of votes. Ballots, obtainable only at the store, will determine the winners of big prizes to be given away at the last of the four Saturday ayem shows. Griffeth, reporting on the luggage giveaway, said things went smoothly the first night.

At the Strand, Elizabeth Carroll became a grandmother for the third time when her son and daughter-in-law became parents of a little girl.

Plans were set by Val Ritchey, manager, Scotia, for a formal fall open-

ing on the completion of over-all re-decorating. The schedule calls for two days of "unveiling" the house, with gala shows on Sept. 17 and 18. A special childrens' matinee was set, according to Ritchey. Door prizes will be handed out each night, Ritchey said. New equipment installed at the show-place includes curtain, Simplex projector, marquee, etc.

SYRACUSE

Larry Sherman, projectionist, RKO-Keith's, is back at work following hospitalization and a month's convalescence....RKO-Keith's booth is the first in the city to have three sound projectors, with work going on now which includes new E-7 Simplex projector, RCA sound head, and H.C. Lamp, together with three new heavy duty pedestals being installed.

Glad to have the company of Kenneth Wilcox on the bus ride recently....Eddie Fitzgerald, Paramount stagehand, has the distinction of being the oldest living member of the IA, having joined Local 9 in 1893, and he is still working every day.

Dorothy Kliman, Paramount, can stop worrying and dreaming since Darwin Mersoloff is back from National Guard camp....Richard Feldman, manager, Paramount, set some kind of a postal record when he delivered a post card to Fred Hand on Sept. 4, mailed on July 27....Hank Wolfe, Paramount engineer, takes on a new form of entertainment by attending numerous auctions....Fay Woodford, Paramount projectionist, is on vacation in Canada, being relieved by Lynn Goff and William Meany....It is a good thing that Joe LaRonde has an even disposition, what with nearly every one asking him for the time of day.

When Carroll Blair, RKO-Keith's electrician, and your correspondent are seen in a huddle, the safe bet is the conversation runs along these lines, "What do you hear from Jack Flex?"

Frank Lindkamp, Empire manager, says that his hard work on the advance sale for the stage production, starring

(Continued on next page)

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EYEING THE

Exchanges

NEW YORK: Heat, fire, and rumors hit The Street in the tag days of August, resulting in discomfort and excitement. With the temperature up around the century mark, many of the exchanges shuttered for the day a few hours earlier, and at 4 a.m. on Aug. 30, a fire broke out at RKO exchange. Contrary to published reports and wild rumors, minor damage resulted, and no one was injured. The conflagration started in the film file room in an undetermined manner, and set off the sprinkler system, extinguishing the blaze in less than five minutes. This, however, flooded the ladies' room, and soaked the projection room rug. Almost all of the film was unspooled.

MGM: All employees were deeply shocked by the passing away of Kitty Eisentraut, film room examiner, on Aug. 26 due to a bad heart. She had been employed since 1941....Harry Margolies, booker, returned from vacation....Stella Cosmos, biller, was engaged....Eagerly returning from vacations were Elliot Foreman, publicity representative; Sue Armand, secretary to the branch manager; Ethel Silver, secretary to the head booker, and Rose Morgan, secretary to the division manager.

U-INTERNATIONAL: Lenny Rudman, print booker, and Sadie Cohen, contract clerk, vacationed....Fred Mayer returned from the Poconos, and Alice Messick, telephone operator, and Dottie Tatkin were back from vacation....Walter Bernard, cashier, was out a day with heat prostration....Booker Hal Rosen's son, Jerry, was ill with chicken pox.

RKO: District manager Leonard S. Gruenberg celebrated his birthday on Sept. 10, and biller Rose Osore was a year older on Sept. 8....Dot Post, booker, and Lillian Pataky, secretary, were enjoying vacations....Murray Bleutrich, non-theatrical booker, returned from his vacation....Naomi Stern, booking department, resigned.

UNITED ARTISTS: Pat Marcone, office manager, vacationed in New Hampshire....Mrs. E. Moran, secretary, was on vacation in the Poconos....Janet Moses, biller, celebrated her birthday.

NATIONAL SCREEN SERVICE: Florence Breslau, personnel, and Mary Brown, contract department, enjoyed vacations....New in the accounting department are Jennie Cerzullo, Bernard

Hochman, and Sally Spreckman. Renee Robert resigned....Lenore Fishman, formerly of central billing, gave birth to a boy on Aug. 23.

MONOGRAM: Office employees were saddened by the death of Cy Borus' brother-in-law, Moe Siegel....David Bass became the proud father of a boy, Allen Joseph recently....Booker Etta V. Segall's daughter, Carol, returned from Camp Louise in Maryland....Eileen Schulte, secretary, was on vacation....Charlotte Heuton, film inspector, and Mrs. Anne Graff, cashier, vacationed.

PARAMOUNT: Gerald Frankel, booker and Essie Epstein, ledger clerk, vacationed....Rose McConnell, shipping department, returned from vacation....Delores Stren, stenographer, was welcomed....The office is in the midst of the fall and winter sales drive....All the employees extended their sympathies to Mrs. Louise Karl, inspector, shipping department, over the loss of her mother.

20th CENTURY FOX: Closing of the projection room at the home office necessitated the leaving of Hamilton Weissman and Jack Garden....Seymour Florin, branch manager, was up around Boston, Albany, and New Hampshire....Jim Victory, salesman, was transferred to Indianapolis....Bob Anderson, shipper, went on vacation....Anne Jones, secretary, and Bob Schmalzbach came back from their vacations.

EAGLE LION: Lou Wexler, branch manager, was on vacation....Al Trilling, booker, was at Levittown....Ann Sisk, contract girl, resigned, replaced by Gloria Bruij.

RAMBLIN' 'ROUND: Jack Gruenberg, Republic film room, returned from vacation....Joe Felder, Astor secretary-treasurer, returned from his vacation in California....Rita Procel, Astor stenographer, resigned, and Gloria Korn, replaced....Bell salesman Sid Kulick returned from Washington....Al Bondy's secretary, Rosalyn Trachtman, was enjoying her honeymoon....Edward Klein and Joseph Schmuck are now handling the New England territory, James McCahan, former Connecticut exhibitor, is now selling Connecticut, and Jack Rosenfeld is handling the "Kiddie Races" matinees for Timely....Dick Gordon is now heading the 16mm. department for Hoffberg which has acquired a new Irish feature, "My Hands Are Clay"....J.S. Berkson, president, Screencraft Pictures, was vacationing at Saratoga....B.H. Mills, Equity, was in Washington....Principal is very pleased with the reaction to the double booking of "Crazy House" and "Behind the Eight-Ball" at the Rivoli, Paterson, N.J.; the Central Passaic, N.H., and the Capitol, Newark, N.J....The Colonial, Monroe, will book and buy through the Liggett Stiefel Circuit.

SYRACUSE

(Continued from preceding page)
Frank Fay in "Harvey", is showing re-

sults....Robert (the silent) Sardino returned from vacation with no comment as usual....The work on renovation and rebuilding of the marquee and entrance at Schine's Paramount is finished, a job to which the owners may point with much pride....We hear that Don "Altec" Cole, Auburn, has been doing considerable servicing in Syracuse houses recently. -J.J.S.

George Raaflaub, projectionist, Schine's Eckel, was on vacation at his camp near Redfield...Harry Gurnes, returns from vacation, having been relieved by William Van Wagner, Hollywood....Minnie Kane, popular aide, Schine's Eckel, was on a secret vacation.

Gus Lampe, Schine home office, Gloversville, paid a two-day visit....The grapevine says that Glen Lazar, manager, Schine's Capitol, Illion, did a good job busting up the new Packard.

Wally Allen, 20th-Fox, was in from Pittsburgh to lend hand on "The Luck of the Irish," Paramount....Eddie Fitzgerald, veteran stagehand, Paramount, had the time of his young life watching the ball game at Cleveland while at the IA convention....Ike Kallet, and Joe LaBella, Paramount, spend a day off at Oneida Lake, looking for a cool spot....Fred Hand, Paramount staff, is nearly as tall as the flag poles he displays in front of the theatre.

Bill MacLachlan, Eckel, toured the Adirondack Lakes with the vintage 1904 Hupmobile....Paul Sessler, Paramount, applied a home paint job, and the Studebaker looks like new (almost)....Les Coulter, assistant manager, Paramount, invested in the finest alarm clock obtainable, to keep from oversleeping....Harold "Mike" LaVine, Keith's, visited his father, ill in New York,

Al Bethesda, assistant manager, Loew's State, was back after working as relief at the Strand during the absence of Tom Clarke, and manager Harold Mortin announced full steam ahead....Nick Yost, Gloversville, was in working with Bob Thompson, assistant manager, Schine's Eckel, while manager Irving Cantor was sick....Mannie Feldman, Little Falls, now has grandchildren named David and Susan, since Mrs. Robert Feldman gave birth recently to a son, the names being identical with brother Richard's two children.

Helen Hojnowski, Band B Confectionery representative, was back from the Canadian vacation, singing the praises of the long boat ride up the St. Lawrence and Saguenay Rivers.

Manager Harold Mortin, Loew's State, made a neat tieup with Henry's Jewelers whereby he was able to promote a guessing contest, centered in the jewelry store, where he displayed a watch, dubbed "The Time of Your Life." To the contestant guessing nearest the correct number of parts in the watch, the store gave a watch as prize. The next 12 nearest received tickets to the theatre. -J.J.S.

WATCH THE

**SHORTS
PARADE**

A n EXHIBITOR S e r v i c e

NEWS OF THE

Territory

Crosstown

Mrs. Elizabeth Stiefel, 74, wife of Michael Stiefel, retired owner of one of Philadelphia's first motion picture theatres, died at her summer home in Atlantic City last fortnight. Services were held at Joseph Levine and Son funeral parlors, with burial in Roosevelt Cemetery. She is survived by her husband, two daughters, and a son, Samuel.

Mayfair Amusement Company, headed by Melvin J. Fox, announced last week that a 2,000-seat motion picture theatre and shopping center will be erected beginning immediately on the southeast side of Frankford Avenue between Princeton and Tyson Streets, at a cost of approximately \$700,000. David Supowitz is the architect. The Mayfair and Devon in the same vicinity are operated by the same company.

A sneak prevue of Paramount's "Miss Tatlock's Millions" was held last week at the Tower.

It was reported last week that vaudeville would not go into the S-W Earle as a regular policy this season. Whenever a stage attraction is available, however, it will be played, it was said.

Vine Street

Roy Sullender, Tower, recently became assistant to Elmer Hollander as booker for Allied Motion Picture Service, Inc.

Tub thumper Max Miller, Eagle Lion, celebrated his fifth wedding anniversary last week, and that's no plug for the company's "Behind Locked Doors."

Stanley Goldberg, Harry Low, and Ben Stern, National Screen Service, attended the general sales meeting which the company held at the William Penn Hotel, Pittsburgh.

Harold Coltun resigned last week as Eagle Lion booker. It is reported that James Riemel, formerly with MGM and Warners, will replace him. . . . Clark Film supervisor Dave Rosen was on vacation last week. . . . On the sick list at Columbia were Elaine Gerber, stenographer, who got an infected foot while on vacation, and Louise Palamaccio, cashier's clerk.

The Shomrim of Philadelphia, Jewish Police, Firemen and Parkguards, will hold their annual show and dance at the Broadway on Sept. 26. . . . Herman Rubin's son, Allen, will be Bar Mitzvah on Sept. 25 at Rodeph Sholom Congregation. Rubin is the Paramount salesman. . . . Monogram sales manager Samuel Palam was on the sick list last week. . . . Beatrice Duffy, Monogram assistant booker, was on vacation. . . . Harry Appel, 20th Century-Fox shipping clerk, was in Jewish Hospital for an operation last week.

Twentieth Century-Fox branch manager Sam Diamond and exploiteer Mike Weiss were California-bound last week for a sales convention. . . . Anne Dunn, 20th Century-Fox cashier, returned from a Canadian vacation. . . . Nat Rosen, 20th Century-Fox salesman, also returned from his time off last week. . . . Howard Smith, 20th Century-Fox salesman, is no longer with the company. . . . Marie Schaeffer, 20th Century-Fox bookers' stenographer, was a hay fever sufferer. . . . Tony Blase, Warner booker, was on vacation last week.

John J. Scully, Sr., Universal-International district manager, was in last week. . . . Moe Sherman is now selling for Screen Guild, branch manager Jack Engel announced. . . . John Holman resigned last fortnight as Paramount salesman.

Mrs. Beatrice Z. Miller was named last week by Governor James H. Duff as secretary, Pennsylvania State Board of Censors. She replaces Mrs. Lucy H. Love, Johnstown, resigned. Mrs. Miller has been assistant censor, and her elevation comes after eight years on the board. She has a host of friends in the industry who wish her well.

Carl H. Clausen, home office advertising accountant, and his fiancée, Muriel Cohan, were guests of Mr. and Mrs. William Brooker at their Ardmore home last weekend, and the local Paramount tub thumper fed them their fill of home grown tomatoes.

The feminine contingent of Paramount, about 30 strong, held a farewell party and shower for account clerk Eleanora Sokoloski last week. Miss Sokoloski, who had served with Paramount for the past three years, is leaving to be married to William Cavaleer.

Ellis Rosenberg, of THE EXHIBITOR editorial department, resigned last week. He was succeeded by Jerry Hydeman.

The two-minute "Pennsylvania Week" trailer made by, and including David O. Selznick, and in the newsreels, is a significant bit, and should do a lot to help the observance. Well edited, and with excellent commentary, it shows the resources of the state, and winds up by saying that the real strength of Pennsylvania is in its people.



When Poul Henreid, star and producer of Eagle Lion's "Hollow Triumph", visited Philadelphia recently, he and Milt Cohen, Eastern division manager, were given a luncheon. Taking part in a television program, Henreid was photographed with the young lady chosen "Miss American Legion". Later, Henreid and Cohen were feted sumptuously by Eagle Lion, with the trade well represented. Seen in the usual left to right, top to bottom, fashion are, Bernard Hoines, Iz Schwartz,

Note Milgrom, Henreid, Poul Kleinmon and Dick Brown; Charles Stiefel, Bob Lovin, Dave Milgrom, Henreid, Lewen Pizor, and Cohen; Ted Schlenger, Cohen, and Henreid; Abe Soblosky, Schwartz, Stiefel, Henreid, Lovin, Lew Berger, Harry Gons, and Hoines; Henreid, and Edward Emanuel; Mox Miller, Henreid, Brown, and Harry Bermon; Henreid, Mrs. Miller, Mrs. Edno Corroll, and John Fisher, and Charlie Goldfine, Henreid, and Ben Goldfine, all of whom enjoyed themselves.

More than 50 leading citizens of Philadelphia responded to invitations telegraphed by Mayor Bernard Samuel asking them to attend a meeting on "Youth Month" sponsored by the Theatre Owners of America. Municipal Judge Noachem Winnett, chairman of the mayor's special "Youth Month" committee, presided at the meeting on Sept. 7. Guest speaker was Gael Sullivan, representing the TOA. He reviewed the contribution of the theatre owners in cooperation with the Department of Justice in acquainting the public with means for the control and prevention of juvenile delinquency. Judge Winnett explained the Philadelphia program. Lewen Pizor, president, United Motion Picture Theatre Owners, representing the theatre owners of this area, spoke briefly on the local "Youth Month" plans, which include a youth parade on Sept. 25 and a mass meeting on City Hall steps at which the city will officially honor the youth of Philadelphia as citizens of the future. The Philadelphia Inquirer Charities, Inc., will give away 5000 tickets for the Eagles-Cardinals classic, Pizor reported, and the Phillies will entertain approximately 20,000 youngsters in their home stand throughout the month. WFIL gave away 1000 tickets for the Roy Rogers rodeo at the Arena. Governor James Duff of Pennsylvania wired Pizor a statement which was read at the meeting with Mayor Samuel's "Youth Month" proclamation.

Localites were interested to learn last week that Joe Minsky, former Eagle Lion district manager, had opened his second war surplus store in Mansfield, O. The first one was in Alliance, O.

Mrs. Edna R. Carroll, chairman, state board of censors, wishes to thank all exhibitors who pledged their support to "Pennsylvania Week" by sending back their pledge cards showing cooperation to the drive.

Circuits Stanley-Warner

Hamel Fields, manager, Lyric, Camden, N. J., resigned from the company, replaced by Dave Fishman, Felton manager. Ray Rendleman, manager, Lindley, will be transferred to the Felton, and Elmer Risley transfers from the Grange to the Lindley.

Billy Gee, film payment office, is now assistant to Jack Stein, head of that department. . . . Hortense Shalita is out of Mount Sinai Hospital, and is at home recuperating from her recent attack of the miseries.

Adele Plechner, sound department, picked up a nice cold on her ride home from a weekend in Pittsburgh. . . . Stanley Smithers was spending a late vacation up in the Poconos.

The Princess returns to a foreign film policy soon.



This attractive display was designed recently by manager Al Reh, S-W Mastbaum, Philadelphia, for his showing of Allied Artists' "The Babe Ruth Story".

Delaware Wilmington

Carter T. Barron, Loew's eastern division manager, was in for the Kennard's store fashion show held on Loew's stage and selection of the "Teen Queen." The three judges for this contest were Mrs. Helen M. Barrett, the Journal-Every Evening motion picture editor; Mrs. Marjorie Young, The Sunday Star, and Henry L. Sholly, THE EXHIBITOR correspondent. Winner of the contest was Toni Hulbert, who enters the national "Calling All Girls" competition. Highlights of the fashion show were wire-recorded by WDEL's Tom Greer and Bob Darby, and played on the "Platter Parade" broadcast over WDEL that evening with plenty of plugs for the theatre and "A Date With Judy."

Benjamin Shindler, Ace, reported that he did capacity business with "Mom And Dad" although priests of the Catholic Churches on the preceding Sunday read from their pulpits a letter from the Rev. Dr. J. Francis Tucker, diocesan director, the Legion of Decency, pointing out that "Mom And Dad" was "condemned" by the national office of the Legion of Decency, and recommending a one-year boycott of the Ace. Shindler said that he had attempted to comply with the request of Father Tucker and the other priests, and agreed to cancel the picture, but restored it when representatives of the producers threatened to sue him if he withdrew from his contract to show it. Shindler said that he "wholeheartedly endorsed the picture" and "its moral lesson."

The Ace dress shop, adjacent to the theatre, opened for business. . . . Richard Edge, manager, Pike, Claymont, is to celebrate on Oct. 21 and 22, the Pike's seventh anniversary. The Pike will observe "Anniversary Month" throughout October. . . . Following the Claymont Coaster Derby, its sponsor, the Claymont Youth Council, will present awards from the Pike stage.

Patrons of the Warner recently were asked to sign a petition to "put Hollywood on the map" in a tie-up with the NBC "Truth or Consequences" program broadcast locally by WDEL. The stunt was recalled on one of the WDEL news broadcasts when the United Press reported that the Postoffice Department had just granted Hollywood its own postmark.

Jerry Reed and Tony Tolino, Rialto, were on vacation. . . . William Kenney, Edge Moor, was the last of that theatre's vacationers. . . . William Scott, assistant manager, S-W Queen, was back from sick leave. . . . Norma Ware, Loew's Aldine, was out with virus pneumonia. . . . Alexander Erickson, projectionist, S-W Grand, was on vacation. . . . Willard Wilson, special officer, National, returned from Cincinnati. . . . Helen Burton, National, visited in Asbury Park, N. J. . . . Marvin Simon joined the S-W Ritz. . . . Janet Fleetwood, S-W Ritz, replaced Beatrice Andrews, resigned. . . . Mrs. Earle G. Finney, wife of the manager, S-W Savoy, returned to her duties as teacher at the Hatboro, Pa., high school.

—H. L. S.

New Jersey Trenton

The RKO Capitol management promoted a successful "Miss Trenton of 1948 Beauty Contest," for a six-week run that attracted many cash customers. The winner received approximately \$2,000 in prizes, consisting of a fur coat, a \$750 diamond ring, television set, Cordey china table lamp. The judges were Walter Thornton, New York; Danny Friendly, RKO talent scout; Sid Mesibov, Paramount talent scout; Russell Patterson, illustrator; Blanche Livingstone, RKO publicist, and Robert J. Dunn, Newark, N. J.

William C. Hunt, Wildwood, N. J., won the congratulations of South Jersey people by his successful fight to defeat the effort to enact a law to legalize the playing of "Bingo" for cash. The fight ended the past week when Assemblyman Vogel, Democrat, abandoned the idea of trying to get such a bill enacted. Hunt is now engaged in a citizens' movement to give South Jersey a high speed transit system and the construction of a Delaware River tunnel connecting Philadelphia and Camden. Another project that Hunt is pushing for his home county, Cape May, is for acquiring a federal aviation field in Wildwood to be operated by the municipality or county.

Pennsylvania Harrisburg

Out of 530 new taxes which have been passed in the last 18 months by local Pennsylvania tax authorities, 127 were amusement levies, the State Chamber of Commerce reported recently. State Law No. 481, which allows local governments to levy any tax not now being collected by the state, has been invoked by 198 school districts, 125 boroughs, and 36 cities, with 149 additional taxes now under consideration.

Lancaster

Local theatre managers attended a meeting at the Capitol to discuss ways and means of fighting a 10 per cent tax on theatre admissions proposed by the city. An ordinance levying the tax was to come before City Council at its meeting. Major opposition to the tax as outlined by the theatre-goers are: the tax will be passed on to the theatre-goer because theatre operators cannot absorb it, the tax will cause county residents to seek their amuse-

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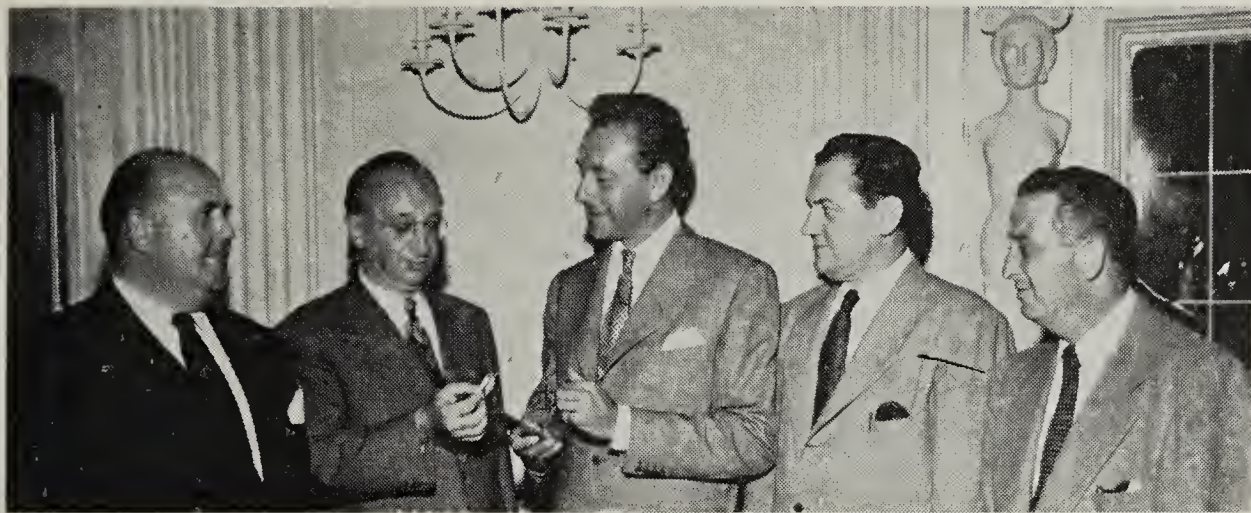
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IMMEDIATE DELIVERY



Shown here is Paul Henried, center, star and producer of EL's "Hollow Triumph" at a luncheon recently given in Philadelphia in his honor. With him are, left to right, Milton Cohen, EL eastern division manager, Jay Emanuel, William J. Heineman, Eagle Lion vice-president, and Harry Berman, Eagle Lion Philadelphia branch manager.

ments, and do their shopping in communities where theatres are free of the extra tax, and motion picture patrons now pay a 20 per cent tax to the federal government, and this additional 10 per cent tax would make a total of 30 per cent.

Lebanon

Friends of the Lebanon Police Pension Fund Association who advised the association officers, some time ago, to rent a theatre in Lebanon for a benefit show, to boost the pension fund, are in a position now to say "I told you so." The officers leased time and space in Hershey Park for a three-night name band date and a Saturday night of the "Truth or Consequences" radio program, and, according to recent reports, because of a slump in attendance, the association is now \$10,000 in the hole. Reports on the street in Lebanon said the shortage is \$22,000, but, scaled downward, the shortage is now said to be about half the larger figure. The distance from Lebanon, 12 miles, and the high admission charge to the park shows were factors in the slump in business. When estimates of the "red" reached the \$22,000 mark, The Lebanon News said on the third day of the program, the Music Corporation of America took over in order to collect at least part of the guarantees. The "Truth or Consequences" show was operated by the MCA. It was learned that \$5,000 is still owing the Music Corporation of America on the Tex Beneke show, which featured Jane Russell, contracted for at the rate of \$10,000 for three days. Five thousand dollars was paid the Beneke show before it came to Hershey, with the understanding that \$5,000 more would be paid after the engagement started. It was learned that the Hershey and MCA showmen advised against the project, but the pension fund officials insisted on going ahead, and booked the Beneke organization and Miss Russell. In three nights,

KEY CITY

First Runs

WILMINGTON, DEL. (3)—Loew's Aldine, "A Date With Judy" (MGM); Rialto, "The Walls Of Jericho" (20th-Fox); Warner, "Two Guys From Texas" (WB); Queen, "The Moose Hangs High" (EL); Arcadia, "A Foreign Affair" (Para.); Grand, "Back Trail" (Mono.), "Devil's Cargo" (FC).

ATLANTIC CITY, N. J. (6)—Steel Pier, "My Dear Secretary" (UA), "The Babe Ruth Story" (AA); Million Dollar Pier, "The Spiritualist" (EL); Apollo, "The Luck Of The Irish" (20th-Fox); Hollywood, "One Touch Of Venus" (U-I); Warner, "Johnny Belinda" (WB); Stanley, "Good Sam" (RKO); Virginia, "Rope" (WB).

PHILADELPHIA (7) — Aldine, "Melody Time" (RKO); Boyd, "Luxury Liner" (MGM); Capitol, "The Strawberry Roan" (Col.), "Train To Alcatraz" (Rep.); Earle, "Pitfall" (UA); Fox, "That Lady In Ermine" (20th-Fox); Goldman, "A Foreign Affair" (Para.); Karlton, "Abbott And Costello Meet Frankenstein" (U-I); Mastbaum, "Two Guys From Texas" (WB); Stanley, "Good Sam" (RKO); Stanton, "Canon City" (EL).

READING (10)—Astor, "Abbott And Costello Meet Frankenstein" (U-I); Embassy, "The Black Arrow" (Col.); Loew's, "A Date With Judy" (MGM); Ritz, "Mine Own Executioner" (20th-Fox), "Phantom Valley" (Col.); Warner, "Two Guys From Texas" (WB).

the music show drew only \$2,300. The "Truth or Consequences" show cost \$11,500, of which \$5,000 has been paid. The Hershey Arena rental was \$3,000, and advertising bills ran up to about \$5,000.



This extremely compelling front, including the special lighting effect on the marquee and the prison-wall effects on either side of the main facade, were recently planned and planted by Elmer Pickard, manager, S-W Stanton, Philadelphia, and Max Miller, EL ace field man, for the EL release, "Canon City". Results were extremely good.

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This attractive frant was recently designed and planted on The Millian Dallar Pier, Atlantic City, by Max Miller, enterprising Eagle Lian field man, far the run af EL's "Canan City", based an the famaus prisan break.

Reading

Saturday morning cartoon shows for youngsters, with a chapter of the Jesse James serial and the regular afternoon and night feature, have been started again by manager J. Lester Stallman, Astor.

Muhlenberg Township School District, in which the Reading Fair Grounds are located, reported only \$334 in amusements tax collected in August, but this amount does not include the taxes collected at Fair Grounds events. Collector Howard D. Adams, who is preparing a supplementary report, said that the Bicentennial celebration ticket sales there in August will bring in about \$4,000, when reports are completed.

Loew's Indiana Theatres Corporation has released, for another term of more than 14 years, Loew's Colonial property, at a rental ranging from \$20,000 for the first period, slightly more than a year, to \$27,000 a year for the long term. The new lease for the property, extending to Court Street in the rear, was approved by Judge F. A. Marx in the Berks County Orphans' Court. The property is owned by the Milton Breneiser estate, and the theatre was originally built about 30 years ago. Rents are net to the owners of the property, the tenant paying all taxes, maintenance charges, and repairs. For the period from Sept. 1, 1948, to Sept. 30, 1949, the rental will be at the rate of \$20,000 a

year, and for the period, less than 14 years starting on Oct. 1, 1949 to March 31, 1963, it will be at the rate of \$27,000 a year.

C. G. Keeney, head, Keeney theatre interests, reopened the Plaza, dark since last spring, under a joint arrangement with Max Korr, Allentown, who recently took over the Rio, Reading, and the Schuylkill Haven theatres. The Plaza will show popular type pictures at the price range for neighborhood houses. The Korr interests will be in charge of operation.

Nat Silver, for a number of years manager, Diamond, Birdsboro, for the Korr interests, is manager, Plaza, this city.

The Rajah, of which Bernard B. Keeney, eldest son of C. G. Keeney, is now owner-manager, reopened on Sept. 9 with Vic Lombardo's orchestra and vaudeville. Under the new policy for the 1948-1949 season, the Rajah will show pictures on its combination name band-vaudeville bill days, Thursday, Friday, and Saturday of each week, the house remaining dark on Sundays and the other three days, unless road shows, concerts, or other dates have been engaged.

Variety Club Philadelphia, Tent 13

"Beyond Glory" was screened through the courtesy of Paramount.

Candy
*...gives Life
a Lift*



Great Fun and Fine Food, too

CANDY IS DELICIOUS FOOD
Enjoy some more days!

Emphasizing most of the strang selling points of candy, this ad, scheduled to be inserted as a four-color double spread in The Saturday Evening Post, is based on the discovery that candy is an "impulse-bought" product. Oscar G. Truseau, chairman, Council an Candy of the NCA, suggests that the appetite and taste appeal of candy as well as its gaad laaks be used as strang points in displays, and that "candy as faad" should appeal.

COLUMBIA

Black Eagle, The Story Of A Horse (903) OUTDOOR DRAMA 76M.

ESTIMATE: Good horse story for the duallers.

CAST: William Bishop, Virginia Patton, Gordon Jones, James Bell, Trevor Bardette, Will Wright, Edmund MacDonald, Paul E. Burns, Harry Cheshire, Al Eben, Ted Mapes, Richard Talmadge. Produced by Robert Cohn; directed by Robert Gordon.

STORY: William Bishop grabs a ride on a box car containing a saddled horse, Black Eagle, and some rifles. When the car is removed at a Texas horse town, Bishop meets Virginia Patton, who persuades him to aid her in unloading the rifles and the horse. The rifles are for a group of horse ranchers, led by Gordon Jones, who are being swindled by James Bell. A brother of Patton, who is missing, had been on the train with Black Eagle, and Bell forces Bishop to go to work for him by framing him as the murderer. When one of Bell's men, Edmund MacDonald, tries to kill Bishop, Black Eagle recognizes MacDonald as the real murderer, and pushes him off a cliff. The whole scheme is exposed, and Bell is killed trying to escape.

X-RAY: Based on the O. Henry story, "The Passing Of Black Eagle," this contains plenty of action, good photography, and adequate performances, and should appeal both to adults and youngsters. Nabes and small towns should really go for the horse angle, which is well-handled, and the film rates as a good bet for the duallers, with the O. Henry angle also important in the selling.

TIP ON BIDDING: Lowest bracket.

AD LINES: "The Thrilling, Touching Story Of Black Eagle, A Great Horse"; "Complete With Thrills Only O. Henry Could Conceive"; "All The Power Of O. Henry's Pen Brought To The Screen."

The Gentleman From Nowhere (916) MELODRAMA 66M.

ESTIMATE: For the lower half.

CAST: Warner Baxter, Fay Baker, Luis Van Rooten, Charles Lane, Wilton Graff, Grandon Rhodes, Noel Madison, Victoria Horne, Don Haggerty, William Forrest, Pierre Watkin, Robert Emmett Keane. Produced by Rudolph Flothow; directed by William Castle.

STORY: Warner Baxter, a watchman in a New York fur house, is wounded during a robbery. Suspected, he manages to clear himself with the police but insurance detective Luis Van Rooten thinks he is wanted for a chemical firm swindle in California. Van Rooten flies to California, and informs the victim firm that the swindler has been found. Eager to recover the missing \$100,000, the executives demand that he be produced. Van Rooten is then visited by the corporation counsel, Charles Lane, who proposes to pay the money plus \$25,000 for Van Rooten to avoid bad publicity, and to protect his unnamed client. Van Rooten offers \$22,500 to Baxter to impersonate the man, and sets about teaching him the necessary mannerisms. Baxter then surrenders himself and the money for a light sentence, and gets off on bail. Baxter and the man's wife, Fay Baker, make a side deal to clear his name, and then Baxter makes another deal with executive Noel Madison to look through old files in exchange for a frozen food formula, but Madison is killed. Baxter confronts the corporation heads, admits he is really the missing man, and succeeds in tricking Grandon Rhodes, and

THE EXHIBITOR SERVICE SECTION

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SECTION TWO
Vol. 40, No. 19

September 15, 1948

his secretary, Victoria Horne, into admitting their guilt. Baxter then returns to his wife.

X-RAY: This will fit adequately into the lower half. The screenplay by Edward Anhalt strives to avoid the obvious but serves to slow the story down with a few too many twists. However, Baxter and the rest of the cast do well enough.

TIP ON BIDDING: Lowest bracket.

AD LINES: "The Gentleman From Nowhere Faced Jail And Murder To Clear His Name"; "He Gave Up His Identity For \$100,000"; "Could A Woman's Love Endure Time And Scandal?"

I Surrender, Dear (113) MUSICAL DRAMA 70M.

ESTIMATE: Pleasing filler for the lower half.

CAST: Gloria Jean, David Street, Don McGuire, Alice Tyrrell, Robert Emmett Keane, Douglas Wood, Regina Wallace, Byron Foulger, Jack Eigen, Dave Garroway, Peter Potter. Produced by Sam Katzman; directed by Arthur Dreifuss.

STORY: Gloria Jean, daughter of disc jockey Robert Emmett Keane, wants to be a singer, and determines to try for a job of vocalist with band leader David Street. She gets the job, and goes to Rio de Janeiro for an engagement. She becomes a sensation, and soon Street and Gloria Jean fall in love. However, after an appearance in Philadelphia, she learns that Street is giving up the orchestra to replace Keane as a disc jockey. She leaves to go on her father's program, and the revitalized show is a big success. When Street arrives, there is some misunderstanding, but soon the three go on the air as a team with the old orchestra to back them up.

X-RAY: This light bit of entertainment features smoothly delivered tunes and a routine plot which will be interesting for the younger set. An adequate pace is maintained throughout, and this should make pleasing lower half material. M. Coates Webster wrote the original screenplay, and songs heard are: "I Surrender, Dear," "How Can You Tell," "Amada Mio," and "When You Are In The Room."

TIP ON BIDDING: Lowest bracket.

AD LINES: "A Rich Musical Treat For The Whole Family"; "Lovely Gloria Jean In Her Finest Role"; "The Top Tunefest Of The Year."

Walk A Crooked Mile (128) MELODRAMA 91½M.

ESTIMATE: Good FBI meller.

CAST: Louis Hayward, Dennis O'Keefe, Louise Albritton, Carl Esmond, Onslow Stevens, Raymond Burr, Art Baker,

Lowell Gilmore, Philip Von Zandt, Charles Evans, Frank Ferguson, Jimmy Lloyd, Bert Davidson, Paul Bryar, Howard J. Negley, Crane Whitley, Grandon Rhodes, Keith Richards, Tamara Shayne, and Reed Hadley. Produced by Grant Whytock; directed by Gordon Douglas.

STORY: When an FBI agent is killed while on the trail of a group of subversive agents after atomic secrets, the entire organization concentrates on the apprehension of the criminals and safeguarding late atomic developments. Agent Dennis O'Keefe is in charge of the hunt. They shadow an important suspect, Philip Von Zandt, but, despite thorough surveillance, he is killed. At this point, Louis Hayward, Scotland Yard inspector, joins the search, seeking an artist who has been sending important atomic formulae into England cleverly incorporated into his paintings. Working together, he and O'Keefe find that the atomic secrets are being stolen from a project in California, and that the artist is Onslow Stevens. Art Baker, scientist in charge of the atomic project, is shocked to learn of a leak, and offers every cooperation. They decide that the guilty one is among the top scientists, and suspicion centers on Carl Esmond and Louise Albritton, Baker's assistant. When Esmond is killed, however, they have to pick up a new trail, and, after due investigation and a thrilling chase, find that Charles Evans is guilty.

X-RAY: This is another thrill-packed entry in the semi-documentary series that has proven so popular in the past, and, as such, should do as well. The modus operandi is extremely interesting, and meller fans should welcome this addition. Performances are in the capable class by the entire cast, as are the direction, production, and screenplay. It is adapted from a story by Bertram Millhauser.

TIP ON BIDDING: Worth better than average program rating.

AD LINES: "When A Group Of Subversives Try To Grab Atomic Secrets, Our FBI Is Waiting And Ready"; "There's A Thrill-A-Minute In The Behind-The-Scenes Efforts Of The Government To Guard Its Atomic Secrets"; "When An FBI Agent Meets Death In The Line Of Duty, The Whole Government Stands Ready To Seek Justice And Vengeance."

EAGLE LION

Behind Locked Doors (906) MELODRAMA 61M.

ESTIMATE: Fair programmer for the duallers.

CAST: Lucille Bremer, Richard Carlson, Douglas Fowley, Ralf Harolde, Tom Brown Henry, Herbert Heyes, Gwen Donovan. Produced by Eugene Ling; directed by Oscar Boetticher.

STORY: Intrepid newspaperwoman Lucille Bremer, on the trail of an important news story involving the disappearance of a crooked judge, enlists the aid of private investigator Richard Carlson, promising half of the \$10,000 reward. Bremer has traced the judge's girl friend, Gwen Donovan, to a private sanatorium. Carlson poses as the maniac-depressive husband of Bremer, who has him committed there. Carlson then discovers the institution is run like a prison, and brutal guard, Douglas Fowley, abuses the inmates. Bremer visits him, and leaves him a picture of the judge, whom he suspects to be held in the locked ward. Carlson supplies a pyromaniac with matches, and, in the ensuing fire, recognizes the judge. The latter's suspicions are aroused, and his shelterer, the institution head, Tom Brown Henry, discovers the photograph. Carlson is then locked in a ward cell, and Bremer is told he had been badly hurt. Bremer finally forces her way into the asylum, and eventually, through her aid, Carlson is freed, and the police arrive.

X-RAY: This will fit into the duallers. The name values are better than usually found in this type of show, and there is plenty of suspense for the thriller followers, but the net result will still be the same. For the action followers, this will serve its purpose. The screen play is by Malvin Wald and Eugene Ling.

AD LINES: "Mystery And Murder Lurk 'Behind Locked Doors'"; "Exposing Malpractices At A Mental Institution"; "\$10,000 Lay In An Insane Asylum 'Behind Locked Doors'."

Blanche Fury

DRAMA
93½M.

(Color by Technicolor)
(British-made)

ESTIMATE: Adult import will need selling.

CAST: Valerie Hobson, Stewart Granger, Michael Gough, Walter Fitzgerald, Suzanne Gibbs, Maurice Denham, Sybilla Binder, Ernest Jay, Townsend Whitling, J. H. Roberts, Allan Jeayes, Edward Lexy, Arthur Wontner, Amy Veness, etc. Produced by Anthony Havelock-Allen; directed by Marc Allegret.

STORY: As Valerie Hobson lies desperately ill, her past flashes before her, and she recalls that due to a lack of funds, she was forced into working as a companion for demanding old ladies until a letter came summoning her to the house of her uncle, Walter Fitzgerald, where his son, Michael Gough, a widower, is in need of a governess for his small daughter, Suzanne Gibbs. She misses her welcoming committee, and arrives alone to meet Stewart Granger, whom she mistakes for Gough, but it turns out that he is the steward of the estate and the illegitimate son of the original owner of the estate. To him the estate means everything, and he hopes someday to make it his through some obscure inheritance papers. Her arrival causes some changes, with Gough falling in love with her. She agrees to marry him although she doesn't love him. On the night of the wedding, some gypsies, with whom the landowners had been having trouble, set fire to Fitzgerald's barn. It is then that she finds that she loves Granger. The gypsies swear vengeance on Fitzgerald and Gough after two of their band are sentenced to jail. Granger kills Gough and his father, and everyone blames the gypsies except Hobson, who knows it was Granger. Realizing that the estate will next go to Gibbs, and that he intends killing her, Hobson's love turns to hate, and she informs on

him, with the result that he is sentenced to hang. Gibbs dies through an accident, and Hobson dies soon after giving birth to Granger's son, who will inherit the estate lawfully.

X-RAY: Dealing in all sorts of adult and unpleasant problems and characters, this entry may satisfy adults who go out of their way to see imported films. There is no denying that the Technicolor is beautiful and an asset, as are the performances. However, the story lags and bogs down in the final analysis. It has also been done before in a more compact manner. The film is adapted from the novel by Joseph Shearing.

AD LINES: "He Loved An Estate That Wasn't His As Well As A Woman That Didn't Belong To Him"; "There's Romance And Adventure In The Footsteps Of Beautiful 'Blanche Fury'"; "His Love Was So Great That He Was Willing To Kill For It."

In This Corner (903)

DRAMA
61M.

ESTIMATE: Good fight film for the dualers.

CAST: Scott Brady, Anabel Shaw, Jimmy Millican, Mary Meade, Charles D. Brown, Robert Bice. Produced by David I. Stephenson; directed by Charles E. Riesner.

STORY: Scott Brady develops a phobia against killing a man with his fists after an accident in the navy, although absolved of blame by a court martial. At the hospital, he is cured by learning how to box, and wins the navy light-heavyweight championship. Upon his discharge, he decides to continue fighting despite the objections of his girl Anabel Shaw. A mutual friend, Charles D. Brown, becomes his trainer, and his ability impresses a big-time manager, Jimmy Millican. Brady becomes the new sensation although some of his fights are fixed without his knowledge. When he becomes a favorite, his manager asks him to "take a dive" which he refuses, as he wants to fight the champ. He becomes his own manager, and one day in training knocks out an old sparring partner. Millican arranges for him to believe he has killed the man, and the old phobia sets in again. He fights the champ with one hand, and is thrashed. Desiring to help out the sparring partner's family, he consents to fight the return match, but doesn't train. His girl attempts to locate the "dead man's" family, and learns of the hoax on the night of the fight. Together with the trainer, she manages to bring the old fighter to the ringside while Brady is being beaten. Brady sees all, and recovers the use of his right hand to win the championship and the girl.

X-RAY: Here is a fight film that should appeal to the masses, and will fit on the lower half. The acting of the players is adequate and the film has some pace. The original screenplay is by Burk Symon and Fred Niblo, Jr.

AD LINES: "This Fighter Killed A Man With His Fists . . . Can He Win The Championship?"; "She Was The Nice Girl . . . But He Wanted To Be Champ"; "Fighting Was His Profession . . . But He Was Too Honest."

MONOGRAM

Kidnapped (4725) ADVENTURE DRAMA

81M.

ESTIMATE: Has exploitation possibilities.
CAST: Roddy McDowell, Sue England, Dan O'Herlihy, Roland Winters, Jeff Corey, Houseley Stevenson, Eskine Sanford, Alex Frazer, Winefriede McDowall,

Bobby Anderson, Janet Murdoch, Olaf Hytten, Erville Alderson. Produced by Linsley Parsons; directed by William Beaudine.

STORY: In 1751, Roddy McDowell, recently orphaned young Scot, comes to Edinburgh to claim his inheritance. His uncle, Houseley Stevenson, has him kidnapped, and placed aboard captain Roland Winters' brig with the understanding he is to be eventually sold in the Carolinas as a slave. Off the Scottish coast, the brig runs down a small boat with two men in it. One drowns. The survivor, Dan O'Herlihy, has defied the English king's disarming act, and is brought aboard, where his gold-filled money bag tempts Winters and his crew to kill him. Warned by McDowell, O'Herlihy fights them off, and, with McDowell, makes his escape, and swims ashore. McDowell becomes a suspect in the slaying of the king's tax collector, and is chased to the Highlands, where he meets the daughter of the innkeeper, Sue England, who helps him. Later, reunited with O'Herlihy, the trio return to Edinburgh, and, through a trick, force Stevenson to show his evil intentions and into a battle with Winters in which both are killed. McDowell and England are married, and O'Herlihy sails on to further adventures.

X-RAY: From the novel by Robert Louis Stevenson, this utilizes well the full extent of its obviously low budget, and is bolstered here and there by commendable performances. The marquee lustre is a bit dim, but a strong exploitation job based on the book, and aimed at kid patronage should help in neighborhood and rural situations, more than in metropolitan areas.

AD LINES: "Colorful Adventure By That Master Story Teller, Robert Louis Stevenson"; "Thrill Again To Famous Romance Of Old"; "Roddy McDowell In A Thrilling Picturization Of The Robert Louis Stevenson Classic."

The Sheriff Of Medicine Bow (4754)

WESTERN
54½M.

ESTIMATE: Mild western.

CAST: Johnny Mack Brown, Raymond Hatton, Max Terhune, Evelyn Finley, Bill Kennedy, Frank LaRue, George Lewis, Peter Perkins, Carol Henry, Bob Woodward. Produced by Barney A. Sarecky; directed by Lambert Hillyer.

STORY: Raymond Hatton, ex-bank robber, returns to Medicine Bow after being paroled on recommendation of Johnny Mack Brown, the town sheriff, and finds that a party headed by Bill Kennedy, bank head, is anxious to force his daughter, Evelyn Finley, into selling the ranch. The anxiety on the part of Kennedy is caused by a vein of gold. One of Hatton's men discovers the treasure but when Hatton and Brown get it assayed by assayer Frank LaRue, they are told it is worthless. Brown has his suspicions, and has the gold checked. Kennedy frames Hatton, and the latter is arrested for robbing the bank. Brown gets his check on the gold, and finds it is the genuine article. With Hatton behind the bars, Kennedy tries to force Finley to sell the ranch on the premise that he will see that her father goes through. Hatton escapes, and, with Brown, the two foil Kennedy's plans, and rescue Finley. The gang is rounded up.

X-RAY: Based on an original story by J. Benton Cheney, this falls short of the usual Brown entry in that it lacks the necessary quota of action and fisticuffs to arouse interest in the rabid outdoor fan. Excepting for an arousing climax, the yarn unfolds at a mild pace, and hits more than a few snags along the way.

AD LINES: "Johnny Mack Brown In A Rip - Roaring Action - Packed Thriller"; "This Will Have You On The Edge Of

Your Seats From Start To Finish"; "If You Like Action In Your Westerns, Don't Miss 'The Sheriff Of Medicine Bow'."

The Fighting Ranger (4753)

WESTERN
56½M.

ESTIMATE: Okeh series entry.

CAST: Johnny Mack Brown, Raymond Hatton, Christine Larson, Marshall Reed, Edwin Parker, Charlie Hughes, I. Stanford Jolley, Milburn Morante, Steve Clark, Bob Woodward, Peter Perkins. Produced by Barney A. Sarecky; directed by Lambert Hillyer.

STORY: Ranger Johnny Mack Brown finds that I. Stanford Jolley, a criminal he has been chasing, was framed. Deciding to believe the man, Brown finds Jolley's son, Charlie Hughes. Taking the child to the ranger station for care, Brown decides to get a job with Hughes' uncle, Bob Woodward. Arriving at the ranch, where he is hired, he finds that Woodward's nephew, Marshall Reed, is plotting against his uncle. After many vain attempts to kill his uncle, Reed finally succeeds, and thinks he will inherit the valuable ranch. But Brown foils him by getting the will before Reed can destroy it. After one final chase, Reed is caught, and confesses to the murder of which Jolley had originally been accused.

X-RAY: This holds to the series' average, with action fast from the beginning, the plot clear, and an appealing juvenile angle in Charlie Hughes. Brown is competent, and there are the usual comedy sequences with Raymond Hatten.

AD LINES: "See Johnny Mack Brown In This Latest Thriller . . . 'The Fighting Ranger'"; "Johnny Mack Brown Rides Fast And Hard In 'The Fighting Ranger'"; "See Johnny Mack Brown and Raymond Hatton In This Action-Paced Thriller."

PARAMOUNT

Sealed Verdict (4804)

DRAMA
83M.

ESTIMATE—Will depend on name values.

CAST: Ray Milland, Florence Marly, Broderick Crawford, John Hoyt, John Ridgely, Ludwig Donath, Paul Lees, Olive Blakeney, Marcel Journet, Celia Lovsky, Norbert Schillar, Dan Robin, James Bell, Elizabeth Risdon, Frank Conroy, Charles Evans. Produced by Robert Fellows, directed by Lewis Allen.

STORY: Ray Milland, American prosecutor, completes his case successfully against several German war criminals, including Nazi general John Hoyt, at Reschweiler, in the American-occupied zone of Germany. However, because of the testimony of Florence Marly, a French model and the only defense witness, and because of what many of his co-workers say, Milland thinks that perhaps he has convicted an innocent man. Milland's principal witness was Norbert Schillar, who has a hatred for the Nazis. Milland's aide, who has been having an affair with a German girl, is shot by her when she learns he is leaving for America, but before dying he mumbles something about the Hoyt case. One thing leads to another. Eventually Milland is able to prove that Hoyt was guilty of the crime, and that he had been preparing to kill himself before being executed, a la Goering. Milland foils the suicide attempt, and Hoyt is hanged. Milland, who has fallen for Marly, has to hand her over to the French for her trial, but promises he will be on hand to help her.

X-RAY: This will probably suffer from same fate which has overtaken other post-war pictures with present German-problem backgrounds, but there is no denying

that it has many dramatic moments. Milland turns in a good performance, and, while the supporting cast lacks big names, the people are quite competent. The show holds interest, but in many areas audiences are showing lack of interest in the current German situation, which undoubtedly affects the boxoffice take. On the whole, however, the effort is worthy of merchandising attention. The film is based on a novel by Lionel Shapiro.

TIP ON BIDDING: Moderate program price.

AD LINES: "Ray Milland . . . In His Most Thrilling Role"; "What Was The Secret Of The Massacre . . . See For Yourself In 'Sealed Verdict'"; "The Year's Most Dramatic Offering."

RKO

Bodyguard (905)

MELODRAMA
62M.

ESTIMATE: For the lower half.

CAST: Lawrence Tierney, Priscilla Lane, Philip Reed, Elisabeth Risdon, June Clayworth, Steve Brodie, Frank Fenton, Charles Cane. Produced by Sid Rogell, directed by Richard O. Fleischer.

STORY: Because he is too tough, and takes things on his own, detective Lawrence Tierney is fired from the homicide squad after an argument. Tierney is offered a job as bodyguard by Philip Reed, but refuses until he becomes convinced that Reed's aunt, head of a big packing company, is really in danger. Tierney is then framed to make it appear as if he killed a police detective, whose body is found dead in Tierney's car. With the police out to get him, Tierney works fast, and, with the aid of his sweetheart, Priscilla Lane, discovers that Reed was watering meat, and had been responsible for the death of a federal inspector. Reed has killed one of the men in on the racket, and is about to kill Lane, who has discovered what was going on, when Tierney arrives, followed by the police, who take Reed into custody. Tierney is reinstated, and goes on his honeymoon.

X-RAY: Biggest point here is that no time is wasted, so that the show, routine as it is, winds up with short footage ideal for the lower half. Tierney contributes his usual frozen-faced performance, while Lane, in her first appearance in some time, is adequate. The others follow the normal pattern. The story was written by George W. George and Robert B. Altman.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Turning The Table On The Meat Racketeers"; "Lawrence Tierney Fights Crime In His Latest Thriller"; "What Was The Mystery Of The Watered Meat . . . See For Yourself In 'Bodyguard'."

REPUBLIC

Moonrise (714)

DRAMA
90M.

ESTIMATE: Heavy drama will need plenty of selling.

CAST: Dane Clark, Gail Russell, Ethel Barrymore, Allyn Joslyn, Rex Ingram, Henry Morgan, David Street, Selena Royle, Harry Carey, Jr., Irving Bacon, Lloyd Bridges, Houseley Stevenson, Phil Brown, Harry V. Chesire, Lila Leeds, Clem Bevans. Produced by Charles Haas; directed by Frank Borzage.

STORY: As Dane Clark grows up in a small southern town, everyone knows that his father was hung for murder. Clark is constantly tormented by Lloyd Bridges, and finally kills the latter in self defense, hiding the body near a swamp. Clark loves schoolteacher Gail Russell, who was en-

gaged to wed Bridges, and realizes she cares for him. The murder is discovered while a coon hunt is taking place, but suspicion doesn't fall on Clark. Finally, it becomes apparent to sheriff Allyn Joslyn who the killer is, and he urges Russell to get Clark to give himself up. Clark, however, runs to his grandmother, Ethel Barrymore, in the hills. After a talk with her, he decides that he must pay his debt to society. He waits for the hound dogs and the posse, and returns to pay for his crime.

X-RAY: Sombre and slow-moving, this has been given the benefit of good acting and production, but the fact remains, nevertheless, that it is the sort of film which generally finds slow going. The Clark-Russell-Barrymore names will help on the marquee, although the latter's presence is limited to about five minutes, practically at the end of the show. The film is generally devoid of humorous moments, and, for the most part, concentrates on the conflict within Clark, whose struggle to win over himself and his maladjustment provides the whole reason for the show. The acting, generally on the higher level, also gets help from Joslyn, Rex Ingram, as a Negro friend, and Henry Morgan, as a deaf mute. Songs include: "It Just Dawned On Me" and "Lonesome." The film is based on a story by Theodore Strauss.

AD LINES: "In Her Heart . . . A Love She Could Not Deny"; "A Man Can Pay Up Or Run Away . . . And Let Those Who Love Him Pay"; "A Drama Of Powerful Passions . . . Tender Love."

Out Of The Storm (717)

DRAMA
61M.

ESTIMATE: Interesting programmer for the lower half.

CAST: James Lydon, Lois Collier, Marc Lawrence, Richard Travis, Robert Emmett Keane, Helen Wallace, Harry Hayden, Roy Barcroft, Charles Lane, Iris Adrian, Byron Foulger, Claire DuBrey, Smoki Whitfield, Charlie Sullivan, Rex Lease, Edgar Dearing. Produced by Sydney Picker; directed by R. G. Springsteen.

STORY: Because of a lack of funds, Jimmy Lydon, cashier in the payroll department of a shipbuilding corporation, and his girl friend, Lois Collier, find it impossible to get married. Just before Christmas, a shipment of money arrives at the plant for distribution among the employees as Christmas bonuses. A couple of gangsters, headed by Marc Lawrence, steal part of the payroll. Lydon reports all the money stolen, however, and keeps the remaining loot for himself. Through a contact of Lawrence, Irish Adrian, the police learn that Lawrence didn't get away with as much money as reported. Richard Travis, an insurance agent, manages to get a job at the plant to do some investigating. Meanwhile, Lydon has sent the dough, hidden in the false bottom of a music box, to his mother in another section. He quits his job, and, with Collier, travels out there. Lawrence, realizing Lydon has pulled a fast one, follows. After a bitter fight, Lydon finishes on top with the dough, but realizes it is bringing him less happiness, and turns it over to the police, with a promise of leniency.

X-RAY: Based on a story by Gordon Rigby, this is a satisfactory entry for the lower half. The film captures audience interest, and sustains this pace throughout the better part of the footage, although it encounters a number of conventional clichés along the line.

AD LINES: "He Wanted To Get Rich Fast, But Learned That Easy Money Was Not The Way To Go Around It"; "Don't Miss This Thrilling And Breathtaking Story Of

A Boy Who Found Tragedy In \$100,000"; "Jimmy Lydon In One Of The Most Thrilling Stories In Years . . . 'Out Of The Storm'."

20th CENTURY-FOX

The Creeper (839)

MYSTERY
64½M.

(Reliance)

ESTIMATE: For the lower half.

CAST: Eduardo Ciannelli, Onslow Stevens, June Vincent, Ralph Morgan, Janis Wilson, John Baragrey, Richard Lane, Philip Ahn, Lotte Stein, Ralph Peters, David Hoffman. Produced by Bernard Small; directed by Jean Yarbrough.

STORY: Dr. Ralph Morgan and partner, Dr. Onslow Stevens, return from the West Indies after doing research on a peculiar species of cats. Also along on the trip was Janis Wilson, Morgan's daughter, who contracted a fever and a fear of cats. Morgan wants to stop the experiments, but Stevens goes on with the aid of lab assistant June Vincent, who is jealous of Wilson, who has replaced her in the affections of Dr. John Baragrey, who has a lab next to Morgan and Stevens. In quick succession, Morgan, as well as David Hoffman, aide to Stevens, and Vincent are killed. Baragrey hurries to Wilson's home, discovers Stevens there, and kills him just before he tries to murder Wilson. Stevens had been after some research notes belonging to Morgan, and had killed the others because they tried to prevent him from continuing the experiments.

X-RAY: Rather weak second half material, even as a low-budget mystery this leaves something to be desired. Some intermittent suspense fails to compensate for a greater amount of tedious stretches, while competent performers like Ciannelli, Stevens, and Morgan can do little with the second-rate material. The original story idea was by Don Martin.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Horror In The Night As The Creeping Killer Stalks His Prey"; "A Gripping, Suspenseful, Spine-Tingling Mystery Thriller"; "A Mystery Serum That Was Too Dangerous For Man."

The Luck Of The Irish (837)

COMEDY
FANTASY
99M.

ESTIMATE: Pleasing entry with fantasy touch.

CAST: Tyrone Power, Anne Baxter, Cecil Kellaway, Lee J. Cobb, James Todd, Jayne Meadows, J. M. Kerrigan, Phil Brown, Charles Irwin, Louise Lorimer, Tim Ryan, Harry Antrim, Margaret Wells, John Goldsworthy, etc. Directed by Henry Koster; produced by Fred Kohlmar.

STORY: While foreign correspondent Tyrone Power and his former bureau boss, James Todd, are heading for an Irish airport so that Power can catch a plane for New York and a big paying job with Lee Cobb, as campaign manager for his race for the Senate, his car is incapacitated, and he is forced to spend the night in a small town. He meets Baxter, who runs the inn there, and is attracted to her. That night, he hears stories about leprechauns, and just as he heads for bed, spots one, and captures him, making him uncover his pot of gold. The leprechaun, Cecil Kellaway, is amazed when Power returns the gold, and he vows eternal thanks. The next day, Power thinks it a dream, and dismisses the incident, only he has a doubloon given him by Kellaway. Power arrives in New York to be greeted by Jayne Meadows, daughter of Cobb, who is in love with him. Power's deal includes an apartment, and he finds Kellaway as his man-servant. One day,

at Kellaway's instigation, he takes a subway ride, and spots Baxter, who explains that she has come over to settle the affairs of a deceased relative. They spend some time together. Eventually, because of Kellaway, and because Power realizes that he can't sell his ideals, he kicks over the traces, resigns from his job, and breaks his engagement to Meadows, accepting, instead, a job writing for Todd. Windup finds Power married to Baxter, settling down at the Irish Inn, writing, and keeping friends with Kellaway, who is quite content with his bottle of whiskey left for him by Power.

X-RAY: Possessing a lively, interesting story, based on a novel by Guy and Constance Jones, this is a pleasing entry that has the benefit of the Power and Baxter names for the boxoffice. In addition, there are many comedy angles, generally good performances, and adequate diction and production. Kellaway, as the leprechaun, makes the most of the opportunity, and while the picture doesn't attain the same spirit as "Miracle Of 34th Street," it does have its moments. However, the fantasy angle, while an asset in some sectors, will probably prove a disadvantage in others, based on past performances. A portion of the film is green tinted, in keeping with the Irish background, which is not always so easy on the eyes. One tune, "Rose Of Tralee," is heard.

TIP ON BIDDING: Better than average rating.

AD LINES: "He Had A Leprechaun Looking Out For His Love Life, And The Results Were Amazing"; "He Needed 'The Luck Of The Irish', Being In Love With Two Beautiful Gals"; "The Year's Surprising Hit."

UNITED ARTISTS

An Innocent Affair

ROMANTIC
COMEDY
90M.

(Nasser)

ESTIMATE: Humorous entry has names to help.

CAST: Fred MacMurray, Madeline Carroll, Charles "Buddy" Rogers, Rita Johnson, Louise Albritton, Alan Mowbray, "Prince" Mike Romanoff, Pierre Watkin, William Tannen, James Seay, Matt McHugh, Marie Blake, Susan Miller, Ann Magel, Eddie LeBaron, Jane Weeks. Produced by James Nasser; directed by Lloyd Bacon.

STORY: Madeline Carroll becomes suspicious of her husband, Fred MacMurray, because of his appointments at all hours with a client he is trying to snare for his advertising agency. She contacts a theatrical agency to hire an actor to flirt with her and make MacMurray jealous. The agency tips off MacMurray, and he decides to play along with the gag, especially since he feels that Carroll wouldn't understand the attention that he has been paying to Louise Albritton, who heads the cosmetic firm whose account he has been after. At the scene of the flirtation, Charles "Buddy" Rogers is seated at the table originally scheduled for the actor, and while Carroll tries to flirt with him, MacMurray invites him over. Rogers introduces himself as the head of a cigarette firm. Each thinks it part of a game, but Rogers is really one of the wealthiest men in the country. After a pleasant evening, MacMurray arranges for the two to have a date for the next night. Later, Carroll learns that Rogers is not the hired actor. Meanwhile, MacMurray also receives a shock when he turns up at work to find that Rogers' cigarette advertising account has been placed with his agency, and that he has been made a partner. That night Carroll and Rogers spot MacMurray and

Albritton, and Carroll decides to divorce him. After several situations, the pair finally straighten things out, with Rogers being attracted to MacMurray's divorced sister, Rita Johnson.

X-RAY: The principal advantages here are the MacMurray, Carroll, and Rogers names. The trio aren't helped too much by a familiar type of script, which, while it has humorous moments, is stretched out too much for its own good. Generally, however, this shapes up as pleasing entertainment which probably won't command too much weight at the boxoffices, but which audiences generally should find diverting. Some judicious cutting would have helped. Songs heard include: "These Things Are You" and "Innocent Affair." Legion Of Decency: "B."

TIP ON BIDDING: Program rating.

AD LINES: "He Went Out With Another Woman On Business, And Wound Up Getting The Business From His Wife"; "It Was 'An Innocent Affair' Until His Wife Found Out About It"; "There's Fun And Romance In This Highly Innocent Affair."

The Olympic Cavalcade

DOCUMENTARY
56M.

(Westport International)

ESTIMATE: Good dualler entry for the sport spots.

CAST: Glenn Morris, Bobby Clark, Jesse Owens, Robert Carpenter, Frank Wycoff, and the leading athletes of 51 nations. Narrated by Bill Slater; written and produced by Joseph Lerner.

STORY: The camera visits the 1936 Olympics in Berlin, and presents some of the highlights. It gets moving with the 110-meter hurdles, won by America, and then switches to the women's division. The 400-meter relay, in which the United States set a new Olympic mark, is the next event. The 1600-meter relay, in which Great Britain took top honors, is the last track event. The camera then records the diving championship, won by America. A few swimming meets are also highlighted. The camera then moves to soccer, where Austria fell at the hands of the Italy squad. A few feet of footage are devoted to gymnastics and the broad jump competition is encountered. Jesse Owens won his fourth gold medal in this event by setting a new world's record. A 26-mile marathon, a 62-mile bicycle race, and the decathlon events windup the film.

X-RAY: Packaged with the company's "Urubu," this is a condensation of the 1936 Olympic games at Berlin which should come in for plenty of exploitation. Sports-minded audiences will find this film very much to their liking. There is little deviation from the sports theme, however, and it will undoubtedly carve a larger niche with the masculine audience. The narration is well-presented, and Bill Slater delivers in fine style.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Don't Miss This Thrilling Cavalcade Of The 1936 Olympics"; "Jesse Owens, Ralph Metcalfe, Glenn Morris, And Robert Carpenter Are Only A Few Of The Athletes Seen In Action In 'The Olympic Cavalcade'"; "If Its Thrills You're After, Don't Miss 'The Olympic Cavalcade'."

Sinister Journey

MYSTERY WESTERN
72M.

(Hopalong Cassidy)

ESTIMATE: Par series entry.

CAST: William Boyd, Andy Clyde, Rand Brooks, Elaine Riley, John Kellogg, Don Haggerty, Stanley Andrews, Harry Strang, John Butler, Herbert Rawlinson, Will Orleans, Wayne C. Treadway. Produced by Lewis J. Rachmil; directed by George Archainbaud.

STORY: William Boyd, coming out to a rail terminal to aid his friend, Stanley Andrews, a railroad man, in overcoming a crowd of rail-thieves, accidentally runs into Andrews' son-in-law, John Kellogg, and daughter, Elaine Riley. Kellogg thinks Andrews is out to get him, and hates him. Don Haggerty, Andrews' secretary, sympathizes with Kellogg. When Andrews is attacked several times, and his safe robbed, he suspects Kellogg, an ex-con, but, in reality, Don Haggerty is the culprit. When a one-time cell-mate of Kellogg, Will Orleans, comes into town, Haggerty and Harry Strang, Haggerty's accomplice, try to incriminate Kellogg in Andrews' killing. Boyd, Andy Clyde, and Rand Brooks foil the two badmen, and restore Kellogg and Riley to happy wedlock.

X-RAY: As usual, this entry has more of a "who-dun-it" twist than pure western. The plot is different and interesting, and there is sufficient action and some suspense.

AD LINES: "'Hopalong Cassidy' Solves The Mystery Of The Poisoned Well . . . With Thrilling Action . . . In 'Sinister Journey!'; 'The Secret Of The Rifled Safe . . . The Mystery Of The Half-Dead Man'; 'What Derailed The Night Train? 'Hopalong Cassidy' Finds Out In 'Sinister Journey'."

FOREIGN

The Loves Of Don Juan ROMANTIC DRAMA 92M.

(Superfilm)
(Italian-made)
(English titles)

ESTIMATE: Fair Italian entry.

CAST: Adriano Rimoldi, Dina Sassoli, Paolo Stoppa, Elena Zareschi, Rina Morelli, Elli Parvo, Carla Candiani, Giorgio Constantini, Guglielmo Barnabo, Cesare Fantoni, Vittorio Capanna. Directed by Dino Falconi.

STORY: Adriano Rimoldi carries on his ancestors' tradition of battle and adventure in his war against women in Granada. After conquering the waitress at the inn where he is stopping with his flunky Paolo Stoppa, and tiring of the too-serious affections of a lady, Elena Zareschi, Don Juan sets out for Seville. The waitress' fiancé attempts to kill Rimoldi, but, though spurned by the great lover, she sacrifices her life stopping the bullet. Elena's brother, Constantini, is at a masquerade ball in honor of his engagement to the daughter of the governor of Seville, Dina Sassoli, who catches Rimoldi's eye. His plot to romance the betrothed is foiled by the appearance of her father, who is killed in a duel. Rimoldi flees to the country and more waitresses, while Constantini is judged guilty of the murder, and exiled. A glimpse of Sassoli in a passing coach entices Rimoldi into following. Losing his way, he comes upon Constantini beset by bandits. Without recognizing him, Rimoldi saves, and shelters him. He is confronted by Elena Zareschi, and disdainfully admits the murder, going back into the storm. While mocking divine justice, he meets with an accident, and is saved by the servants of Sassoli, with whom he becomes enamoured while recovering his health. Meanwhile, Elena and Constantini have reopened the investigation in Seville, and new evidence has come to light convicting Rimoldi. They return to tell Sassoli of the news, and encounter Rimoldi. In the chase that follows Rimoldi is cornered in the garden, and is killed by a falling marble statue of the old governor, with poetic justice.

X-RAY: Plenty of romancing and dash plus music by Mozart will make this ac-

ceptable in Italian areas and art houses although it is far away from the top Italian films. The women are passionate and pretty, and Rimoldi properly cavalier, while Stoppa struggles hard in the lesser role for humor.

AD LINES: "Don Juan, The Women Loved Him, And The Men Hated Him"; "He Promised His True Love Never To Dual Again, Though Faced By Death"; "Don't Miss 'The Loves Of Don Juan,' With Music By Wolfgang A. Mozart."

Quiet Weekend

COMEDY 83M.

(Distinguished)
(English made)

ESTIMATE: Weak English import.

CAST: Derek Farr, Frank Cellier, Marjorie Fielding, George Thorpe, Barbara White, Helen Shingler, Edward Rigby, Josephine Wilson, Gwen Whitby, Ballard Berkely, Judith Furze, Pat Field, Helen Burls, George Merritt, Christopher Steele, Mary Martlew, Conway Palmer, Richard George, Brian Weske. Produced by Warwick Warde; directed by Harold French.

STORY: George Thorpe, his wife, Marjorie Fielding, their son Derek Farr, and a few other relatives arrive at their broken down shack in the country, and prepare for a quiet weekend. Their serenity is soon shattered by the arrival of Farr's latest girl-friend, sophisticated Helen Shingler. Farr's ardent admirer, young Barbara White, also arrives, and becomes jealous of Shingler. Thorpe and a friend, justice of the peace Frank Cellier, have a bitter argument on the proper style of poaching a salmon, and decide to prove their respective theories, knowing poaching is entirely unlawful. Farr has been invited to a luxurious party by Shingler, where he learns that money is her only object, and that she is unfaithful. He returns home alone. Meanwhile, the police have broken up Thorpe's poaching party, although the handyman, Edward Rigby, is caught, and put in jail. Rigby is bailed out by Cellier and Thorpe, who feign their innocence. Everything comes out okeh as Farr finally realizes White's presence, and the two ride off to be married. The Thorpes return home after an adventurous weekend.

X-RAY: Adapted from the play by Esther McCracken, this is a minor British offering which will need plenty of selling. The film is loaded with gags but few of them are geared for American audiences. The humor is delivered in an amiable style, although it is of Cockney vintage, and will probably miss fire.

AD LINES: "A Comedy Which Will Tickle Your Funny-Bone From Start To Finish"; "Laughs, Laughs, And More Laughs"; "They Were Set For 'A Quiet Weekend' But Found Themselves In The Middle Of A Love Triangle."

Where Words Fail

ROMANTIC DRAMA WITH MUSIC 63½M.

(Argentinian-made)
(Lopert)
(English titles)

ESTIMATE: Fair Spanish entry.

CAST: Enrique Muino, Italo Bertini, Hector Mendez, Dario Garzay, Linda Lorena, Aurelia Ferrer, Rene Mugica, Pablo Cumo, Maria Hurtado, Jose A. Vazquez, Enrique Ferraro, Maria Ruanova. Directed by Hugo Fregonese.

STORY: A puppet show is having a tough time due to the negligence and neglect of one of the troupe, aging Enrique Muino. The situation reaches a head when he drops the curtain on the leading puppet, and cracks her head, necessitating a new figure. The manager, Italo Bertini, transfers Muino to night watchman, but first

informs him that he must pay for the repairs. As watchman, Muino meets a young and aspiring pianist, Hector Mendez. Being a former musician himself, a friendship results. Meanwhile, Muino has been living with the memory of his deceased daughter, Linda Lorena, but when the sculptor gets his hands on her picture, and models the puppet's face after her, Muino sees red. Grabbing the girl's picture, and destroying the puppet, Muino prepares to leap to his death. Before doing so, in flashback, the film describes how Lorena was forced to dance a ballet that Muino had written, and had died of a heart attack. With Mendez playing the ballet on the piano, Muino dies before anybody can save him.

X-RAY: Filmed in Argentina, and utilizing Spanish titles, this rates as a satisfactory Spanish import. The film is morbid in theme but is well-acted, and contains an interesting story, highlighted by a number of classical selections. Unfortunately, the film's technical angles fail to measure up to the film's virtues, the production values being quite meagre, and the photography below par. The musical score includes: Chopin's "Fantasie Impromptue," Strauss' "Voices of Spring," Beethoven's "Symphony No. 7, Piano Sonatas," Bach's "Tocatto and Fugue, D Minor," Liszt's "Liebestraume," and Wagner's "Tristan and Isolde."

AD LINES: "The Strange Love Of A Father And His Daughter, And The Tragedy That Resulted"; "Glorious Music And A Strange And Fascinating Story, Don't Miss 'When Words Fail'"; "A Stirring And Heart-Warming Story Of A Man Crazy With The Love For His Daughter."

The Shorts Parade

Two Reel

Comedy

BILLIE GETS HER MAN. Columbia—All Star Comedy. 17m. Billie Burke is deciding whether to marry an old school chum since her daughter is married when she mistakes her daughter's shower gift as an indication of expectant motherhood. Her son-in-law discusses his new addition, a dog, without specifying human or animal, and all is confusing when his wife phones from the hospital while visiting a friend. The rich old boy-friend appears, and is swept up, after a servants' quarrel with crockery, into a near operation at the hospital. Burke discovers the error and salvages her husband-to-be from the havoc. **GOOD.** (1421).

HEAVENLY DAZE. Columbia—Three Stooges. 16½m. Shemp Howard dies, but is refused entrance to heaven unless he atones for his misdeeds by reforming the other Stooges. Howard returns to earth a la Mr. Jordan, and saves the boys their inheritance by foiling a crooked lawyer. They invest all in a lavish room and clothes to sell a fountain pen that writes under whipped cream, but the angelic ghost spoils their venture. It is all a dream, however, except for a fire, which gives the Stooges ample heat, water, and exercise. **FAIR.** (1401).

Color Historical

SONS OF LIBERTY. Vitaphone—Technicolor Special. 21m. Persecution causes Haym Solomon to come to America, and when the Revolution begins he becomes a spy for the forces of freedom and democracy. Captured while partaking in the burning of a British ship, he is imprisoned. There he meets, aids, and is inspired by

Nathan Hale. Solomon escapes and is instrumental in raising \$400,000 for the American army during the darker days. Receiving no monetary return or gain, but having insured victory and freedom by his efforts, he dies in poor health. Claude Rains, as Solomon; Gale Sondergaard, and Donald Crisp will help the selling angle. This is a reissue. GOOD. (5001).

Sports

FOOTBALL MAGIC. Vitaphone Featurette. 20m. Top players, teams, and games of the 1947 football season are viewed along with some humorous shots of future stars, some 60-pounders playing on the back lots. Thrilling long runs, savage plunges, and accurate passing are displayed by Davis, Blanchard, Rossides, Minisi, Gilmer, Layne, and other stars in all the bowl games. GOOD. (5101).

Color Travel

MY OWN UNITED STATES. Vitaphone—Technicolor Special. 20m. Unlimited are the varied beauties of the American landscape. Here is a magnificent panorama of the country to be discovered and rediscovered by its many peoples from coast to coast and border to border. Filmed in breath-taking splendor are the streams of New England, the lush green forests of Tennessee, the red hills of the Dakotas, the Redwood trees of California, the lofty Rockies, icy Sun Valley, blue-green grass of Kentucky, the plains of Texas, the sprawling Mississippi, and much other lush footage. This is a "must" anywhere. Narration is by Truman Bradley. EXCELLENT. (4008).

Topical

LIFE WITH GRANDPA. 20th Century-Fox—The March of Time. Vol. 14, No. 14. 17m. The infrequently discussed problem of old age is viewed in many important ramifications. Ten million people in the United States are over 60, seven per cent of the total population, and these people are relegated to the unproductive and often unhealthy state of retirement by uninformed public opinion and business circles. "Too old" is the stigma placed upon many men and women whom research has proven to be equally as capable as the younger people in industry, and less susceptible to absenteeism. Living proof of this are Connie Mack, Dorothy Dix, G. B. Shaw, and Winston Churchill, spotted in the footage. GOOD.

One Reel

Color Cartoon

DOUGH RAY ME-OW. Vitaphone—Merrie Melodies. 7m. In Cinecolor, this has as pals a dopey cat named Heathcliff and Louis, the parrot. The parrot learns that the master's will leaves Heathcliff millions, which then revert to Louis if he outlives the cat. All manner of ways to kill the cat are tried by the parrot, with the cat too dumb to realize what is going on. Finally, when the cat saves the life of the parrot, whom he still says is his best pal, Louis calls a truce. GOOD. (4707).

HEN HOUSE HENERY. Vitaphone—Merrie Melodies Cartoon. 7m. Henery Hawk goes after a large rooster as his first conquest but is tricked into unsuccessful jousts with a duck and a turtle. Finally, he teams up with the rooster's pet punching-bag, a dog, in hilarious fast-paced action to get his rooster. EXCELLENT.

HOT CROSS BUNNY. Vitaphone—Bugs Bunny Specials. 7m. A French professor is about to try the experiment of turning a

rabbit into a chicken with Bugs one of the subjects. Although he does not quite comprehend the situation, he tries, by giving impressions of stars, to entertain doctors assembled in the hospital amphitheatre. When things dawn on Bugs, there is the usual wild chase all over the hospital. Final result has the chicken talking like the professor, the professor talking like the chicken, and Bugs under the operating table asking: "What's up, Doc?" FAIR. (4719).

AN ITCH IN TIME. Vitaphone—Blue Ribbon Technicolor Cartoon. 7m. A persistent, ferocious flea attacks Elmer Fudd's dog. Elmer threatens his dog with a scrubbing if he continues his squirmings and scratchings. Despite a cat's aid, the torment becomes unbearable, and his antics earn him a bath. The flea fights back, and routs all three. FAIR. (5301).

THE PEST THAT CAME TO DINNER. Vitaphone—Merrie Melodies. 7m. Porky Pig is pestered by a termite fast wrecking his house, so he calls in "Sure Shot," dog exterminator. None of "Sure Shot's" methods work. Finally, Porky blows up his house, rushes to the exterminator with the termite, and gloatingly leaves the termite chewing up "Sure Shot's" place. FAIR. (4708).

PICKLED PUSS. Columbia—Color Rhapsodies. 6½m. Old enemies cat and mouse chase each other around until the mouse hides in a pickled herring barrel. The cat gets intoxicated from the alcohol, becomes his friend, and defends him from an alley cat. The mouse takes him home, sobers him up, and is chased again. He reaches the barrel again, and is puzzled by the resulting friendly cat. GOOD. (1501).

REBEL RABBIT. Vitaphone—Bugs Bunny Special. 7m. Insulted because the game bounty on rabbits is much less than on the fox and bear, Bugs Bunny goes to Washington to get equality. Discovering the difference is due to the destructiveness of the animal, Bugs rips up the entire country, becomes American enemy No. 1, and loses a battle with the army, navy, and air corps, winding up in jail. FAIR.

THE STORK TAKES A HOLIDAY. Columbia—Color Favorite. Re-release. 8m. With an accompanying soft chorus, Storkland goes through its only occupation, making and delivering babies. All runs smoothly until the black stork of the workers agitates a strike. Pelicans substitute, and deliver as per orders to waiting parents until the black stork tries to steal the milk supply. Enraged, the storks return to work, delivering to the waiting parents. FAIR. (1601).

Comedy

SO YOU WANT TO BE IN POLITICS. Vitaphone—Joe McDoakes Comedy. 10m. George O'Hanlon, "Joe McDoakes," is the guy who can "run things better than all those politicians" in this political satire, and gets a chance to do so. Told he is needed for city government by plotting local bosses, O'Hanlon assumes high office is meant. He runs a riotous campaign, discovers he is to be dog-catcher, changes his mind twice about running, and ends up running the pond on a UN basis. FAIR. (5401).

Musical

ELLIOT LAWRENCE AND HIS ORCHESTRA. Columbia—Thrills of Music. 10m. Disc jockey Fred Robbins tosses the jive language around between numbers.

by the Elliot Lawrence band. Glamorous Mindy Carlson sings "Gypsy In My Soul," and Alan Dale renders "Oh Marie" in Italian and English. GOOD. (1951).

Color Novelty

AERIAL HOT RODS. Paramount—Unusual Occupations. 10m. The first unusual occupation is that of Graham Dale, Hollywood, who models eggs in the shape of famous personalities. O. W. Cuffman's unusual occupation is the assembling of miniature trains for use in amusement parks. Dillard Long, New York City, utilizes his imagination in the creation of feminine hats out of pipe cleaners. The featured sequence of the film shows some famous stunt pilots building and testing miniature airplanes in their small time. GOOD. (L7-6).

JUNGLE MAN KILLERS. Vitaphone—Technicolor Adventure Special. 10m. Hyderabad, India, is the locale of a carefully screened tiger hunt. The Bengal tiger has turned man-eater, and terrified the villagers into combined action. The prince of the territory sends his professional hunter to check the menace, placed in a secure observation point high in the forest while the natives beat the bushes, and scream to attract the tiger into movement. Exciting photography and jungle noises add to the grim tension. EXCELLENT. (5501).

Novelty

ROCKETS OF THE FUTURE. Universal-International—The Answer Man. 8m. Supposing that a V-2 rocket could travel to the moon at 5400 miles an hour, The Answer Man says it would take 44 hours. Interesting footage shows view of earth from an ascending rocket and the surface of the moon. Also depicted are the art of fencing and the various foils used. Shown, too, are the careful training of sheep dogs and the actual ejection of poison from the hypodermic-like fangs of the deadliest snake family, the viper. GOOD. (3396).

Sports

ROARING WHEELS. Vitaphone—Sports News Review. 10m. Down through the years, man has risked, and often lost, his life attempting to attain a new high speed in auto racing. The camera traces the successes, failures, and accidents at Daytona Beach, Fla., the Bonneville Salt Flats of Utah, and the Indianapolis Speedway among places where experiments in speed racing have helped develop the automobile industry. Narration is by Jackson Beck. Seen in the footage are such winners and record breakers as Wilbur Shaw, Sir Malcolm Campbell, and Mauri Rose. GOOD. (5601).

Color Sports

SPORTS DOWN UNDER. Vitaphone—Sports Parade. 10m. The color camera visits Australia, where shots of motorcycling, cricket, the game of bowles (bowling on the green), golf, tennis, racing, life saving clubs in action, and sail boating are caught. GOOD. (4512).

Color Travel

MYSTERIOUS CEYLON. Vitaphone—Technicolor Adventure Special. 10m. Ceylon is an island of many villages whose inhabitants are from many races, and where modern methods in agriculture and small industry mix with the ancient techniques. Various skills are displayed by the people in many crafts, including lacquer and silver work. Instead of machines there are well-kept water buffaloes and huge elephants on the farms. Among other pic-

turesque highlights there are a Ceylonese wedding and the unusual ceremonies of fire walkers and devil dancers. Narration is by Truman Bradley. GOOD. (5801).

Too Late To Classify

Features

Miss Tatlock's Millions

FARCE
100M.

(4805)

(Paramount)

ESTIMATE: Pleasing comedy.

CAST: John Lund, Wanda Hendrix, Barry Fitzgerald, Monty Woolley, Ilka Chase, Robert Stack, Dorothy Stickney, Elizabeth Patterson, Leif Erickson, Dan Tobin, Hilo Hattie, Richard Rancyd. Produced by Charles Brackett; directed by Richard Haydn.

STORY: Barry Fitzgerald, who has been employed as a bodyguard in Hawaii for the feeble-minded grandson of the Tatlocks, who built up a fortune, sells John Lund, a movie stunt man, the idea of posing as the grandson, who it seems, was burned two years before. Fitzgerald, who had an easy job, failed to tell anyone so he has to cover. Lund accepts for a few days, but when it develops that all the money was left to him, things become complicated. He agrees to hang on in order to give Fitzgerald a chance to arrange a getaway out of the country, but as the pattern develops, Lund finds himself falling for Wanda Hendrix, sister of the feeble-minded grandson. Meanwhile, a group of relatives, Monty Woolley, Ilka Chase, Robert Stack, Dorothy Stickney, and Dan Tobin, conspire to lay hands on the money, and Stack plans to marry Hendrix, who will come into part of the inheritance. Lund, trying to break up the romance, is knocked unconscious during a fall. While coming to, he speaks rationally, and everyone thinks he is cured. Acting normally, he falls in love with Hendrix, but when Chase learns he is an imposter, she threatens to expose him unless he leaves. He goes back to Hawaii with Fitzgerald. Eventually, it develops that the real half-wit had never been burned at all, but had married a native, and settled down. Learning of this, Hendrix finds Lund in Hawaii, and they clinch.

X-RAY: With many hilarious moments, this is a pleasing programmer that may build as the word gets around. It has capable players, and the wacky goings-on of Lund as the half-wit are sure to get plenty of humorous reaction. Although lengthy for this type of show, it manages to hold interest throughout, although slowing down a bit toward the close. With such capable troupers as Fitzgerald, Woolley, and others in support of Lund and Hendrix, the result should be quite satisfactory for any audience. Lund, especially, turns in a good bit as the stunt man turned half-wit. Richard Haydn, who directed, takes a small bit. The show is based on a play by Jacques Deval.

TIP ON BIDDING: Worth fair program price.

AD LINES: "What Happens When A Screwball Inherits A Fortune?"; "The Surprise Comedy Of The Year"; "John Lund And Wanda Hendrix In The Year's Surprise Hit . . . 'Miss Tatlock's Millions.'"

The Saxon Charm (671)

DRAMA
88M.

(U-Int.)

ESTIMATE: Picturization of best-seller has plenty of selling angles.

CAST: Robert Montgomery, Susan Hayward, John Payne, Audrey Totter, Henry Morgan, Harry Von Zell, Cara Williams,

Chill Wills, Heather Angel. Produced by Joseph Siström; directed by Claude Binyon.

STORY: John Payne, successful novelist ventures into the playwriting field, and is thrilled when noted theatrical producer Robert Montgomery offers to produce his play if changes are made. Celebrating the occasion by having a dinner at a restaurant with Payne, his wife, Susan Hayward; Montgomery's girl friend, Audrey Totter, his rich but slightly dumb backer, Harry Von Zell, and the latter's wife, Cara Williams, Montgomery embarrasses everyone, and the party is ejected. Hayward gets Payne to almost agree to drop Montgomery until the producer starts to work his fatal charm, and Payne is enmeshed again. After he finishes revising his play, Payne and Hayward decide to take a holiday, but Montgomery follows in his yacht, and insists on their presence so that he can discuss the play. While aboard, Montgomery's secretary brings him the notices on his latest play, and they are all bad. He has a fight with Von Zell, and persuades Payne to fly back with him to rewrite the third act. He even persuades him to do it alone. Several days later, he calls Payne from Mexico City, and asks him to fly right down to help persuade his former wealthy wife to back Payne's play. He arrives, at which time Montgomery learns his ex-wife is penniless, and they fly right back to New York, from whence Montgomery flies to Hollywood to seek an actor and a backer with Payne's money. Payne and Hayward have a fight, and she leaves him. Shortly afterwards, the actor Montgomery was seeking turns up with another producer seeking a play but not Payne's, in its present form, at least. Totter, too, gets some bad news to the effect that her contract for a film was cancelled due to Montgomery's lies. When Montgomery returns, Totter walks out on him. The producer and actor read Payne's original play, and like it, and sign to put it on. When Montgomery tries his charm on Payne again, it doesn't work, and when he insults Hayward, he leaves with a black eye. Payne and Hayward are reunited.

X-RAY: Displaying some excellent touches and scenes, and backed by the name strength, this deserves better than average rating. Its drama, comedy, and suspense are maintained throughout, with the directorial work of Claude Binyon and Joseph Siström's production efforts rating a special bow. The cast as a whole is letter perfect, with perhaps Montgomery shading the others. Chill Wills also shows up admirably in a bit part. One song sung by Totter is heard, "I'm In The Mood For Love." The film, based on the novel by Frederic Wakeman, which enjoyed quite a bit of popularity, shapes up as superior film fare.

TIP ON BIDDING: Better than average program rating.

AD LINES: "He Tried His Charm Once Too Often, And Wound Up With A Black Eye"; "Show Biz Isn't Really As Bad As It's Shown Here But Even So It Turns Out To Be A Lot Of Fun"; "You'll Really Get A Kick Out Of 'The Saxon Charm'."

Trail To Laredo (967)

MUSICAL
WESTERN
53M.

(Columbia)

ESTIMATE: Series average.

CAST: Charles Starrett, Smiley Burnette, Jim Bannon, Virginia Maxey, Tommy Ivo, Hugh Prosser, George Chesebro, John Merton, Bob Cason, Bob Wilke, Cass County Boys. Produced by Colbert Clark; directed by Ray Nazarro.

STORY: Jim Bannon is part owner of a stage line which is being used to smuggle stolen gold across the border by a gang

of which his partner, George Chesebro, is a henchman for Hugh Prosser, gang leader and saloon owner. When the plot is discovered, they try to put the blame on Bannon, but Charles Starrett, "The Durango Kid," and Smiley Burnette, a treasury agent disguised as a peddler, with the aid of Bannon's son, Tommy Ivo, and saloon singer Virginia Maxey prove him innocent, and bring the Texas border smugglers to justice.

X-RAY: This has all the action expected of "The Durango Kid" series with production up to par. Burnette contributes alleged comedy relief and song while Maxey and the Cass County Boys offer several peppy numbers. The songs heard include "Go West Young Lady, Go West," "Flo From Saint Joe, Mo.," "It's My Turn Now," and a Swiss yodeling number.

TIP ON BIDDING: Average series price.

AD LINES: "Durango And Smiley Blast Gold-Looters With Six-Shooters"; "Gun And Fun Bonanza"; "Hot With A Gun, Tops With A Tune."

Shorts

JIMMY DORSEY AND HIS ORCHESTRA. Universal-International—Name Band Musical. 15m. Jimmy Dorsey and his newly-formed orchestra, with Dottie O'Brien, Bill Lawrence, and the Mello-Larks, artfully present a batch of lilting songs. The background is a lake front, and the songs are "Am I Blue," "We Hate Cowboy Songs," "Quien Sabe," and "Jamboree Jones." GOOD. (3308).

CHARLIE BARNET AND HIS ORCHESTRA IN "REDSKIN RHUMBA." Universal-International—Name Band Musical. 15m. Charlie Barnet and his orchestra present a mixture of jump and popular old song hits with Virginia Maxey and Clark Dennis on the vocals. "Redskin Rhumba," "Pompton Turnpike," and "Skyliner" are the instrumentals played with zest, and the popular "Jeepers Creepers," "Peg Of My Heart," and "Jealousy" are crooned with fervor. GOOD. (3309).

WATER BATTLERS. Universal-International—The Answer Man No. 7. 7m. This again contributes an interesting variety. Salmon go as far upstream as possible before laying their eggs. Golf balls have dimples in them to cut down slicing on drives. The last trip of a 1917 horsecar is shown along with the dress and streets at the time. The wonders of Egypt, the pyramids and the Sphinx, follow. It took 100,000 men 20 years to build the 451-foot high pyramid in 44,700 B. C., and the nose is missing on the Sphinx because the Arabs shot it off in gunnery practice. GOOD. (3397).

FAMILIES FIRST. Distributed gratis in New York State by 20th Century-Fox. 10m. Made for the New York State Youth Commission by RKO Pathe, this shows the valuable influence that the family and the actions of the parents have on the future of the youngsters of the family. Two families are used as illustrations, one where the children are treated correctly, and one where they are not, with the result that juvenile delinquency is in the offing for the youngsters in the wrong family. (This is also available in 16mm. in a 17m. version.) EXCELLENT.

THIS WAY TO NURSING. Emerson Yorke. 20m. The need for trained nurses in recent years has increased, and this film shows clearly the course of training undertaken by student nurses all over the country. This student combines practice with her theory, and learns by aiding doctors in simple tasks. Social events are part of the training which helps develop the nurse. GOOD.

ALPHABETICAL GUIDE To 67 Features Reviewed Since The Aug. 18 Issue

(This index covers features reviewed thus far during the 1948-49 season, in addition to any features of the 1947-48 season reviewed after the issue of Aug. 18, 1948.—Ed.)

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GENTLEMAN FROM NOWHERE, THE—66m.—Columbia	2469
GOOD SAM—114m.—RKO	2457
H	
HOLLOW TRIUMPH—89m.—Eagle Lion	2453
HONORABLE CATHERINE, THE—85m.—LeLarge	2462
I	
I SURRENDER, DEAR—70m.—Columbia	2469
I WAKE UP SCREAMING—82m.—20th-Fox	2459
IN THIS CORNER—61m.—Eagle Lion	2470
INNOCENT AFFAIR, AN—90m.—UA	2472
ISN'T IT ROMANTIC—87m.—Paramount	2456
J	
JOE PALOOKA IN WINNER TAKE ALL—64½m.—Monogram	2455
JULIA MISBEHAVES—99m.—MGM	2454
K	
KIDNAPPED—81m.—Monogram	2470
L	
LARCENY—89m.—U-Int.	2460
LOVES OF CARMEN, THE—97m.—Columbia	2453
LOVES OF DON JUAN, THE—92m.—Superfilm	2473
LUCK OF THE IRISH, THE—99m.—20th-Fox	2472
LUXURY LINER—98m.—MGM	2454
M	
MELODY TIME—75m.—RKO	2457
MIRACULOUS JOURNEY—76m.—Film Classics	2454
MISS TATLOCK'S MILLIONS—100m.—Paramount	2475
MOONRISE—90m.—Republic	2471
MOURNING BECOMES ELECTRA—121m.—RKO	2457
MURDERERS AMONG US—84m.—Artkino	2462
N	
NIGHT HAS A THOUSAND EYES—81m.—Paramount	2456
NIGHT WIND—68m.—20th-Fox	2459
NORTHWEST STAMPEDE—75m.—Eagle Lion	2454

O	
OLYMPIC CAVALCADE—56m.—UA	2472
ONE TOUCH OF VENUS—81m.—U-Int.	2461
OUT OF THE STORM—61m.—Republic	2471
P	
PEARL, THE—77m.—RKO	2456
PRAIRIE, THE—68m.—Screen Guild	2459
Q	
QUIET WEEKEND—83m.—Distinguished	2473
R	
RACHEL AND THE STRANGER—93m.—RKO	2458
RETURN OF WILDFIRE, THE—79m.—Screen Guild	2459
ROPE—80m.—Warners	2461
S	
SAXON CHARM, THE—88m.—U-Int.	2475
SEALED VERDICT—83m.—Paramount	2471
SECRET LAND, THE—71m.—MGM	2455
SHERIFF OF MEDICINE BOW, THE—54½m.—Monogram	2470
SINISTER JOURNEY—72m.—UA	2472
16 FATHOMS DEEP—83m.—Monogram	2455
SOPIA—83m.—Film Classics	2454
SONG IS BORN, A—112m.—RKO	2458
SOUTHERN YANKEE, A—90m.—MGM	2455
SORRY, WRONG NUMBER—89m.—Paramount	2456
T	
TRAIL TO LAREDO—53m.—Columbia	2475
TWO GUYS FROM TEXAS—86m.—Warners	2461
U	
URUBU—65m.—UA	2460
V	
VARIETY TIME—59m.—RKO	2458
W	
WHERE WORDS FAIL—63½m.—Lopert	2473
WALK A CROOKED MILE—91½m.—Columbia	2469

(The running times carried in these listings represent the latest corrected times of each feature.—Ed.)

	COLUMBIA	EAGLE-LION	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
AUG 20	The Strawberry Roan G. Aubrey, G. Henry, J. Holt (Cinecolor)	Hired Wife R. Russell, B. Aherne, V. Bruce (Reissue) (End 1947-48)		The Golden Eye R. Winters, V. S. Young, M. Moreland	A Foreign Affair J. Arthur, M. Dietrich, J. Lund		Out Of The Storm J. Lydon, L. Collier, R. Travis	Runaway Daughter B. Stonwyck, R. Young (Reissue)		Four Faces West J. McCrea, F. Dee, C. Bickford (Enterprise)		Embraceable You D. Clark, G. Brooks, S. Z. Sakall (End 1947-48)
27	Lulu Belle D. Lamour, G. Montgomery	Northwest Stampede J. Leslie, J. Craig, J. Oakie (Cinecolor)		The Dude E. Albert, G. Storm, J. Gleason (Allied Artists)		The Velvet Touch R. Russell, L. Genn S. Greenstreet	Sons Of Adventure L. Roberts, R. Hoyden	Hidden Gold, W W. Boyd, R. Hoyden (Reissue)		Red River J. Wayne, M. Cliff, J. Dru (Monterey)	(August releases)	
SEPT 3	The Black Arrow L. Hoyward, J. Blair, G. Macready		A Southern Yankee R. Skelton, B. Donlevy, A. Dahl (September releases)	Music Man P. Brito, F. Stewart, J. Preisser	Beyond Glory A. Ladd, D. Reed, T. Neol (End 1947-48)	Rachel and the Stranger L. Young, W. Holden, R. Mitchum	Code Of Scotland Yard O. Homolko, D. Farr (English-mode)	Flirting With Fate J. E. Brown, B. Roberts, S. Duno (Reissue)	The Luck Of The Irish T. Power, A. Boxer C. Kelloway	Pitfall D. Powell, L. Scott, J. Wyatt (Reissue)	Tap Roots V. Heffin, S. Hayward, B. Korloff (Technicolor)	Two Guys From Texas D. Morgan, J. Corson, D. Molane (Technicolor)
10	Gentleman From Nowhere W. Boxier, F. Boker, L. Von Rooten	The Olympic Games of 1948 Commentary by Bill Stern and Ted Husing (Technicolor) (English-mode)	Luxury Liner G. Brent, J. Powell, L. Melchior (Technicolor)	The Babe W. Bendix, C. Trevor, C. Bickford (Allied Artists)		Variety Time J. Paar	Angel In Exile J. Corroll, A. Moro, T. Gomez	That's My Boy R. Durance, R. Toubert (Reissue)		Urubu All-Native Cost (Breakstone-Coplen)	Mr. Peabody and the Mermaid W. Powell, A. Blyth, I. Hervey	
17	Black Eagle, The Story of A Horse W. Bishop, V. Pottin, G. Jones	In This Corner S. Brody, A. Show, J. Millicon	Julia Misbehaves G. Gerson, W. Pidgeon, P. Lawford (October releases)	The Sheriff Of Medicine Bow, W J. M. Brown, E. Finley, R. Horton		The Best Years of Our Lives F. March, D. Andrews, M. Loy, T. Wright	Desperadoes Of Dodge City, W A. Lone, E. Waller, M. Coles	S.O.S. Submarine (Semi-documentary)	Forever Amber L. Dornell, C. Wilde, R. Greene (Technicolor)	An Innocent Affair F. MacMurray, M. Carroll, C. Rogers (Nosser)	One Touch of Venus A. Gardner, D. Haymes, R. Walker	
24	Singin' Spurs H. Hotshots, P. White, K. Grant (End 1947-48)	International Lady G. Brent, I. Mossey, B. Rothbone (Reissue)	No Minor Vices D. Andrews, L. Palmer, L. Jourdon (Enterprise)	Silver Trails, W J. Wakely, D. Taylor, C. Larson	Sorry, Wrong Number (1948-49) B. Stonwyck, B. Lancaster, A. Richards	The Twisted Road C. O'Donnell, F. Granger, H. Da Silva		Harpoon J. Bromfield, A. Louis	The Creeper E. Cionelli, O. Stevens, J. Vincent	Texas, Brooklyn and Heaven D. Lynn, G. Modison, J. Dunn (Golden)	The Saxon Charm R. Montgomery, S. Hayward, J. Payne (September releases)	Rope J. Stewart, J. Dall, J. Chandler, (Transatlantic) (Technicolor)
OCT 1	Triple Threat (1948-49) R. Crone, G. Henry, Pro Football Stars	Hollow Triumph P. Henreid, J. Bennett, L. Brooks	The Secret Land Admiral Byrd Adventure (Technicolor)		Good Sam G. Cooper, A. Sheridan, R. Collins	Melody Time (Disney) (Technicolor)	Moonrise D. Clark, G. Russell, E. Barrymore (Feldman-Grant)	Duke of West Point L. Hoyward, J. Fantioine (Reissue)	The Gay Intruders J. Emery, T. Gevo, L. Erickson		For The Love Of Mary D. Durbin, E. O'Brien, D. Taylor, J. Lynn	Smart Girls V. Moyo, B. Bennett, R. Hutton
8	The Loves Of Carmen R. Hoywarth, G. Ford, R. Rondell (Technicolor)	Adventures of Gallant Bess C. Mitchell, A. Long, P. Knicht (Cinecolor)		Behind Locked Doors R. Carlson, L. Bremer, R. Moore	Isn't It Romantic V. Lake, M. Hatcher, B. DeWolfe	Design For Death Documentary		The Mozart Story H. Holt, W. Markus			An Act Of Murder F. Eldridge, E. O'Brien	
15	I Surrender Dear G. Jeon, D. Street, D. McGuire	The Count Of Monte Cristo R. Donat, E. Lodi (Reissue)			Mourning Becomes Electra R. Russell, M. Redgrave, R. Massey	Bodyguard L. Tierney, P. Lone,		Last Of The Wild Horses J. Ellison, J. Frozee, M. B. Hughes (Sepiotone)	The Girl From Manhattan D. Lamour, C. Loughton, G. Montgomery (Bogeous)			
22	El Dorado Pass, W C. Storretti, S. Burnette, E. Verdugo	The Son Of Monte Cristo L. Hoyward, J. Bennett, G. Sonders (Reissue)			A Song Is Born D. Kaye, V. Moyo, B. Korloff (Goldwyn)	Station West D. Powell, J. Greer		Stagecoach War, W W. Boyd (Reissue)				Johnny Belinda J. Wyman, L. Ayers, C. Bickford
29	Rusty Leads T. Donaldson, S. Moffett, J. Lital				Night Has A Thousand Eyes E. G. Robinson, J. Lund	Tarzan's Fountain Of Youth L. Borker, B. Joyce, A. Dekker		Mark Of The Lash, W L. Lo Rue, A. St. John				
	The Untamed Breed S. Tufts, B. Britton, G. Hayes (Cinecolor)											

HOLIDAYS—SPECIAL EVENTS

Oct. 4-5—Rosh Hashonah
Oct. 12—Columbus Day
Oct. 13—Yom Kippur
Nov. 2—Election Day

SELZNICK RELEASING ORGANIZATION

The Paradine Case—G. Peck, Volli, A. Todd
Mr. Blandings Builds His Dream House—M. Loy
C. Grant, M. Douglas

FILM CLASSICS

Drums—(Technicolor) (Reissue)
Four Feathers—(Technicolor)—(Reissue)
Miraculous Journey—R. Colhoun, V. Grey, (Cinecolor).
Sofio—G. Roymond, S. Gurie—(Cinecolor)
Border Wolves—(Western Reissue)
Pony Post—(Western Reissue)

Is divorce coming? Will it help or hurt?

ARE WE HEADED FOR GOVERNMENT COMMISSION CONTROL?

CAN THERE BE PEACE THRU ARBITRATION?

Are we in the courts for life?

Can exhibition live under 20% Federal taxation?

CAN THEATRES CAPITALIZE ON TELEVISION?

What is the answer to the ASCAP problem?

HOW CAN 16 MM. COMPETITION BE MET?

What of the drive-in theatres?

CAN FILM TRANSPORTATION RATES BE CUT?

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will be debated and studied
by operators of theatres, large
and small, in an honest search
for answers at the.....

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Theatre Owners of America

TED R. GAMBLE
President

Drake Hotel, Chicago—Sept. 24-25



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For Men and Women

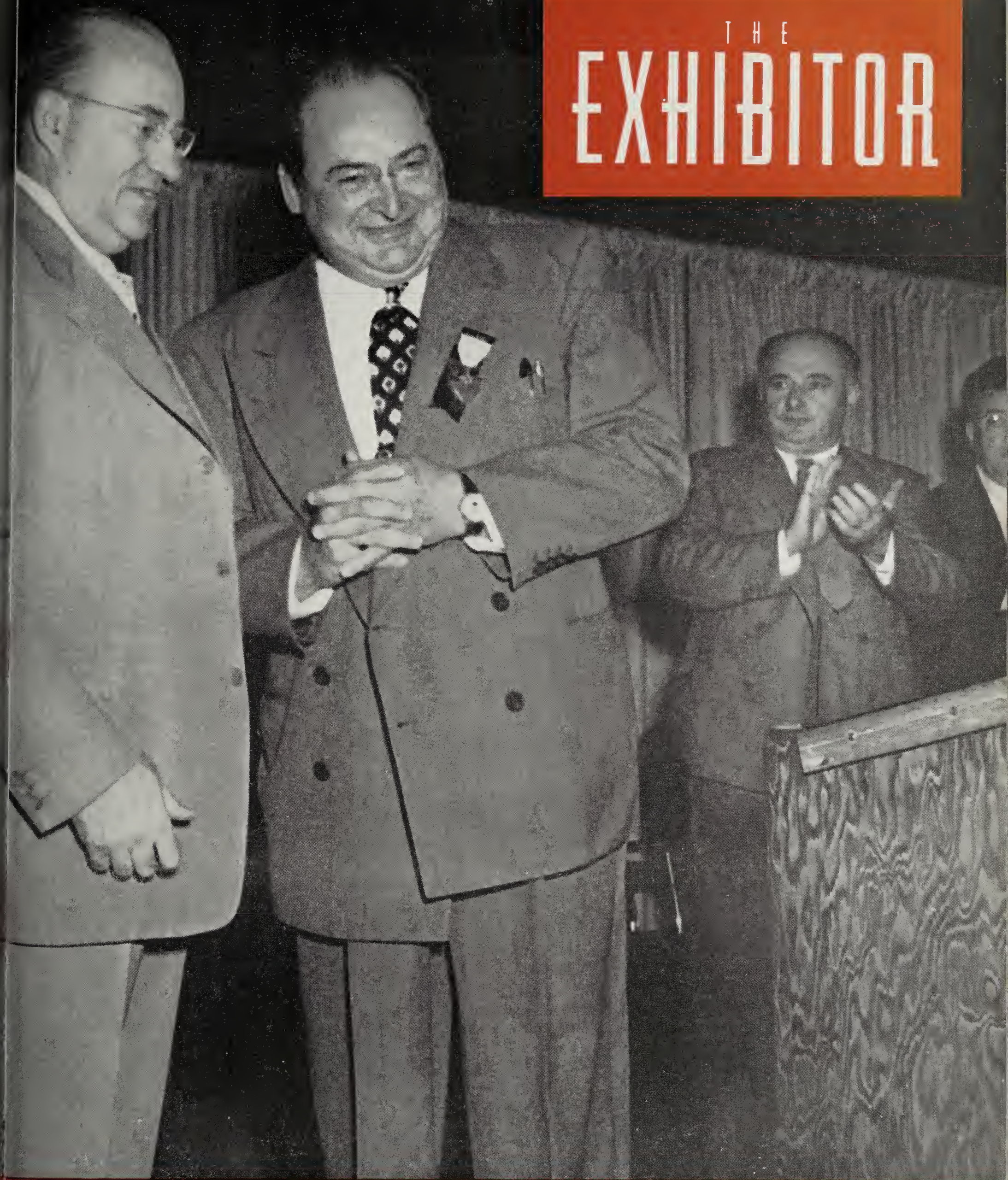
Theatre Screen Television
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Women's Fashion Show
T. O. A. Night at Chicago
Railroad Fair
Tours—Sporting Events
And other Special Events



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THE EXHIBITOR



SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE



VOLUME 40
NUMBER 20

SEPTEMBER 22, 1948

NOT SOLD

Edward Arnold, right, Screen Actors Guild, is seen bringing fraternal greetings to the IATSE convention platform in Cleveland, where they are received with a handshake by Richard F. Walsh, International president, IATSE, left, on behalf of the body. The convention was one of the best.

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

IN THIS ISSUE: *Novelty Scenic Studios celebrates its 30th successful year, and, as usual,*

PHYSICAL THEATRE

EVERY DAY IT'S TRUER
AND TRUER:

**M-G-M TOPS
THEM ALL!**

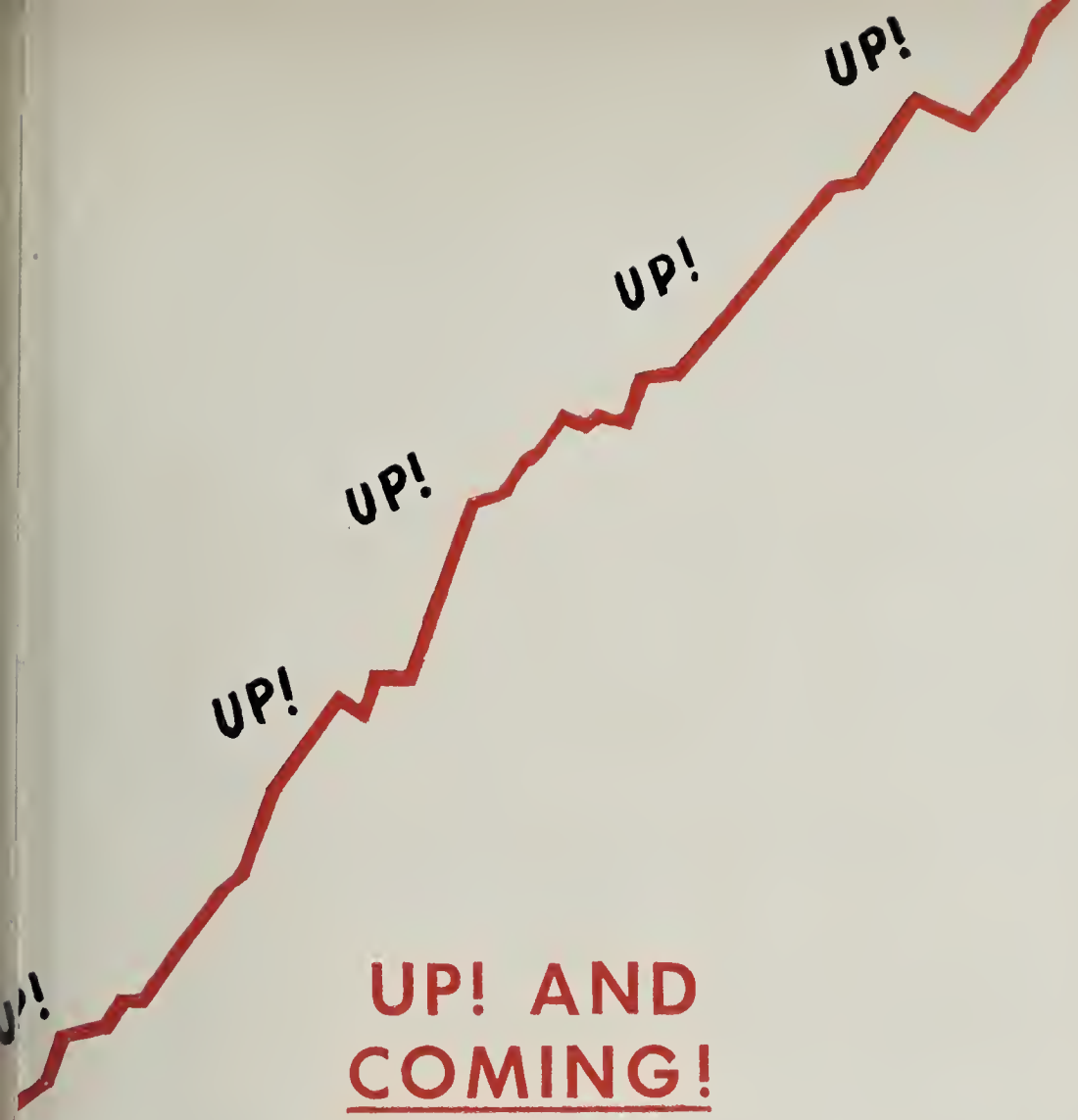
What a Summer! "Homecoming," Irving Berlin's "Easter Parade" (*Technicolor*), Frank Capra's "State of the Union," "Date With Judy" (*Technicolor*), "On An Island With You" (*Technicolor*), "Luxury Liner" (*Technicolor*), "A Southern Yankee"! And more! Who else but M-G-M has such a record! Who else but M-G-M has such a line-up of Fall and Winter Big Ones as you see on the next page!



**BEFORE
VITAMIN M-G-M!**



**AFTER
VITAMIN M-G-M!**



UP! AND COMING!

GREER GARSON
WALTER PIDGEON in
"JULIA MISBEHAVES"
PETER LAWFORD, ELIZABETH TAYLOR
CESAR ROMERO, Lucile Watson, Nigel
Bruce, Mary Boland, Reginald Owen

★ ★ ★
The Enterprise Studios present
DANA ANDREWS, LILLI PALMER
and LOUIS JOURDAN in
"NO MINOR VICES"
with Jane Wyatt

★ ★ ★
"THE SECRET LAND" (Technicolor)
Starring
MEN AND SHIPS
Of The U. S. NAVY
Narration By
Comdr. ROBERT MONTGOMERY, U.S.N.R.
Lt. ROBERT TAYLOR, U.S.N.R.
Lt. VAN HEFLIN, A.A.F. (Ret.)

★ ★ ★
"HILLS OF HOME" (Technicolor)
Starring
EDMUND GWENN
DONALD CRISP, TOM DRAKE
JANET LEIGH and LASSIE

★ ★ ★
Alexandre Dumas'
"THE THREE MUSKETEERS" (Technicolor)
Starring
LANA TURNER, GENE KELLY
JUNE ALLYSON, VAN HEFLIN
ANGELA LANSBURY
Frank Morgan, Vincent Price, Keenan
Wynn, John Sutton, Gig Young

★ ★ ★
"ACT OF VIOLENCE"
Starring
VAN HEFLIN, ROBERT RYAN
with Janet Leigh, Mary Astor
Phyllis Thaxter

★ ★ ★
FRANK SINATRA, KATHRYN GRAYSON
in "THE KISSING BANDIT" (Technicolor)
J. Carrol Naish, Mildred Natwick
Mikhail Rasumny, Billy Gilbert
Sono Osato with Dance Specialties By
Ricardo Montalban, Ann Miller, Cyd Charisse

★ ★ ★
John Ford's
"3 GODFATHERS" (Technicolor)
Presented by John Ford & Merian C. Cooper
Starring
JOHN WAYNE, PEDRO ARMENDARIZ
And Introducing HARRY CAREY, Jr.
with Ward Bond, Mae Marsh
Jane Darwell, Ben Johnson

CLARK GABLE, WALTER PIDGEON
VAN JOHNSON, BRIAN DONLEVY
Charles Bickford, John Hodiak
Edward Arnold in
"COMMAND DECISION"

★ ★ ★
"LITTLE WOMEN" (Technicolor)
Starring
JUNE ALLYSON, PETER LAWFORD
MARGARET O'BRIEN, ELIZABETH TAYLOR
JANET LEIGH, ROSSANO BRAZZI
MARY ASTOR
with Lucile Watson, C. Aubrey Smith

★ ★ ★
ROBERT TAYLOR
AVA GARDNER
CHARLES LAUGHTON
VINCENT PRICE
JOHN HODIAK in
"THE BRIBE"

★ ★ ★
"SUN IN THE MORNING"
(Technicolor) Starring
JEANETTE MacDONALD
LLOYD NOLAN, CLAUDE JARMAN, Jr.
and LASSIE
with Lewis Stone, Percy Kilbride

★ ★ ★
"WORDS AND MUSIC" (Technicolor)
Starring
MICKEY ROONEY, JUDY GARLAND
GENE KELLY, JUNE ALLYSON
PERRY COMO, ANN SOTHERN
with Tom Drake, Cyd Charisse, Betty
Garrett, Lena Horne, Janet Leigh, Marshall
Thompson, Mel Torme, Vera-Ellen

★ ★ ★
SPENCER TRACY, DEBORAH KERR
in "EDWARD, MY SON" with Ian Hunter

★ ★ ★
JOHN GARFIELD in
The Roberts Production
"FORCE OF EVIL"
An Enterprise Picture
with Thomas Gomez and Marie Windsor
And Introducing BEATRICE PEARSON

★ ★ ★
FRED ASTAIRE, GINGER ROGERS in
"THE BARKLEYS OF BROADWAY"
(Technicolor)
with Oscar Levant, Billie Burke
Gail Robbins, Jacques Francois

★ ★ ★
FRANK SINATRA
ESTHER WILLIAMS, GENE KELLY in
"TAKE ME OUT TO THE BALL GAME"
(Technicolor)
with Betty Garrett
Jules Munshin, Edward Arnold

EVERY NEW PREVIEW A NEW M-G-M HIT!

"Leo Rings The
Bell Again!"



Last week we reported the wonder-
ful Preview of "Command Decision."
And now another great Coast
Preview! Read all about "ACT OF
VIOLENCE" in the telegram below:

"'ACT OF VIOLENCE' simply terrific.
Here is one that packs a dynamite wal-
lop. Van Heflin, Robert Ryan, Janet
Leigh, Mary Astor, Phyllis Thaxter
match picture's realistic drama with
great performances. William Wright's
production and Fred Zinnemann's
direction tops in gripping suspense. Oh,
that Vitamin M-G-M!"

20th
CENTURY-FOX

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With the most important national convention
in its history completed . . . the entire per-
sonnel of the company that leads the
entire industry* is ready to do
the most important job
in its history!



THE SNAKE PIT

Darryl F. Zanuck Presents OLIVIA de HAVILLAND in "THE SNAKE PIT" also Starring MARK STEVENS and LEO GENN with Celeste Holm • Glenn Langan and Helen Craig, Leif Erickson, Beulah Bondi Lee Patrick, Howard Freeman, Katherine Locke, Natalie Schafer, Frank Conroy, Ruth Donnelly, Minna Gombell • Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK and ROBERT BASSLER Screen Play by Frank Portos and Millen Brand • Based on the Novel by Mary Jone Word



WHEN MY BABY SMILES AT ME

Color by TECHNICOLOR

BETTY GRABLE • DAN DAILEY in "WHEN MY BABY SMILES AT ME" • Color by TECHNICOLOR • With JACK OAKIE, JUNE HAVOC, RICHARD ARLEN, JAMES GLEASON • Directed by WALTER LANG Produced by GEORGE JESSEL • Screen Play by LAMAR TROTTI • Adaptation by Elizabeth Reinhardt • From a Play by George Manker Wooters and Arthur Hopkins • Lyrics and Music: "By The Way" "What Did I Do?" by Mack Gordon and Josef Myrow • Donces Staged by Seymour Felix and Kenny Williams



UNFAITHFULLY YOURS

REX HARRISON • LINDA DARNELL RUDY VALLEE • BARBARA LAWRENCE in "UNFAITHFULLY YOURS" with Kurt Kreuger, Lionel Stander, Edgar Kennedy, Alan Bridge, Julius Tannen, Torben Meyer An Original Screen Play Written, Directed and Produced by PRESTON STURGES



YELLOW SKY

GREGORY PECK • ANNE BAXTER RICHARD WIDMARK in "YELLOW SKY" with Robert Arthur, John Russell, Henry Morgan, James Borton, Charles Kemper Directed by WILLIAM A. WELLMAN Produced by LAMAR TROTTI • Screenplay by Lamar Trotti • Based on a Story by W. R. Burnett

*More Champions than any other company on Motion Picture Herald's list of Boxoffice Champions . . . the only

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Celebration

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CRY OF THE CITY

"CRY OF THE CITY" Starring VICTOR MATURE • RICHARD CONTE with Fred Clark, Shelley Winters, Betty Garde, Berry Kroeger, Tommy Cook, Debra Paget, Hope Emerson, Roland Winters, Walter Baldwin
Directed by ROBERT SIODMAK • Produced by SOL C. SIEGEL • Screen Play by Richard Murphy • From a Novel by Henry Edward Helseth



APARTMENT FOR PEGGY

Color by TECHNICOLOR

JEANNE CRAIN • WILLIAM HOLDEN and EDMUND GWENN in "APARTMENT FOR PEGGY" • Color by TECHNICOLOR • With Gene Lockhart, Griff Barnett, Randy Stuart
Directed and Written for the Screen by GEORGE SEATON • Produced by WILLIAM PERLBERG • From a Story by Faith Baldwin



ROAD HOUSE

IDA LUPINO • CORNEL WILDE • CELESTE HOLM • RICHARD WIDMARK in "ROAD HOUSE" with O. Z. Whitehead, Robert Karnes, George Beranger, Ian MacDonald, Grandon Rhodes • Directed by JEAN NEGULESCO • Produced by EDWARD CHODOROV • Screen Play by Edward Chodorov • Story by Margaret Gruen and Oscar Saul





Dean Spencer, recordist, operating the "300" System mounted on a light truck in the field in Alaska.

"HARPOON". A Danches Bros. Production
Produced and Directed by Ewing Scott
Released by Screen Guild Production, Inc.
Recordist..Dean Spencer **Sound..Western Electric**

Sound Problems Licked in Alaska's Arctic By Western Electric's "300" System

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The producers flew a compact Western Electric "300" System to Alaska, mounted it on the deck of a small whaler for sea-going sequences, in the back of a light truck for on-shore scenes. The sturdy equipment took in stride rough seas,

rigorous climate, rugged transportation facilities. From Anchorage to Nome to Cape Prince of Wales and the Bering Sea — it delivered high quality sound tracks.

Unqualified success on assignments like this makes the "300" Series an honored companion to Western Electric's "200" Series Newsreel System and the famous DeLuxe "400" System.

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A GOOD EXAMPLE of delayed action took place recently in Chicago, where a patron demanded \$600 from a manager, claiming he had just learned that his name had been called for that sum while he was sleeping through a "Bank Night" drawing at the house a decade before.

★

ERIC A. JOHNSTON was reported flying to Moscow "to sell American pictures." We can just picture him sitting down with Stalin trying to get 50 per cent and preferred playing time.

★

THE DANGERS of ushering were never better exemplified than when in an eastern theatre business spurted, and standing room developed. The S.R.O. ropes weren't available, so when an aide was holding the crowd back, a female patron bit him on the finger, saying, "Make with the seats already". The courier who delivered this item failed to determine whether (1) the patron was hungry, or (2) whether the aide invited the patron to buy something at the extra profits stand instead of continuing to chew on his finger.

★

MOST PERTINENT COMMENT of the week comes from a southern censor who declared that after looking at an allegedly sex-educational film, "she didn't feel like having lunch with a man for two weeks."

★

THE PROBLEMS of management became immediate in a Chicago theatre where an expectant mother started to have a baby. Said the manager: "We can't have a child in the audience. This picture is for adults only." Said the expectant father, as the ambulance rolled up to the door: "We want a refund, we didn't see all the picture." He got it.

—H. M. M.

I N D E X

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SEPT. 22, 1948

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THE EXHIBITOR

VOL. 40, No. 20



SEPTEMBER 22, 1948

The Minneapolis Decision

THE DECISION of Federal Judge Gunnar Nordbye in U. S. District Court in Minneapolis, in the case of ASCAP vs. theatres of Ben Berger and the Avalon, owned by Mrs. Jessie L. Jensen, White Bear Lake, Minn., that ASCAP's demand for a license fee to cover music played in films was an extension of the copyright privilege beyond the limits of the law, and, therefore, illegal, should go a long way toward silencing those who continued to urge exhibitors to pay their music tax to ASCAP after the decision of Judge Leibell in the ITOA case in New York.

MORE THAN THAT, it becomes a feather in the cap of the ITOA, its attorney, Milton Weisman, and Allied, which constantly advocated legislative relief on top of the court decision. Judge Nordbye also noted that Judge Leibell had ruled that the music licensing power of ASCAP was a monopoly, and confirmed the decision. His decision was based on an earlier U. S. Supreme Court ruling which held that the authority of a patent cannot extend beyond the monopoly of the patent granted. Judge Nordbye said that ASCAP had "life and death control" over independent theatres by denying licenses and charging a fee.

AND, also, beyond the legal phases, the turn of events does not bring any praise for those within the Theatre Owners of America who first sat down with ASCAP and worked out a new rate increase without Allied or the ITOA on hand, and then, after the ITOA victory, continued to urge exhibitors to pay ASCAP despite the fact that Judge Leibell, in his findings, declared that "certain motion picture producers own music publishing houses which received 37 per cent of one half of ASCAP's total collections from all sources."

WHEN ONE considers that the total collections of ASCAP from theatres in one year reached \$1,300,000, it becomes not at all impossible for the producers to absorb the charges. It would seem also, in the light of developments, that more consideration be given to the Lewis Bill sponsored by Allied, or perhaps a conference on the subject could be arranged among all interested parties.

ONCE AGAIN, also, this brings into the limelight the age-old criticism first directed against the MPTOA and now against the TOA, that an organization which is partially financed by producer-

(Continued on page 12)

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THE 39TH BIENNIAL CONVENTION OF THE IATSE AND MPMO OF THE U. S. AND CANADA IS SHOWN IN FULL SWING IN CLEVELAND.

In This Union, There Is Certainly Strength

The IATSE, Meeting In Cleveland Convention, Has A Most Harmonious Session



IATSE International President Richard F. Walsh, left, receives the gavel from first international vice-president Harland Holmden, Cleveland Local 160, who had served as temporary chairman.

FOR years, one of the most consistent items in the motion picture industry has been the strength of its unions, so it is no wonder that when the IATSE convention was recently held in Cleveland, it struck a pleasing note of harmony. Full organizational accord, achieved for the first time in seven years, was proven by the unanimous voice vote which reelected International President Richard F. Walsh and his administration.

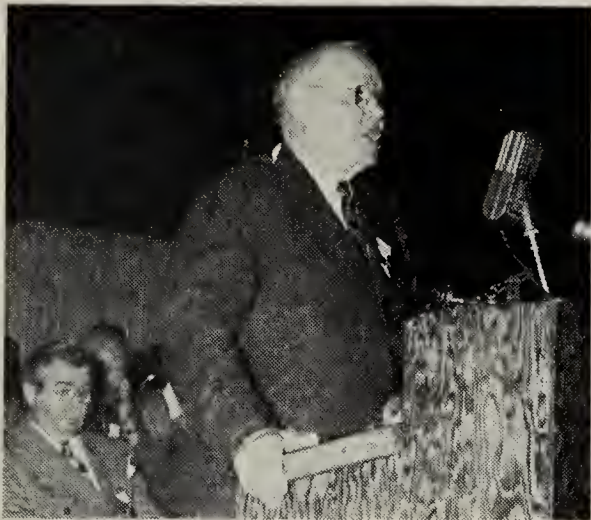
Generally recognized as one of the chief factors of this new unity is the firm stand that Walsh has taken in Hollywood, using his locals to keep the studios running in the face of a prolonged jurisdictional strike. Edward Arnold, representing the Screen Actors Guild, appeared at the convention to pay tribute to the Alliance, as did John E. Rooney, International President, Plasterers Union, another of the studio groups.

Recognizing that the IATSE's Hollywood

problems are not yet fully solved, the delegates renewed Walsh's and the general executive board's emergency powers to deal with such problems.

One of the most significant steps also taken at the Cleveland gathering was the IA's entry into politics, a move inspired largely by the Taft-Hartley Law, which upsets the closed-shop system under which the Alliance has been traditionally functioning. The delegates called for the defeat of all Congressmen who had voted for the measure.

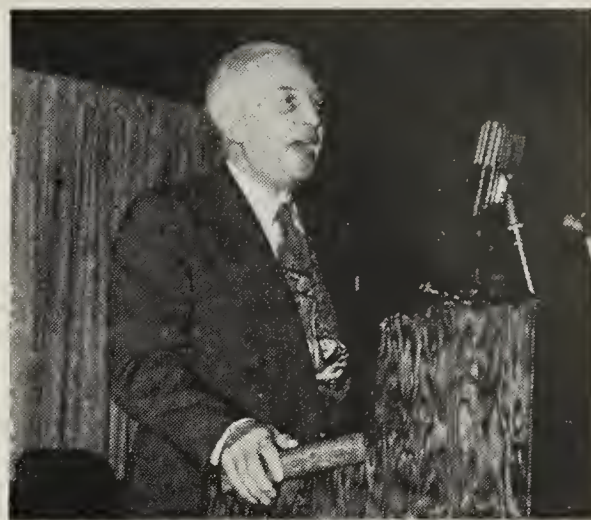
A distinguished visitor to the convention was Tom O'Brien, M.P., General Secretary, Great Britain's National Association of Theatrical and Kine Employees, who pleaded for understanding of his country's dollar difficulties, and called for the establishment of a Joint International Council for cooperation in this field, with labor recognized, and brought into the discussions.



William Green, president, American Federation of Labor, who came to Cleveland to address the convention, indicted the Taft-Hartley Act and called for the defeat of all who had voted for it.



During a lull in the activities, general secretary-treasurer William P. Raoul, seated, confers with assistant International President Thomas J. Shea on convention problems on the platform.



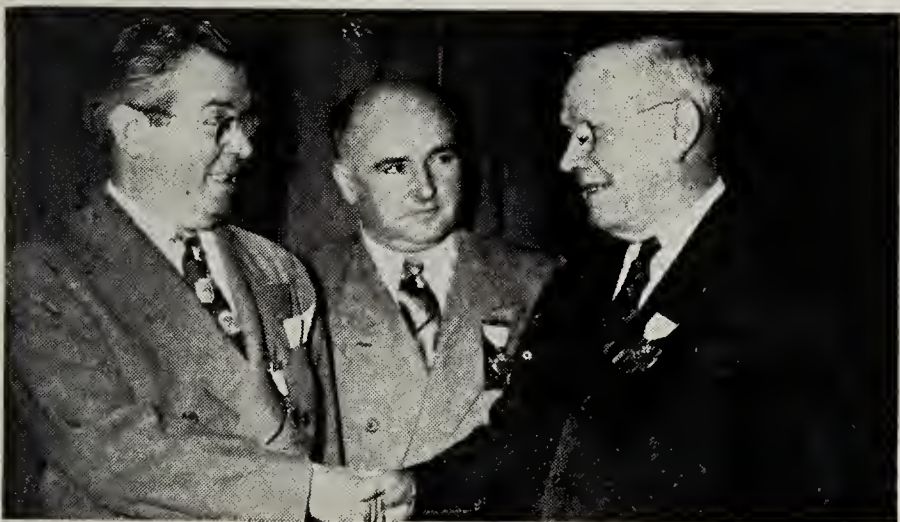
Ernest Schwartz, Cleveland Motion Picture Association president, addressed the meeting as it got under way, and paid tribute to the Cleveland locals for their fairness and cooperation.



Prior to the convention the IA Hollywood studio workers made a short showing the history of the IA. This picture was taken on the set of the film, which represented a replica of President Walsh's New York home office.



Shown here is the meeting of the Special Department locals, held at the Hotel Hollenden, Cleveland, during the convention. The Special Department is made up of exchange workers and theatre and home office employees.



Shown here are Mayor Thomas A. Burke, Cleveland; Tom O'Brien, general secretary British National Association of Theatrical and Kine Employees, who was given a gold life membership card in the IA, and Green.



Five days before the convention, the Akron, O., stage employees and the Akron projectionists entertained at a corn and rib roast. Shown is the corn eating contest, with Walsh, Judge Levy, and O. M. Jacobson.



Here are the district secretaries, left to right, and front to rear: A. Noriega, H. P. Shay, D. B. McKenzie, T. V. Green, G. W. Brayfield, H. J. Sedgwick, O. M. Jacobson, F. W. Newcomb, R. E. Morris, E. J. Miller, John Wald, and W.



H. Thompson. At right, George Ormstead, left, Local 33, is greeted by Seventh International vice-president C. G. Cooper. Ormstead belonged to Local 1 when the IA was formed in N. Y. in 1893, and still works a regular shift.

Months ago we told you so...that this would be a new
Then we proved it at the N.Y. Paramount's Pre-Release
Now we've proved again and again in first nationwide

BEST LADD SHOW

ALAN LADD • DON

can bring you, even in to

THE BIGGEST

as it did in these typical to

Paramount
is putting you back in
War-Boom Business
with "Beyond Glory"
and "Sorry, Wrong
Number"!

with
GEORGE MACREADY • GEORGE COULOURIS
HAROLD VERMILYEA • HENRY TRAVERS
Produced by ROBERT FELLOWS • Directed by JOHN FARROW
Original Screenplay by Jonathan Latimer, Charles Marquis Warren and William Wister Hain

greater Alan Ladd...

Premiere...

lease dates that

NA REED

in

"BEYOND GLORY"

's market and at reduced admission scales,

DD GROSSES IN 2 YEARS

s-most of them without benefit of holiday plus-patronage-



KANSAS CITY

DES MOINES

SAN ANTONIO

MIAMI

POUGHKEEPSIE

GLENS FALLS

PATERSON

BIRMINGHAM

HOLLYWOOD

OKLAHOMA CITY

DULUTH

NEWARK

PEEKSKILL

WILKES-BARRE

CHATTANOOGA

KNOXVILLE

CHARLOTTE

DOWN EVER!

MEL KONECOFF'S NEW YORK

THE MAN on the sound track commented on "brilliance and color balance", and, brethren, he wasn't kiddin'. The occasion was a press preview of National Carbon Company's new short subject in Technicolor, "Carbon Arc Projection," which explained just what the carbon arc is, and how it operates, as well as to show why it is the light source best fitted for motion picture projection and production. It was designed for showing to projectionists, but the subject matter is so treated as to extend the interest and value to producers as well as exhibitors, scientific groups, educational institutions, etc.



The educational aspects of the film made by the company, which has been in the carbon business for some 35 years, have also been designed to fit in with educational programs of the various IA locals on operation and maintenance of projection machines. Prints in 16mm. as well as 35mm. of the 14 minute and 10 second film are available for loan, and may be had simply by addressing National Carbon Company, Box 6037, Cleveland. One of the conditions insisted upon by the company is that showings be made on a free basis with no admissions charged. Speakers will be provided by the company whenever requested.

STREAMLINED SERVICE: Did you-all get a look at those new, streamlined pressbooks gotten out by Charlie Schlaffer, 20th Century-Fox ad-pub head, and his staff? They save on paper, and are more practical as to advertising, publicity, and art work treatment, in addition to being more compact than the old unwieldy type of operation handbook. Vurra good, Charles.

THE GOLDEN OPPORTUNITY: The other day Ed "Doc" Golden, a very hep opportunist, closed a deal with the Overseas Press Club for the film rights to the latest work by members of the club, "As We See Russia," published by E. P. Dutton. This was announced at a luncheon meeting of the club last week attended by Golden and United Artist executives, whose company will release the film. Golden reported that he will make the picture before the year is out, and a portion of the profits will go to the "Correspondents' Fund," which is set up to aid ill members. Bernard Estes arranged the deal on behalf of the OPC, and writers Emmett Lavery and Gregor Zierner have been assigned to do the screen play.

Incidentally, this is the same team that took another work of the club called "Education For Death" several years ago, and turned it out as "Hitler's Children," which cleaned up some seven million dollars, which is not exactly in the small potato class. Golden has that golden gleam in his eyes once again.

SCHOOL DAYS: In case you're wondering why they're calling Sid Mesibov, genial exploitation manager, Paramount, "professor" these days, it's because he has just joined the faculty of the College of the City of New York's Institute of Film Technique. His title, we want you to understand, is "instructor in the principles of motion picture advertising, publicity, exploitation, and distribution" and the course is given as part of the college's evening sessions, although no diploma credit is involved.

We're almost tempted to go back to school under those conditions, especially since the professor will not be issuing any report cards. Tell 'em all, Sid, tell 'em all.

TELEVISION EXHIBITION: The Columbia Broadcasting System is really

going in for movies in a big way, having recently concluded a deal calling for the production of a series of half-hour mystery-drama features, already before the cameras in Hollywood. Thirteen completed films are to be delivered to CBS by Imppro, Inc., of Hollywood by Jan. 8. The detective series will have no long shots, and no edge glare but it will have Patricia Morison, who has been in quite a few pictures since 1938 (her latest is "Sofia"). Another veteran, Theodore Von Eltz, is also in the set-up.

Maybe they'll even rent them to exhibitors when television audiences tire. Quien sabe?

THE METROPOLITAN SCENE: That "Movie of the Month" brochure put out by Columbia on "The Loves Of Carmen" is a very fine piece of promotion and a standout example of public relations. It features exclusive articles by Frank Daugherty, Hollywood correspondent; Dr. Frederic Wertham, psychiatrist; Howard Ketcham, color engineer; Carl Kent, stage designer; Irving Hoffman, theatre critic and publicist; Helen Morgan, fashion authority; Danton Walker, Broadway columnist; dance instructor Arthur Murray, and film director Charles Vidor, as well as fotos and illustrations galore. . . . "Joan Of Arc" premieres at the re-decorated and refurbished Victoria on Armistice Day, Nov. 11. . . . A number of advertising agencies are talking deal with Bob Savini, Astor prexy, for the television rights to six "Dr. Christian" features starring Jean Hersholt. . . . Martin Starr,

House Committee In Kansas City

KANSAS CITY—When the House Small Business Committee appeared here last week, Louis Sosno, Moberly, Mo., exhibitor, decried "uncontrolled competitive bidding." Others who appeared were L. V. Larsen, Webb City, Mo., and Fred D. Herbst, Allied unit. The latter described the clearance setup in the area. A sprinkling of industryites was also on hand.

W. C. Ploser was chairman of the House group.

WINS motion picture commentator and industry vet, has completed outlines on the biographical sketches of David O. Se'znick and Charlie Chaplin. The work on the former will be known as "The Sons Of The Fathers," while the revelations of Chaplin is titled "Hollywood's Whipping Boy." He worked for both, and can probably present inside material. . . . The Audio-Visual Center of the School of Business of the City College of New York is out with a 32-page catalog of films and filmstrips available to schools, business organizations, civic and fraternal groups, etc. . . . Siritzky International decided that casts of Broadway shows might like to see the French film "Private Life Of An Actor" so they have announced special matinee showings so that real actors can see celluloid actors act (confusin' ain't it?). . . . Better pressbooks out on "The Luck Of The Irish," "Sorry, Wrong Number," "Isn't It Romantic," and "Northwest Stampede." . . . Something of a record was set the other day when "The Big Clock" was booked into the local Normandie for the third time within a one month period. It claims quite a few people wanted to see it again and again and again. . . . The Rivoli held its annual observance of Constitution Day. Monty Salmon, patriotic-minded manager, was in charge of the variety of activities. . . . Florence Eldridge (Mrs. Frederic March) is back from England after completing her role as Queen Isabella in "Christopher Columbus." . . . My, but we've been having some excellent weather lately. It's the kind of weather that makes one want to go hiking, doesn't it? There's nothing like September for nice weather, folks.

The Minneapolis Decision

(Continued from page 7)

distributor funds cannot be independent. The ASCAP developments bring credit to the ITOA, an area independent body, and Allied, a national independent organization. The ITOA, under Harry Brandt, has always called a spade a spade, while Allied's record shows that it is always fighting for the independent theatreman.

CLEAR-THINKING exhibitors can't help but be influenced by what they read, and these days they are reading plenty. When the TOA meets in Chicago soon, the least it can do is to straighten itself out, and show where it stands on the situation. As far as it is concerned, some explanation is in order.

Exhibs Testify Before Congressmen

SALT LAKE CITY—Independent theatre operators in the Salt Lake City area registered complaints against alleged special favors for circuit-operated theatres during a Congressional Small Business Committee last fortnight.

Among those to testify during the hearings were Jay C. Christensen, owner and operator, Arcade, small neighborhood house on Salt Lake's west side; Gene Bowles, representing the Camark, South Salt Lake, and Irving Gillman, general manager, United-Intermountain Theatres, buying and booking organization.

Christensen claimed that his theatre received pictures at "a reasonable time" before two circuits, one affiliated with a producing company and the other independently operated, took over operation of theatres in the east end of Salt Lake. "People on the west side of the tracks are as entitled to see pictures within a reasonable time after their release as those on the east side of town," Christensen claimed. He declared that the two theatres in the east part of Salt Lake are obtaining special favors on film clearance, maintaining that his theatre hasn't been obtaining film until fourth or fifth run.

Bowles said he has been unable to obtain some product until seventh run. He said his grosses have been cut 40 to 50 per cent because of inability to obtain product until it is played out. Gillman protested what he called "the stranglehold over trailers and advertising material of National Screen Service."

In an earlier hearing in Butte, Mont., Clarence Golder, Civic Center, Great Falls, Mont., protested what he called "the domination of Great Falls theatre business by Fox-Intermountain. He maintained he was unable to get product until Fox-Intermountain had played it out.

Willis J. Ballinger, chairman, Congressional Committee, said the "big guns in the theatre business are yet to be heard from." He said more of the independent story will be told during hearings in New Orleans in November and in Los Angeles in January.

The Service Kit Is the Season's Hit.

Leon Brecher Slated

NEW YORK—At the Sept. 20 meeting of the Metropolitan Motion Pictures Theatres Association, a new board will be elected, with Leo Brecher expected to succeed Fred Schwartz as president. The latter will become board chairman.

Also nominated for office were: Ed Rugoff, first vice-president; Sol Strausberg, second vice-president; and Russell Downing, treasurer. Malcolm Kingsberg headed the nominating committee. The new board will include, besides the above, Oscar Doob, Sam Rinzler, Sam Rosen, Harry Goldberg, Bob Weitman, David Katz, and Julius Joelson.

"Rope" Gets Chicago Okeh

CHICAGO—"Rope," WB show, was last week given an "adults only" classification by the Police Censor Board. Previously, it had banned the show.

RKO Answers Charges On "Good Sam"

HOLLYWOOD—RKO, in answering protests of an Allied unit regarding any possible reflection on The Salvation Army and the Protestant Church in "Good Sam," advised THE EXHIBITOR last fortnight that "all sequences in 'Good Sam' relating to either The Salvation Army or the Protestant Church were inspected and approved by officials of these two organizations, both in the shooting and in final print form. The Rev. J. Herbert Smith, of the All Saints Episcopal Church, Beverly Hills, Cal., was technical advisor of the picture, representing the church, and Lloyd Docter, of The Salvation Army, was technical advisor on sequences in the picture relating to that organization."

Boston VC Honored

BOSTON—Annual banquet of Tent 23, Variety Club, was held on Sept. 20 at the Hotel Statler.

The schedule of events had President Lou Perini, National League Baseball Club of Boston, accepting an award, on behalf of the Braves, for the club's outstanding contribution in spearheading the "Jimmy Fund" for cancer research. Others to be honored were: Jim Britt, J. S. Cifre, J. J. Dervin, Ralph Edwards, W. H. Sullivan, Jr., and George Swartz. "Audie" Murphy and Lloyd Nolan were also set to appear at the banquet.

At the same time, the club received the highest award of the Variety Clubs International, the Charity Citation Award. The honor was given to the New England Tent for having performed "the greatest amount of good for the greatest number of people" during 1947 throughout the country. Bob O'Donnell, International Chief Barker, Variety Clubs, and president, Interstate Theatre Circuit of Texas, and Colonel Bill McCraw, international executive director, were on hand.

The New England Tent was awarded this citation for being the founder and sponsor of the Children Cancer Research Foundation, bringing to the attention of the public through the "Jimmy Fund" that cancer exists in children.

Warren Praises "Youth Month"

LOS ANGELES—Governor Earl Warren last week complimented the Theatre Owners of America for "joining in a nationwide observance of 'Youth Month.'"

Seventeen Fox West Coast Theatres in the Greater Los Angeles area presented free to youngsters a special "Salute To Young America" film and stage programs. Boy and Girl Scout leaders, American Legion bands, and other representatives of youth groups took part.

SMPE In Washington

WASHINGTON—The 64th semi-annual convention of the Society of Motion Picture Engineers will be held at the Hotel Statler on Oct. 25-29, inclusive, it was announced last week by Loren L. Ryder, president.

The Trade Screening Guide Is A Regular Feature Of This Publication.

Colorful Program Ready For TOA Meet

CHICAGO—Several colorful programs have been arranged for women guests at the TOA convention on Sept. 24 and 25 in the Drake Hotel.

Among the events arranged by the women's entertainment committee, which has Mrs. John Balaban as chairman, and Mrs. James E. Coston, Mrs. George Kerasotes, Mrs. Morris G. Leonard, and Mrs. Edward Zorn as committee members, are a luncheon and fashion show at Marshall Field's Department Store on Sept. 24 and a sight-seeing tour of Chicago and a luncheon in the Marine Dining Room of the Edgewater Beach Hotel on Sept. 25.

During the convention, open house will be maintained for TOA members by the Variety Club in the Sheraton Hotel.

It was also announced that TOA has secured the Esquire for an elaborate theatre television display on Sept. 25, just preceding the regular convention business session.

Convention treasurer C. L. Burndahl announced that M. M. Richardson, F. N. Weber, and Henry Ferber, TOA controller, had consented to serve on his finance committee.

With reservations rolling in, Ted R. Gamble, president, Theatre Owners of America, predicted that the TOA convention will be one of the most significant gatherings of exhibitors in the history of the industry.

He intends to step down from his post during the convention.

MGM Course Begins

NEW YORK—First session of the MGM Executive Training Course got under way last week at the Hotel Astor when William F. Rodgers, vice-president and general sales manager, welcomed the six men at a luncheon in the Yacht Room.

Attending the luncheon from the home office were Edward M. Saunders and Edwin W. Aaron, assistant general sales managers; John P. Byrne, eastern sales manager; H. M. Richey, in charge of exhibitor relations, and M. L. Simons, assistant to Richey.

A complete program has been lined up for the men for the four weeks they will spend at the home office. The Training Course will be known as "Opportunity Unlimited."

Due to pressure of business, Lou Formato, Philadelphia manager, was unable to attend at the present time. However, the other candidates arrived on schedule, including Michael J. Ford, Chicago salesman; Philip F. Gravitz, office manager and head booker, New Haven; H. Russell Gaus, Los Angeles salesman; Louis Marks, salesman, Cleveland; Ansley B. Padgett, assistant branch manager, Atlanta, and Louis J. Weber, Dallas salesman.

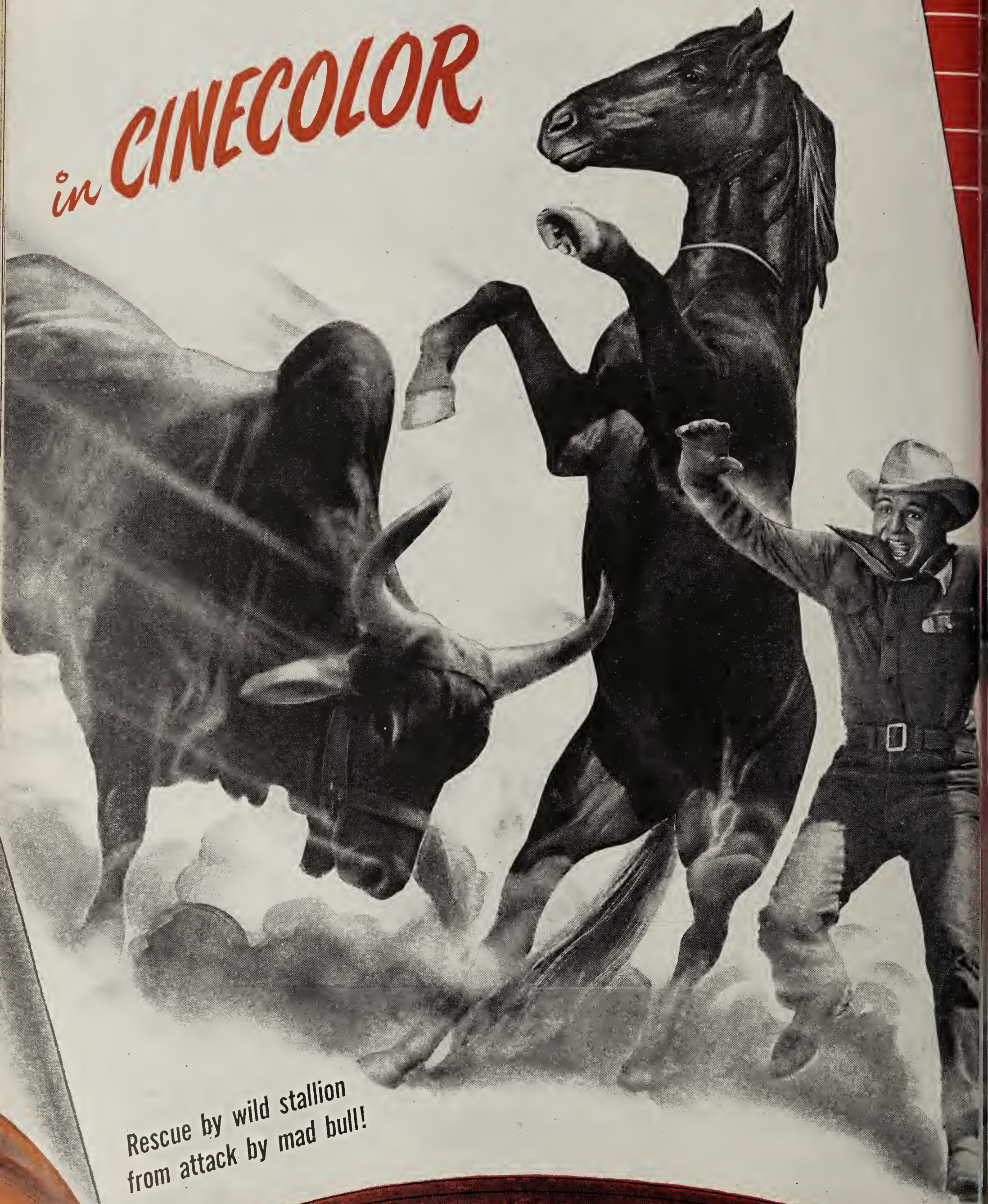
For Real Coverage Of Happenings In Your Area, Read THE EXHIBITOR.

WE Declares Dividend

NEW YORK—The Western Electric Company board of directors last week declared a dividend of \$1 per share on outstanding capital stock payable on Sept. 30 to stockholders of record on Sept. 23.

OUT OF THE GREAT SATURDAY

in CINECOLOR



Rescue by wild stallion
from attack by mad bull!

VENING POST ADVENTURE!

The untamed savagery of four-footed giants!

The hot scorn of woman's anger!

The red rage of violent men!

COLUMBIA PICTURES presents

THE

UNTAMED BREED

Starring

SONNY

TUFTS

BARBARA

BRITTON

GEORGE "GABBY"

HAYES

with

EDGAR BUCHANAN • WILLIAM BISHOP

Screenplay by Tom Reed

Based upon a

SATURDAY EVENING POST

story by Eli Colter

Directed by CHARLES LAMONT

Produced by HARRY JOE BROWN



"New Type" Meet Held By 20th-Fox

LOS ANGELES—Andy W. Smith, Jr., general sales manager, last week heralded the first national sales meeting held by 20th Century-Fox on the coast since 1941 as a "new type" of sales conference. Round table discussions led by divisional and exchange managers took the place of the customary formal speeches in the business sessions held at National Theatres headquarters.

Special sales plans for the final quarter of 1948 and for the first nine months of 1949 were discussed during the four-day meeting, which also was highlighted by new and important global production details, a visit to the company's studio, and the viewing of forthcoming pictures by the conference delegates.

The decision to produce on a global scale was first revealed by President Spyros P. Skouras at the company's Canadian sales convention in July. Since then, Darryl F. Zanuck, vice-president in charge of production, traveled to Europe, and spent six weeks visiting England, Italy, and France for the purpose of surveying and establishing this policy. Zanuck made the principal address at a dinner held in the studio. He outlined the company's expanded international plans in detail.

Questionnaires listing the principal topics for discussion were sent to the delegates so they could be prepared to discuss them in detail, with Skouras, Smith, and William G. Gehring, assistant general sales manager, serving as moderators.

Charles Schlaifer, director of advertising and exploitation, outlined the publicity campaigns planned for forthcoming product such as "Yellow Sky," "Unfaithfully Yours," "When My Baby Smiles At Me," and "The Snake Pit," all of which were screened for the delegates, and "Mother Is A Freshman" and "Down To The Sea In Ships," which they saw in production at the studio.

In keeping with a policy of developing its own manpower, seven of the eight managerial promotions made by 20th Century-Fox in the last year involved men up from the ranks, it was revealed. The one exception, he stated, was in Canada, where immigration laws forbid the importation of any one from the U. S. to hold an executive position in the Dominion.

The new managers introduced were: Peter Myers, Toronto; Ralph Pielow, Jr., Des Moines; Gordon Halloran, St. Louis; Chilton L. Robinett, Portland; Alex W. Harrison, San Francisco; Dan R. Houlihan, Albany; Sam Diamond, Philadelphia, and Tom O. McCleaster, Indianapolis.

The operation of the department of distribution has also undergone a streamlining process. Much paper work has been eliminated, constructive economies have been effected, and inter-communication between the field and the home office has been simplified.

For the first time since the inception of the company's new selling methods, 20th Century-Fox is ready to offer definite availability dates of its product, picture by picture, for 12 months in advance, the delegates were told.

Marshall Honored By Variety Clubs

WASHINGTON—Conferring upon George Cattlet Marshall, Secretary of State, of the Humanitarian Award, Variety Club's highest honor, climaxed the annual Humanitarian Award Dinner last weekend at the Hotel Statler. The dinner, a part of the VC midyear conference, was attended by almost 100 delegates.

The organization also decided to take over fund-raising for the Will Rogers Memorial Hospital.

The honorary committee included: Neil F. Agnew, Barney Balaban, Joseph Bernhard, Nate Blumberg, Steve Brody, Jack Cohn, George F. Dembow, Ned E. Depinet, Samuel Goldwyn, James R. Grainger, Eric Johnston, Benjamin Kalmenson, Abe Montague, James Mulvey, N. Peter Rathvon, Charles M. Reagan, Herman Robbins, N. F. Rodgers, Gradwell L. Sears, David O. Selznick, George J. Schaefer, William A. Scully, Spyros P. Skouras, Andy W. Smith, Jr., Harry M. Warner, and Herbert J. Yates.

Host to the convention this year was Variety Club Tent 11.

Siritzky Sets Program

NEW YORK—Siritzky International Pictures last week announced the acquisition of 12 new French pictures scheduled for release in 1948. Leading off the new crop is "Private Life Of An Actor." Shortly to follow is the third part of Marcel Pagnol's trilogy, "Caesar," starring Raimu. Next is another Pagnol picture, "Angele," starring Fernandel, followed by "Foolish Husbands," which co-stars Fernand Gravet and Micheline Prisle. This will be followed by "Angel In The Night," starring Jean Louis Barrault.

FCC Gives 20th-Fox Okeh

NEW YORK—It was learned last week that the FCC had given permission to 20th Century-Fox to run experimental TV relay operation for not more than 90 days in this city. It provides for the use of two bands 25 megacycles wide for theatre tele, and it was thought likely that the Roxy would be the scene of the experiments.

16mm. Men Meet In New York

NEW YORK—Leading 16mm. distributors, meeting here last week, decided on a policy of non-interference with regular theatre exhibition. Other problems pertinent to the 16mm. were discussed. The men will meet on the second Tuesday of each month.

Zanuck's banner presentation of "The Snake Pit" will have its world premiere at the Rivoli, New York, on Nov. 4. Distribution of the picture will be patterned after the successful pre-release engagements inaugurated for "Gentleman's Agreement."

Following the New York opening, "The Snake Pit" will be presented in Los Angeles and Chicago. These will be the only openings of the picture before Jan. 1. However, commencing the first week in January, the film will be played in five key cities a week.

"Rachel" Opens Well In Broadway Bow

NEW YORK—The Broadway first-runs continued at an even keel last weekend, maintaining average, or above, business. According to usually reliable sources reaching THE EXHIBITOR, the break-down was as follows:

"LIFE WITH FATHER" (WB). Strand, with stage show, claimed \$18,000 for Friday through Sunday with the first popular-priced engagement of this film, with the first week sure to top \$36,000.

"ROPE" (WB). Globe claimed \$19,500 for the weekend, with the fourth week bound to go over \$36,000.

"RUTHLESS" (EL). Gotham was heading for \$8,500 for the third week.

"THE LUCK OF THE IRISH" (20th-Fox). Roxy, with stage and ice show, hit \$87,500 for Wednesday through Sunday, with the opening week heading toward \$105,000.

"GOOD SAM" (RKO). Radio City Music Hall, with stage show, opened to \$88,500 for Thursday through Sunday, the first week going to \$138,000.

"RACHEL AND THE STRANGER" (RKO). Mayfair expected the opening week to go over \$40,000.

"LUXURY LINER" (MGM). Capitol, with stage show, hit \$45,000 for Thursday through Sunday, the second week anticipated at \$75,000.

"SORRY, WRONG NUMBER" (Para.). Paramount, with stage show, had a \$90,000 third week.

"TAP ROOTS" (U-I). Criterion had \$17,000 for the fourth and last week.

"LARCENY" (U-I). Winter Garden claimed \$11,000 for the third week.

To Keep Up With the Latest Developments In Television, Read the Regular Column Appearing in THE EXHIBITOR.

Kusell Heads Meeting

NEW YORK—Milton S. Kussell, RKO vice-president in charge of domestic and Canadian sales, presided at a meeting of SRO division sales managers last week.

The following home office executives and division managers attended: Sidney Deneau, assistant general sales manager; Leonard R. Case, treasurer; John T. Howard, western division manager; J. E. Fontaine, eastern division manager; Henry G. Krumm, southern division manager; Sam Horowitz, mid-western division manager, and Robert M. Gillham, eastern advertising and publicity director.

W. J. Kernan Mourned

NEW YORK—The trade last week mourned the passing of W. J. Kernan, 72, assistant treasurer and paymaster, RKO Service Corporation. He had been with the company in its various stages for 32 years.

Kalmine Meets With Aides

NEW YORK—Harry M. Kalmine, president and general manager, Warner Theatres, presided at a zone managers' meeting last week at the company's home office.

SIMPP Protests Gov't Decree Deal

HOLLYWOOD—The Society of Independent Motion Picture Producers disclosed last week that it had sent a strong protest to U. S. Attorney-General Tom C. Clark against reported attempts by the major film companies to settle the government's monopoly case against them.

The protest was contained in a telegram to Clark from Gunther R. Lessing, vice-president of the society.

Lessing told Clark that the independents would regard any compromise "deal" between the government and the major film studios as "a betrayal of the interests of the American public." He said:

"We are informed that negotiations are in progress whereby the major motion picture company defendants in the anti-trust case (United States v. Paramount, et al) who have been found guilty by the Federal District Court of the U. S. Supreme Court of long-continued violations of the law are now attempting to avoid the full effect of the decision of the Supreme Court by procuring the government's agreement to a so-called 'consent decree.' The members of the Society of Independent Motion Picture Producers unanimously protest any such agreement by the government with these defendants, who, in the words of the Supreme Court, 'have shown such marked proclivity for unlawful conduct.'

"This case has been in the courts for over 10 years. One consent decree has already been entered, which completely failed to make any correction in the monopolistic stranglehold of these defendants on motion picture exhibition in the U. S. The case has been exhaustively tried before the District Court, and heard by the Supreme Court, and the Supreme Court has given clear directions to the District Court as to what is to be done to remedy the 'bald efforts to substitute monopoly for competition and to strengthen the hold of the exhibitor-defendants on the industry.'

"It remains only for the District Court to take the final step of putting into effect the Supreme Court's decision in order that the monopolistic grip of these defendants on motion picture exhibition may be loosened. There is absolutely no reason for the government of the United States to make any deal with these law violators who, again in the words of the Supreme Court, 'had the genius to conceive the present conspiracy and execute it with the subtlety which this record reveals.'

"Such a deal could be regarded only as a betrayal of the interests of the American public which has a vital stake in the maintenance of an open competitive system of decent free enterprise. We cannot conceive that you will agree to any such deal. We urge you, as the chief law enforcement officer of this nation, to see to it that the order of the United States Supreme Court is vigorously enforced, and that the full resources of the government are thrown behind the completion of this case in open court and not behind closed doors."

Meanwhile, reports were current that any consent decree approved by the Department of Justice would have to include theatre divorcement.

20th-Fox Offers New Pressbook Idea

NEW YORK — Twentieth Century-Fox last fortnight inaugurated a new format for all future press books. From cover to cover, the book is all new. The size is that of a legal folder. The simplified art treatment, individualized stories, cross-indexed exploitation suggestions each set up as a card file, the grouping of scene cuts on a single page, and the separate ad section combine to make a press book easy to work from and easy to handle.

First of the new press sheets is for "The Luck Of The Irish." Prepared by the home office advertising and publicity department under the direction of Charles Schlaifer, the new and different press book will play an important part in the company's "Lucky Month" campaign.

Doherty Unit Reveals Plans

HOLLYWOOD—United International, Inc., 16mm. distribution company, has been purchased by a financial group headed by Edward Doherty of Chicago, it was revealed last week. Doherty, president, Apex Railway Supply Company, Chicago, manufacturers of railway equipment, will act as chairman of the board of directors. The Hollywood office is under the management of H. W. Irwin, new president, United International.

The company will place on sale 15 re-issue pictures, all 35mm. reductions. These 16mm. sound pictures include six westerns featuring Rex Bell, four westerns with Ken Maynard, two action pictures, and three romantic comedies.

Future plans of United International, Inc., call for the production and distribution of full-length features for both 35mm. and 16mm. release.

SOPEG Demands Meeting

NEW YORK—The Screen Office and Professional Employees Guild last week demanded a meeting with the companies to negotiate 1948 contract wage demands without "ultimatums," Sidney Young, president, SOPEG, announced.

Replying to the companies' stand that they would negotiate when SOPEG "has complied with the non-Communist filing requirements of the Labor Management Relations Act," President Young pointed out that SOPEG had already voted three to one against complying with this voluntary section of the Taft-Hartley Act, and accused the companies of using this as a pretext to avoid granting job security and raises.

ASCAP Meeting Delayed

NEW YORK—It was reported last week that ASCAP and ITOA attorneys would not meet before October to formulate a decree following the ASCAP case decision of Judge Vincent Leibel, U. S. District Court.

Meanwhile, it was reported that when Milton Weisman, ITOA attorney, presents his appeal before the U. S. Circuit Court of Appeals in the fall, he would ask for triple damages, totalling \$3,000,000 under the Sherman Anti-Trust Law.

Wis.-Mich. Allied Sets Meeting Plans

MILWAUKEE — Arnold Brumm, convention chairman, annual state convention, Independent Theatre Owners of Wisconsin and Upper Michigan, announced last week the local committees participating in this year's convention on Oct. 13, 14, and 15 at the Hotel Schroeder.

William L. Ainsworth, Fond du Lac, Wis., ITO of Wisconsin and Upper Michigan president, who also functions as National Allied president, is ex-officio members of all committees. Brumm, North Milwaukee, is convention chairman; Harold Pearson, Schofield, Wis., and Harry Perlewitz, Milwaukee, co-chairmen, and Ervin Clumb, chairman, publicity committee, with publicity committeemen, Pearson, George Panka, and James Gahagan.

Functioning on various convention committees are: Entertainment—Charles Trampe, chairman; Ainsworth, C. W. Kraemer; program—Sig Goldberg, chairman; Ainsworth, Perlewitz, John P. Adler, F. J. McWilliams; decoration—Oliver Trampe, chairman; Ray Trampe, Larry Kelly; reservations—Perlewitz, chairman; Pearson; convention book and displays—Kraemer, chairman; A. Provinzano; registration—Edward Johnson, chairman; William Pierce; sergeants-at-arms—L. V. Bergtold, Floyd Albert; reception—McWilliams, chairman; Eric Brown, Mark Morgan, Brumm, Charles Trampe, Ainsworth, Kraemer, Goldberg, Adler, Panka, Helen Hanke; ticket—Pearson, chairman; Charles W. Trampe, McWilliams, Panka, Morgan, Russ Leddy, Howard Gleason, Johnson, Pierce, L. Husten, Perlewitz, Hanke, Fred Krueger, Kelly; ladies—Hanke, chairman; Abbie Silliman, Evelyn Gutenberg, Henrietta Eckardt, Donna Borchert, Lucile Fowler, Mrs. John P. Adler, Florence Brumm, Ellen Kraemer, Rita Goldberg, Ruth Brown, Ann Morgan, Della Langheinrich, and Mrs. George Panka.

Prominent industry showmen, including Andy Smith, New York, 20th Century-Fox sales manager, and Benny Berger, Minneapolis, president, North Central Allied, are slated to talk.

A special cocktail party on Oct. 13 precedes the convention "kick-off" business session at 1 P. M. on Oct. 14. The E. R. Flint Company, carpet manufacturing firm, will sponsor an open house on Oct. 14.

Convention business resumes on Oct. 15, at 1 P. M., with a pre-banquet cocktail party scheduled. The annual convention banquet, with Stev Swedish providing the music, will wind up things.

Navy Thanks Technicolor

HOLLYWOOD — Authorization has been given Technicolor Motion Picture Corporation to make public the navy's expression of appreciation in connection with "The Secret Land," the motion picture record of its Antarctic expedition, it was revealed last week.

Under date of July 28, 1948, Captain E. M. Eller, then director of the public information division, office of public relations, Department of the Navy, Washington, wrote Dr. Herbert T. Kalmus, president and general manager, Technicolor Motion Picture Corporation.

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**BIGGEST GROSS OF THE
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STATE-LAKE, CHICAGO!**

**NEAR ALL-TIME RECORD IN BALTIMORE
AT THE TOWN THEATRE! 4 SOCK WEEKS!**

**TOPS THE TOWN IN PHILADELPHIA AT
WARNER'S HUGE MASTBAUM! 3 WEEKS!**

ROY DEL RUTH'S

"THE

BABE RUTH STORY

BUSINESS!

**LONGEST-RUNNING HIT
ON BROADWAY! 8th BIG
WEEK AT THE ASTOR!**

**BOSTON'S BIGGEST HIT! SENSATIONAL
AT RKO MEMORIAL FOR 3 BIG WEEKS!**

**SMASH 2nd WEEKS KANSAS CITY, OMAHA,
HARTFORD, MINNEAPOLIS, DES MOINES!**

AN ALLIED ARTISTS PRODUCTION starring

WILLIAM BENDIX · CLAIRE TREVOR · CHARLES BICKFORD

with **SAM LEVENE · WILLIAM FRAWLEY · GERTRUDE NIESEN · MATT BRIGGS** · PRODUCED AND DIRECTED BY **ROY DEL RUTH**

ASSOCIATE PRODUCER **JOE KAUFMAN** · SCREENPLAY BY **BOB CONSIDINE** AND **GEORGE CALLAHAN**

AA Has 10, Mono 51 On 1948-49 List

HOLLYWOOD—Steve Broidy, president, Allied Artists and Monogram, last week outlined details of the companies' releasing schedules for the 1948-49 season. The new program embraces 10 Allied Artists productions and 51 under the Monogram banner.

Three Allied Artists films already completed are King Brothers' "Last Of The Badmen," with Barry Sullivan, Marjorie Reynolds, and Broderick Crawford starred; "Strike It Rich," Jack Wrather Production, which co-stars Rod Cameron, Bonita Granville, and Don Castle, and "My Brother Jonathan," Associated British picture produced by Warwick Ward, with Michael Denison and Dulcie Gray heading the cast. Atmospheric scenes have been completed on producer-director Roy Del Ruth's "Red Light," and the film is now ready for major casting.

Set for early production are King Brothers' "Gun Crazy," with Barry Sullivan in a starring role, and author MacKinlay Kantor acting as associate producer; "Stampede," to star Rod Cameron and Gale Storm, with John C. Champion and Blake Edwards producing; "Bad Boy," produced by Paul Short, under sponsorship of Variety Clubs International, with Audie Murphy in the starring role; and "When A Man's A Man," Harold Bell Wright novel with a cast headed by Rory Calhoun, Guy Madison, Carole Mathews, and Cathy Downs, and Julian Lesser and Frank Melford producing. Completing the Allied Artists roster will be two untitled pictures to be produced in Canada by Leonard Fields and Joseph Than.

The Monogram schedule, 33 straight features and 18 westerns, will include two Lindsley Parsons productions starring Roddy McDowall, "Tuna Clipper," a story of the Pacific fishing fleet, and "Typee," from the South Seas classic by Herman Melville, author of "Moby Dick." Also produced by Lindsley Parsons will be "American Rhythm," starring Jimmie Davis. The program will also present "16 Fathoms Deep," in Ansco Color.

Three exploitation dramas, "The Tipster," "Forgotten Women," and "Lawless," are now in preparation for production by Jeffrey Bernerd; "Incident," starring Warren Douglas and Jane Frazee, has been completed by producers Harry Lewis and Hall Shelton; Gene Stratton-Porter will be represented by "The Harvester" and one other story, with Julian Lesser and Frank Melford as producers, and Peter Scully will produce "The Rainmaker," based on the Collier's magazine stories.

"Temptation Harbour," an Associated British film, stars Robert Newton and Simone Simon, and three untitled pictures will be produced in Canada by Leonard Fields and Joseph Than. Films for which no producers have been assigned are "The Dance Parade," a musical, and "Counter-Blast." There will also be three additional pictures.

In the series field, Monogram's program will include "Joe Palooka in Winner Take All," already completed, and one other Palooka starring Leon Errol and Joe Kirkwood, with Hal E. Chester producing; three "Charlie Chan" films starring

Ainsworth Declines State Allied Honors

MILWAUKEE—In a letter to the board of directors of the ITO of Wisconsin and Upper Michigan, William L. Ainsworth, president, announced that he would not consider serving as president any longer.

He said in part:

"Having spent seven of the last 10 years as active president of our state association, and one year as inactive president, due to the fact that my time was completely taken up in serving National Allied as President, I sincerely feel that I have given as much as any other individual in our state association to the progress of the state group. Therefore, I feel that the time has now arrived when I should have the privilege of returning to my own private business, which has been sadly neglected these many years.

"I, therefore, wish to advise that I am not up for reelection as state president. Neither do I wish to serve as a member of the board of directors this coming year."

Scholarship Aids "Youth Month"

NEW YORK—A four-year tuition scholarship to Denver University will be the grand prize in a nationwide essay contest conducted among the Youth of America over the National Broadcasting System, it was announced last week at the headquarters of Theatre Owners of America. The scholarship and contest were arranged by Robert W. Selig, prominent Colorado exhibitor and Colorado state chairman, National "Youth Month" committee.

Complete details and rules were announced on Sept. 18 at 10 A. M. on the Frank Merriwell program at NBC, and will be repeated on the same program at the same time on the following two Saturdays. The winner will be announced on Oct. 16.

The scholarship will be made available whenever the winner has received his or her necessary high school or prep school credits, and will be based on an essay of not more than 100 words on "What Youth Means to the Future of America." The essays are to be mailed to Frank Merriwell, National Broadcasting System, Rockefeller Center, New York City.

To Keep Up With the Latest Developments In Television, Read the Regular Column Appearing in THE EXHIBITOR.

Roland Winters with Key Luke, and produced by James S. Burkett; four in the "Bowery Boys" group, starring Leo Gorcey with Huntz Hall, and produced by Jan Grippo; two "Jiggs and Maggie" films, with Joe Yule and Renie Riano starred, and Barney Gerard producing, and two adventures of "Bomba, The Jungle Boy," produced by Walter Mirisch, and starring Johnny Sheffield.

The three western series comprise six films starring Johnny Mack Brown, with Max Terhune; six starring Jimmy Wakely, with "Cannonball" Taylor, and a new group of six starring "Whip" Wilson, with Andy Clyde.

Six Distribs Sue Carolina Theatres

ASHEVILLE, N. C.—Six motion picture distributors filed separate percentage fraud suits last week in the U. S. District Court for the Western District of North Carolina, Asheville division.

Actions were filed by Paramount, 20th Century-Fox, Warners, RKO, United Artists, and U-I. C. V. Davis, W. I. Davis, and F. W. Davis, doing business as the Alva Theatre Company, are defendants in the suits, as well as Elsie B. House and the Marion Amusement Company, Inc.

The theatres named in the complaint are the Mimosa and Alva, Morganton, N. C., and the Marion and Oasis, Marion, N. C. These are the first suits of this type in the Carolina area.

Recovery is sought in each complaint for damages resulting from alleged false returns on percentage pictures. William T. Joyner, Raleigh, N. C.; is attorney for each plaintiff, with Sargoy and Stein of New York as counsel.

Film Library In Canada

NEW YORK—The Children's Film Library was last week inaugurated in Canada.

Mrs. Marjorie Dawson, chairman, National Children's Film Library Committee, Motion Picture Association of America, demonstrated the procedures established by her committee to the heads of the major motion picture distributors of Canada and to representatives of Canadian religious, educational, civic and parents' groups, and women's organizations.

Mrs. Dawson also gave an actual demonstration of the "Wiggle Test."

The Motion Picture Association of America made the Children's Film Library available to Canada at the request of the Motion Picture Branch of the Toronto Board of Trade, whose membership includes the general and branch managers of all major motion picture distributors in Canada as well as the leading circuit and independent exhibitors.

"Venus" Contest Set

NEW YORK—A nationwide contest to find the girl in America whose beauty and figure measurements most closely resemble those of the famed Anatolian Venus featured in U-I's "One Touch Of Venus" is being conducted by Venus Foundations, Inc., in conjunction with key city openings of the film, it was revealed last week. The girl, who will be selected through local contests conducted in key cities by leading department stores, will be crowned "Miss American Venus," and will receive a \$1,000 first prize and a free trip to Hollywood.

Drive-In Taxes Clarified

CHICAGO—Drive-ins using cash registers must switch to ticket registers since the Internal Revenue Department does not recognize the cash system, it was revealed last week. Word on this was received by the local Revenue office from headquarters in Washington. In response to a query, Richard Horgan, office head, told drive-in operators that youngsters under 12, who are admitted free, do not have to pay a tax.

Andy Smith Reveals 20th-Fox Schedule

LOS ANGELES—Andy W. Smith, Jr., 20th Century-Fox general sales manager, detailed last week before delegates to the company's national sales conference here a release schedule of 20th Century-Fox's product for the next 12 months.

Seven of the pictures in the schedule will be in Technicolor, while one will be in Cinecolor.

Twentieth Century-Fox will produce 30 of the specials in addition to Darryl F. Zanuck's presentation of "The Snake Pit," and release two independent productions, "Canadian Pacific," starring Randolph Scott, for producer Nat Holt, and "Belle Starr's Daughter," starring George Montgomery and Rod Cameron, for Edward Alperson.

"I Was A Male War Bride," starring Cary Grant and Ann Sheridan, is being filmed in England, France, and Germany; "Prince Of Foxes," starring Tyrone Power and Orson Welles, is before the cameras in Italy; "The Snow Of Kilimanjaro," the Ernest Hemingway story to be personally produced by Zanuck, is slated to be filmed in Africa, and others will be made in Sweden and other foreign locales.

The 10 special productions to be included in the 13-week "Spyros P. Skouras 35th Anniversary Celebration" are already completed.

Here is the month-by-month release line-up:

September:

"The Luck of the Irish," "Escape," and "Forever Amber," in Technicolor.

October:

"Cry Of The City" and "Apartment For Peggy," in Technicolor.

November:

"Road House," starring Cornel Wilde, Ida Lupino, Celeste Holm, and Richard Widmark; directed by Jean Negulesco from the screenplay by Edward Chodorov, who also produced; "When My Baby Smiles At Me," in Technicolor, starring Betty Grable and Dan Dailey, produced by George Jessel, and directed by Walter Lang; and "Belle Starr's Daughter," an independent Edward Alperson production starring George Montgomery and Rod Cameron.

December:

"Yellow Sky," starring Gregory Peck, Anne Baxter, and Richard Widmark, directed by William A. Wellman from a screenplay by Lamar Trotti, who also produced, and "Unfaithfully Yours," starring Rex Harrison, Linda Darnell, Rudy Vallee, and Barbara Lawrence, written, directed, and produced by Preston Sturges.

January:

"Mr. Belvedere Goes To College," starring Clifton Webb, with Jean Peters, Alan Young, and Barbara Lawrence, produced by Samuel G. Engel, and "Canadian Pacific," an independent Nat Holt production in Cinecolor, starring Randolph Scott, and directed by Edward Marin.

February:

"The Fan," starring Madeleine Carroll, Jeanne Crain, Richard Greene and George Sanders, produced and directed by Otto Preminger, and "That Wonderful Urge," starring Tyrone Power and Gene Tierney, produced by Fred Kohlmar, and directed by Robert Sinclair.

March:

Will James' "Sand," in Technicolor, with Mark Stevens, Coleen Gray, Rory Calhoun, and Charley Grapewin, produced by Robert Bassler, and directed by Louis King; "Down To The Sea In Ships," starring Richard Widmark, Lionel Barrymore, and Dean Stockwell, and with a prominent supporting cast headed by Cecil Kellaway and Gene Lockhart, produced by Louis D. Lighton, and directed by Henry Hathaway, and "Come To The Stable," starring Loretta Young and Celeste Holm, produced by Samuel G. Engel, and directed by Henry Koster from a screenplay by Clare Boothe Luce.

April:

"Affairs Of Adelaide," starring Maureen O'Hara and Dana Andrews, under production in England by William Perlberg, with Jean Negulesco directing; "Chicken Every Sunday," starring Dan Dailey and Celeste Holm, with William Perlberg producing, and George Seaton directing, and "I'll Never Go There Anymore," starring Victor Mature, and produced by Sol C. Siegel.

May:

"Letter To Three Wives," with an all-star cast headed by Linda Darnell, Ann Sothern, Jeanne Crain, Jeffrey Lynn, Kirk Douglas, and Paul Douglas, with Sol C. Siegel producing, and Joseph L. Mankiewicz directing; "Mother Is A Freshman," in Technicolor, co-starring Loretta Young and Van Johnson, produced by Walter Morosco, and directed by Lloyd Bacon, and "Inside Scotland Yard," produced in England by Samuel G. Engel.

June:

"Prince Of Foxes," starring Tyrone Power and Orson Welles, being produced in Italy by Sol C. Siegel, with Henry King directing; "I Was A Male War Bride," starring Cary Grant and Ann Sheridan, being produced in England, France, and Germany by Sol C. Siegel, with Howard Hawks directing, and "You're My Everything," in Technicolor, starring June Haver and Dan Dailey, and produced by George Jessel.

July:

"Beyond Five Fathoms," to be directed by Elia Kazan off the coast of Florida, and "Canadian Royal Mounted Police," to be produced in Canada by Samuel G. Engel, to star Mark Stevens.

August:

"Beautiful Blonde From Bashful Bend," in Technicolor, starring Betty Grable, and written, directed, and produced by Preston Sturges; "Cloak Of Innocence," starring Richard Widmark, to be produced and directed by Otto Preminger, and "Fire," to be produced in cooperation with the U. S. Forestry Service by Samuel G. Engel.

September:

"Waltz Into Darkness," starring Linda Darnell and Cornel Wilde, to be produced by George Jessel, and directed by John Stahl, and "Call Me Mister," in Technicolor, to be produced by George Jessel, with June Haver in the feminine lead, although Betty Grable, Tyrone Power, Linda Darnell, Jeanne Crain, and other top 20th Century-Fox stars will appear.

In addition, Smith announced that Zanuck's "The Snow Of Kilimanjaro," "Lydia Bailey," "The Black Rose," and

(Continued on page 22)

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. . . at lower cost
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SEASONING SPECIALISTS TO THE NATION

20th-Fox Schedule

(Continued from page 21)

"Unseen Harbor" will also be produced and scheduled for 1949 release.

The company will release 54 short subjects during 1949, Peter Levathes, short subjects sales manager, announced. These will consist of 19 Movietones, six of which will be in Technicolor; 22 Terrytoons including two reissues, and 13 March of Time subjects. In addition, there will be 104 issues of Movietone News.

The schedule of Movietone shorts includes: Eight Movietone Adventures; seven Movietone Sports, a Feminine World Series by Ilka Chase called "Fashions Of Yesteryear," and Lew Lehr's Dribble-Puss Parade, "Satisfied Saurians."

In addition, Levathes announced, there will be two subjects called Movietone Specialties, "The Hunter" and "Shadows In The Snow." These subjects, which have an unusual musical background, were photographed in Sweden, and produced in collaboration with the A. B. Svensk Film-industrie. The first subject of this series, "Symphony Of A City," is completed.

The company's 1949 program of shorts also will have its full complement of 22 Terrytoons, Levathes announced.

The advertising, publicity, exploitation, and radio departments already have completed over-all campaigns for each of the company's productions through February, 1949, Charles Schlaifer, director of advertising and exploitation announced. Special promotion folders, prepared for 10 feature productions in "The Spyros P. Skouras 35th Anniversary Celebration" were distributed to each conference delegate.

An important feature of this advertising and publicity material was the new streamlined 20th Century-Fox pressbook, which contains many sales promotion innovations.

Isley Heads Texas Allied

DALLAS—Phil Isley, Isley Theatres Circuit, was last week elected president of Allied Theatre Owners of Texas by a special called meeting of the directors to act on the resignation as president of Colonel H. A. Cole. No other officer changes were made.

Cole said he had begun to feel the burden of his labors, and desired to divest himself of the responsibilities of office, and to assure the life of the unit by new men taking on duties now.

Twelve of 15 board members present voted also to defer the annual fall convention to early spring.

Cole remains as chairman of the board until spring. This is Isley's first venture as an association officer, although for years as an exhibitor in Oklahoma, and later in Texas, he has maintained active membership.

"Curley" Hearing Set

MEMPHIS—Hearings will be held on Sept. 28 before Chancellor Lawrence Creson in the Hal Roach-United Artists suit to lift the Memphis Board of Censors' ban on "Curley." UA, as distributor, and Roach, as producer, will seek to have the court review the board's action, while the board in turn will attempt to have the company's petition set aside.

Loew's Asks Questions Of Dept. Of Justice

NEW YORK—The Department of Justice was last week asked by Loew's, via a long list of questions, how the government expects to establish that the company acted illegally in any transactions with exhibitor partners.

The case comes up in federal court on Oct. 13.

Taxes Highlight Ohio Convention

COLUMBUS, O.—The tax problem occupied a major share of the spotlight during the two-day meeting of the Independent Theatre Owners of Ohio.

Impression of observers was that most theatremen present favored a state admissions tax rather than the municipality privilege now in effect. Secretary F. J. Wood revealed that 102 spots in the state had local admissions taxes.

Abram F. Myers, in addressing the body, discussed the recent Minneapolis decision, and discussed Allied's record over the past 20 years.

Others who were heard were National Allied President W. H. Ainsworth, Allied of Indiana President Trueman Rembusch, and MGM's H. M. Richey.

Highlighting the second day's session was a resolution asking that the state admissions tax be reenacted possibly in the form of a gross sales tax, with allocation to the local municipalities as the substitute for the present law. The body also approved the Willis Vance Cryptix system, and asked that the Bureau Of Internal Revenue consider it.

The ITO also endorsed the National Youth Movement, Will Rogers Memorial Hospital Drive, and employment of the handicapped, and rapped alleged National Screen Service practices.

All officers were reelected, headed by President Martin Smith. Henry Greenberg, Cleveland, was made a second vice-president.

Argentine Crisis Averted

NEW YORK—Meetings last week of American film men in New York and Buenos Aires, linked by radio telephone, averted a walkout of some 1,000 employees of American companies in Argentina and settled a strike. The announcement of the settlement, which prevented virtual paralysis of the American film industry in Argentina, was made by John G. McCarthy, associate managing director, international division, Motion Picture Association of America.

McCarthy revealed that under the terms of the settlement, Argentine film workers for American interests will receive a maximum increase of 28 per cent while the film companies retain major managerial rights.

George Goldberg Mourned

ALBANY—Passing of George Goldberg, WB salesman, was mourned last week. He had been with the company for 20 years. He had been ill for the past three months. In addition to his widow, he is survived by a married daughter.

Smith Reveals Setup For Skouras Drive

LOS ANGELES—President Spyros P. Skouras is celebrating the start of his 35th year in show business, and, appropriately, 20th Century-Fox sales force is dedicating a special, concentrated sales campaign in his honor, general sales manager Andy W. Smith, Jr., announced last week. Starting on Sept. 26, and ending on Dec. 25, the 13-week period will be known as "The Spyros P. Skouras 35th Anniversary Celebration."

An all-inclusive "celebration organization" has been set up within the company, Smith stated, which will include every person in each of the company's 37 branches in the United States and Canada. The objectives included the achieving of the greatest "pencil-in" result in company history and a record liquidation of backlog product, as well as the attainment of a new mark for volume of feature bookings in a 13-week period.

Highlight of the celebration will be a series of special weeks, climaxed by 20th Century-Fox Anniversary Week, Nov. 21-27, when it is planned to have the company trademark on the screen of every U. S. theatre.

The company's five sales divisions will have home office sponsors: W. C. Michel, executive vice-president, for the western division; Joseph Moskowitz, vice-president and eastern studio representative, for the eastern division; Donald A. Henderson, treasurer and secretary, in a similar capacity for the southern division, with the central division sponsored by Wilfred J. Eadie, comptroller and assistant treasurer, and the Canadian division sponsored by Otto Koegel, chief counsel.

Another innovation will be setting up of a special home office cabinet, to coordinate all campaign activity, and serve as a spark plug throughout the 13-week period. The general sales manager will serve as chairman, while others in the cabinet include William C. Gehring, assistant general sales manager; Martin Moskowitz, executive assistant to Smith; Peter Levathes, short subjects sales manager; Clarence Hill, manager of branch operations; Charles Schlaifer, director of advertising and exploitation; Morris Caplan, statistician to Smith; Roger Ferri; Frank X. Carroll, home office sales analyst; Jack Bloom, home office division aide; Harry Mersay, print department manager; Sam Fishman, contract department manager, and Sam Shain, director of exhibitor relations. The five divisional sponsors will be honorary members of the cabinet.

Field activity will be supervised by a special field celebration committee, composed of the five divisional sales managers—R. E. Moon, east; J. H. Lorentz, central; H. G. Ballance, south; Herman Wobber, west, and Arthur Silverstone, Canada. Within each division, separate leaders have been designated, the following assistant division sales managers: Howard Minsky, for the east; Harold L. Beecroft, for the central division; Paul S. Wilson, for the south, and Bryan D. Stoner, for the west.

The comprehensive campaign plan includes special leaders in each branch office.

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

U.S.: Presidential campaigns open. Amsterdam: Juliana becomes queen.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 73) New York: Championship dancing. Forest Hills, L. I.: Davis Cup tennis. U.S.: Washington Redskins vs. Los Angeles Rams. Niagara Falls, N. Y.: Shooting rapids.

NEWS OF THE DAY (Vol. XX, No. 203) New York: "Harvest Ball." Cleveland: Air races. Booneville, Ind.: Labor Day. Forest Hills, L. I.: Davis Cup tennis.

PARAMOUNT NEWS (No. 6) New York: "Harvest Ball."

UNIVERSAL NEWSREEL (Vol. 21, No. 177) New York: "Harvest Ball." Cleveland: Air races. Booneville, Ind.: Labor Day.

WARNER PATHE NEWS (Vol. 20, No. 8) Cleveland: Air races. Forest Hills, L. I.: Davis Cup tennis. U.S.: Growing man.

ALL AMERICAN NEWS (Vol. 6, No. 308) Chicago: New peacetime draft. Little Rock, Ark.: Cartoonist Greeley Hall wins recognition for work. Indianapolis: Star golfers compete in annual United Golf Association tournament. Aboard U.S.S. Washington: Olympic stars journey homeward following tour of Europe. Albany, Ga.: Olympic champion Alice Coachman welcomed home.

IN ALL FIVE:

Berlin: New crisis. Atlantic City, N. J.: "Miss America" crowned.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 74) Canada: Oil well burns. New York: Dewey registers to vote. Rome: Pope hailed. Washington: Air force's first anniversary (except Philadelphia, Pittsburgh, Los Angeles). Pennsylvania: "Pennsylvania Week" (Philadelphia, Pittsburgh only). Los Angeles: Film stars in charity show (Los Angeles only). Atlantic City: "Miss America" crowned. Colorado: Mountain climbing. Massachusetts: Auto races.

NEWS OF THE DAY (Vol. XX, No. 204) Los Angeles: Film stars in charity show. Rome: Pope hailed. San Francisco: Zoo drama. Atlantic City: "Miss America" crowned. Hudson, N. Y.: Dewey aids "Youth Month." Los Angeles: Pro football games. Pennsylvania: "Pennsylvania Week" (Philadelphia and Pittsburgh only). Washington: John L. Lewis hands over first pension check.

PARAMOUNT NEWS (No. 7) Boston: Boston baseball fervor. Washington: Vandenberg interview. Rome: Pope hailed. Los Angeles: Stars in charity show.

UNIVERSAL NEWSREEL (Vol. 21, No. 178) Seattle: New bomber production. Washington: Air forces' first anniversary. Rome: Pope hailed. Atlantic City: "Miss America" crowned. Chicago: Old cars burned. Ellensburg, Wash.: Rodeo. Harrisburg, Pa.: Duff lauds state.

WARNER PATHE NEWS (Vol. 20, No. 9) San Francisco: Mark Clark and friends. Washington: John L. Lewis hands over first pension check. Washington: Truman and Marshall visited. Hudson, N. Y.: Dewey aids "Youth Month." Washington: Air forces' first anniversary. San Francisco: Vet registers on flagpole. Atlantic

City: "Miss America" crowned. Canada: Oil well burns. Kenosha, Wis.: Bike races. Rome: Pope hailed. San Francisco: Zoo drama.

TELENEWS DIGEST (Vol. 11, No. 37) Germany: Berliners demonstrate against Soviet policy. Holland: Juliana inaugurated. Czechoslovakia: Eduard Benes dead. Sweden: Lomakin arrives. Italy: Pope attacks Communists. Indonesia: Kapok, vital raw material. New York: Wallace rally at Yankee Stadium. New York: U. S. delegates sail for UN sessions in Paris. New York: Suicide blast kills three. Atlantic City: Miss America crowned. New Jersey: Laboratory in the sky. Westbury, L. I.: Top stars play for polo title.

NATIONAL BOARD OF REVIEW

Sept. 11, 1948

STARRED SELECTED FEATURES: "Rope" (WB); "The Secret Land" (MGM); SELECTED FEATURE: "The Loves Of Carmen" (Col.).

NATIONAL LEGION OF DECENCY

Sept. 16, 1948

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "For The Love Of Mary" (U-I); "Hills Of Home" (MGM); "Kidnapped" (Mono.); "The Luck Of The Irish" (20th-Fox); "Quiet Weekend" (English-made) (Distinguished); UNOBJECTIONABLE FOR ADULTS: "Cry Of The City" (20th-Fox); "Larceny" (U-I); "The Prairie" (SG); "Sealed Verdict" (Para.); "Two Guys From Texas" (WB); "Urubu" (UA); OBJECTIONABLE IN PART: "An Act Of Murder" (U-I); "One Touch Of Venus" (U-I); "Code Of Scotland Yard" (Rep.); "Julia Misbehaves" (MGM); "Variety Time"

Buffalo Suit Begins

BUFFALO—Hearings began on Sept. 14 on the third movie anti-trust case to come before the federal court this year. Asking for triple damages of \$5,125,000, the case was filed by Dipson Theatres, Inc., Batavia, N. Y., against Buffalo Theatres, Inc., and Bison Theatres, Inc., as well as the following distributors: Paramount, Loew's, Warners, 20th Century-Fox, RKO, Universal, United Artists, and Columbia.

The plaintiffs claim that they cannot get a sufficient number of feature pictures for exhibition in their houses, and attribute this to a conspiracy among the Buffalo defendants, its competitors, and the distributors. The case is expected to last approximately four weeks.

St. Louis Drive-In Fought

ST. LOUIS—A suit was filed last fortnight in the Circuit Court, Clayton, Mo., by interests fighting a proposed Wehrenberg-Kaimann 1,000 car drive-in on Highway 99, in the northeastern part of St. Louis County. The suit challenged the right to grant construction permits by the St. Louis County Court and the St. Louis Planning Commission.

Paramount's Holdings Spurt

NEW YORK—Paramount's total common stock holdings jumped to 633,333 last fortnight, following the news that it had purchased 22,200 shares in August.

(RKO); "The Bells Of The Old City" (Swedish) (Scandia).

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Walbrook Loses Point

WASHINGTON—The Walbrook, Baltimore, Md., lost in a ruling of District Court Justice F. D. Letts, a move last week to prevent booking of 20th-Fox product on a first neighborhood run basis in the Windsor, across the street from the Walbrook. An even division of the product was promised the Windsor in an agreement previously reached, and 20th-Fox was thus excused as a defendant in the Windsor's \$600,000 treble-damage suit against it and five other major companies. Findings are to be filed within 10 days. Meanwhile, the Windsor will show the first of the 20th-Fox pictures made available to it. John Caskey represented the film company.

S. H. Fabian Honored

NEW YORK—Simon H. Fabian, president, Fabian Theatres, was honored by Cinema Lodge, B'nai B'rith, for his outstanding service to humanity at a special meeting at the Hotel Astor, on Sept. 21. S. Arthur Glixon is president.

Fabian, who most recently served as New York State chairman for the entertainment industry's participation in the United Jewish Appeal drive and last year as entertainment industry chairman, Federation of Jewish Philanthropies drive, was presented with the Cinema Lodge "Honor Scroll" by Samuel Rinzler, president, Randforce Theatres.

China Raises Customs Duty

NEW YORK—China has increased its customs duty on the importation of films from \$250 to approximately \$1200 for each feature, according to an announcement last week by John G. McCarthy, associate managing director, international division, Motion Picture Association of America.

McCarthy was also advised that the managers of the companies have suspended further shipments to China pending clarification of the situation.

SG Seeks More Space

HOLLYWOOD—Screen Guild is now negotiating for its own studio space, it was announced last week by Robert L. Lippert, president.

With Screen Guild's production program calling for five pictures every two months in full swing, and financing for forthcoming product completed, suitable studio space when needed is necessary in order to avoid production delays generally caused by previous commitments in the independent studios.

German Unit Organized

HAMBURG, GERMANY—A new German company, the Deutsches Film Kontor, has been organized here with the aim of helping finance German motion picture production and theatre building, it was announced last fortnight. The directorate of the company announced that the organization would attempt to promote the export of German films and the import of foreign pictures.

Blumenstock On Coast

NEW YORK—Mort Blumenstock, Warners' vice-president in charge of advertising and publicity, left last week for the company's Burbank studios.

Civilians May Again See Films At Posts

WASHINGTON—It was learned last week that the army may once more adopt a policy of permitting civilians to go to theatres on army posts. Top exhibitor organizations and distributors are being sounded out on the plan, and a final decision is expected to be made in a month or more. Only civilians accompanying soldiers will be admitted to bases under the plan.

Realart Keeps Combination Idea

NEW YORK—Realart Pictures, Inc., celebrated its first anniversary from Sept. 20-23 with a national convention and sales meeting at the Warwick Hotel, presided over by Budd Rogers, vice-president and general sales manager, who said the company's merchandising policy of re-releasing its pictures in combinations will be continued.

In addition to Realart's own franchise holders, Film Classics and Eagle Lion also distribute some Realart product.

The following were in attendance at the meetings: President, Paul Broder, Detroit; vice-president, Jack Broder, Los Angeles; Irving Kipnis, secretary, Miami Beach; Norman Eisenstein, New York, vice-president, Joseph Harris, chairman of the board and treasurer; Bill Schulman, director of advertising and publicity; Carroll Puciato, general manager; James Harris, assistant to Rogers; Manny Jacobs, in charge of prints; John Mangham, Ken Smith and R. S. Carscallen, Atlanta; Bert Stearn and Milton Brauman, Pittsburgh; Lee L. Goldberg, Cincinnati; Harold F. Cohen, New Orleans; H. V. George, Denver, Kansas City, Des Moines, and Omaha; Scott Lett, Charlotte; Bob Snyder and Manny Stutz, Cleveland; Nelson Wax, Philadelphia; Joe Levine and Joe Wolf, Boston; John Franconi, Dallas; Sam Decker, Los Angeles; Henri Elman, Chicago; Herman Gorelick, St. Louis; Harry Price, San Francisco; Fred Sandy, Bernie Mills and Myron Mills, Washington, D. C.; Sherman S. Krellberg, New York City; Moe Kerman and Joe Felder, New York City; Carr Scott, Oklahoma City; Don Swartz, Minneapolis, and Jack Zide, Detroit.

"Duel" Receives Honors

HOLLYWOOD—David O. Selznick's "Duel In The Sun" has been awarded the Cinecitta prize at the Venice Film Festival just concluded as "the world's most efficiently produced picture of 1947," according to cable advices received at the Selznick Studio last week.

Dumont Reveals TV Possibilities

WASHINGTON—Dr. Allen B. Dumont last week told the FCC that he considered that adequate television service in the U. S. should include five stations in each of the 140 largest cities in the country, to say the least. He proposed expansion of television into ultra-high frequencies.

TRADE SCREENINGS

MGM—"No Minor Vices" (Dana Andrews, Lilli Palmer, Louis Jourdan), in all exchange centers on Oct. 6.

WARNERS—"Johnny Belinda" (Jane Wyman, Lew Ayres, Charles Bickford) in all exchange centers on Sept. 27.

"Sanctum" Contest Revealed

NEW YORK—A tieup was effected last week by Al Zimbalist, national ad-publicity head, Film Classics, Inc., for the company's "Inner Sanctum." It was made with Aristocrat Leather Products, makers of "Inner Sanctum Wallets," through Sy Knee, company head, who will award a 1949 Crosley station wagon and 49 other prizes to exhibitors doing the best exploitation jobs.

Other prizes include: second through fifth, sets of deluxe cowhide luggage; sixth through ninth, cowhide two-suiters; 10th through 15th, men's or women's wrist watches, and 16th through 50th, "Inner Sanctum Wallets." In addition, every showman who enters the competition will receive a special "Inner Sanctum Wallet."

All entries are to be sent to: "Inner Sanctum" contest judges, Aristocrat Leather Products, 292 Fifth Avenue, New York City.

WB Ad Men Meet

NEW YORK—Harry Goldberg, in charge of advertising and publicity for Warner Theatres, presided at a meeting at the company's home office last week of zone advertising men to discuss promotions and various advertising matters.

Present were: J. Knox Strachan, Cleveland; John Hesse, New Haven; George Kelly, Newark, N. J.; Jerry Atkin, Albany; Everett C. Callow, Philadelphia; Henry Burger, Pittsburgh; Frank LaFalce, Washington; Alfred D. Kvooll, Milwaukee; Ben Wallerstein, Hollywood, and Irving Windisch, New York.

Aniline Profits Up

NEW YORK—Profits for General Aniline and Film Corporation for the first six months of 1948 showed a considerable gain over the first half of last year, Jack Frye, president, announced last week. The figure was \$3,651,000, as compared with \$1,677,000 in 1947, while net sales to June 30 amounted to \$44,439,000, 25 per cent over the \$34,856,000 total of the previous year.

Frye reported that the company's Ansco division made the greatest amount of cameras and film in its history during that period, and predicted that profits for the latter half of this year would top earnings of the second half of 1947.

Bamberger In Iowa

NEW YORK—Leon J. Bamberger, RKO sales promotion manager, last week accepted the invitation of Harold D. Field, president, Pioneer Theatre Corporation, to meet with him and all his theatre managers in Carroll, Ia., on Sept. 22. Bamberger will speak to the managers on theatre advertising, publicity, and promotion, and act as moderator in an all-day discussion of these topics. The Pioneer group consists of 22 theatres, most of them in Iowa, with circuit headquarters in Minneapolis.

PEOPLE

NEW YORK—Two merit promotions and one new appointee to United Artists' managerial ranks in Latin America and Continental Europe were announced last week by Walter Gould, foreign manager. Armando Bernal, former branch manager in Cali, Colombia, was named general manager for the territory, with headquarters in Bogota, succeeding James Raymond, resigned. Merrill Gooding, booker in the company's office in Port of Spain, Trinidad, has been promoted to acting manager, following the resignation of Randolph de Silva. J. Engelstoft has been appointed manager in Denmark, replacing Viggo Ellemann, resigned.

NEW YORK—Eagle Lion's Max E. Youngstein, vice-president in charge of advertising, publicity, and exploitation, last week announced the appointment of Leon Brandt to the position of exploitation manager effective on Oct. 1. Brandt, who has been with Eagle Lion since inception of the company in October, 1946, has been assigned since then as field exploiter in the Chicago territory.

DES MOINES—V. M. Fennelly last week became Monogram branch manager, having been upped from the position of salesman. Fennelly, who succeeds Mayo Beatty, resigned, worked for Tri-States Theatres and Screen Guild prior to his Monogram association. Former Metro booker Kenneth Weldon took over at Monogram as salesman.

NEW YORK—Randolph A. de Silva was last week appointed the new Trinidad representative for Monogram, Norton V. Ritchey, president, Monogram International Corporation, announced. His present territory also includes British Guiana.

NEW YORK—With Will Whitmore, advertising manager, having been appointed radio ad manager, W. M. Reynolds was last week appointed WE advertising head. He had been publications manager for the company.

NEW YORK—Selection of Leon Goldberg, RKO studio manager, to the board of directors of the Association of Motion Picture Producers was announced last week. Goldberg replaces N. Peter Rathvon as RKO representative on the board.

NEW YORK—Herbert C. Lightfoot was last fortnight appointed assistant to Stanley Shuford, Paramount ad manager. He was recently with 20th-Fox in Latin America.

HOLLYWOOD—Robert Fender was last week signed by Louis S. Lifton, director of publicity and advertising for Allied Artists, to handle the Paul Short production, "Bad Boy."

NEW YORK—It was announced last week that Sam Kaiser had joined Blaine-Thompson Company, Inc., heading its motion picture department.

NEW YORK—Arthur Jeffrey last week resigned as EL exploitation manager, effective on Oct. 1.

New Jersey Allied Adopts Smith Plan

NEW YORK—The board of directors of Allied Theatre Owners of New Jersey last week, with Irving Dollinger, chairman, presiding, unanimously decided to adopt the Smith Conciliation Plan, and put it into practice after notifying all members of the procedure to be taken under this plan.

The organization is confident that the plan will be successful, and aid in solving any problems arising between the organization's members and 20th Century-Fox.

A discussion of next year's convention took place, and arrangements were made for the eastern regional meeting to take place in Baltimore on Oct. 7.

"Hamlet" Wins Honors

NEW YORK—The J. Arthur Rank Organization in New York was advised by cable last week that five major awards from the International Film Festival at Venice have been awarded to its productions. The International Grand Prize for the best film of the year went to the Laurence Olivier production, "Hamlet." The Italian Critics Award for the best film of the year went to "Hamlet." For her performance as Ophelia opposite Olivier in "Hamlet," 19-year-old Jean Simmons was awarded the prize for the "best performance of the year." Desmond Dickinson's camera work on "Hamlet" was awarded the prize as the best photography of the year.

John Bryan, last year's Hollywood Academy Award winner, was awarded "the best art direction of the year" for his work on "Oliver Twist."

FCC Denies Petition

WASHINGTON—The petitions of Paramount and subsidiary films in Detroit, Boston, and San Francisco for "prompt determination" of the complicated stock ownership problems brought on by the company's major interest in the DuMont video labs was turned down by the FCC last week.

The FCC had been asked to rule whether Paramount could have other tele stations since the DuMont stations would give Paramount more than the five allowed by the FCC.

Participants in the San Francisco television hearing were asked by the FCC to file proposed findings by late September, while DuMont was asked to file a list of its 10 largest class "A" stockholders within 10 days.

"Rope" Brochure Available

NEW YORK—As part of the elaborate campaign planned by Mort Blumenstock, vice-president in charge of advertising and publicity, for the promotion of Alfred Hitchcock's "Rope," WB last fortnight began distributing an unusual and extremely effective brochure on the feature.

In addition to special statements by Jack L. Warner and Hitchcock, the brochure contains articles of movie narrative technique, backgrounds and lighting, still photography's uses in Hollywood, and a discussion of color by Natalie Kalmus.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

20TH CENTURY-FOX

"Cry Of The City"—Okeh meller.

"Apartment For Peggy"—High rating program.

RKO

"Station West"—Good western.

WB

"Smart Girls Don't Talk"—Program.

Trampe Expands Service

MILWAUKEE—Film Service Company, Charles Trampe, last fortnight inaugurated an expanded film delivery service for exhibitors in the Upper Michigan area previously handled by Railway Express. Now regularly scheduled runs from the exchange center in Milwaukee are made by Film Service trucks. The trucks cover 750 miles in making this new run. At the transfer point, trucks take on film for delivery and return delivery to Milwaukee.

The Film Service Company has stayed away from establishing this shuttle service in the Upper Michigan area previously due to the extremely difficult operational problems in the winter. Trampe, in a Milwaukee meeting recently attended by branch managers, bookers, and the trade press, pointed out that the new service will provide more economical film delivery and pickup for the exhibitors in the Upper Michigan territory.

Boxoffice Totals Drop

WASHINGTON—A drop of only 2.8 per cent in boxoffice receipts for the first half of 1948 below the first six months of last year was shown last week by tax collection figures of the Bureau of Internal Revenue.

From February to July, 1948, general admission tax collections totalled \$180,022,027, while the record-breaking figure last year was \$185,102,674. Collections for March and June of 1948, reflecting business in February and May, actually exceeded 1947. It is believed that from 80 to 85 per cent of the general admission tax collections come from motion picture theatres.

Milwaukee Picture Changes

MILWAUKEE—The opportunity to bid for MGM and Paramount product was given last fortnight to the Towne, which had started a \$1,050,000 anti-trust suit against the majors and theatre circuits along with a request for divestiture of first-run houses from the majors.

Before this suit, the Fox Wisconsin and Palace played films from Metro and Paramount.

"Pearl" Receives Honors

MEXICO CITY—RKO's Mexican-made film, "The Pearl," made a clean sweep at the annual dinner of the Mexican Motion Picture Academy last fortnight with no less than five "Ariels," as the award is known here. Art Simon, RKO general manager for Mexico, has booked the film as opening attraction at the new 3,850-seat Tacubaya.

PRODUCTION

HOLLYWOOD—Gloria Henry has the lead in Columbia's "Air Hostess." . . . Pedro Armendariz is in "Rough Sketch," Columbia, together with John Garfield and Jennifer Jones. . . . UA's Sam Bischoff has signed Crane Whitely, Brian Donlevy's protegee, for "Outpost In Morocco." . . . Monogram has put Virginia Belmont opposite Jimmy Wakely in the latest series entry, "Headin' For Trouble." . . . Screen Guild announces that "Omoo," a story based on "Moby Dick," has been added to the production schedule. . . . Dick Foran plays a crooked sheriff in Paramount's "El Paso." . . . Paramount has also cast Anthony Caruso, Italian character actor, for a part in "Mask For Lucretia." . . . Folmar Blangsted will edit "Flamingo Road" for Warners. . . . Carole Mathews and Cathy Downs have the femme leads in AA's "When A Man's A Man."

RANDOLPH SCOTT's next assignment is the lead in Producer-Actor's "The Doolin Gang." . . . Richard Hart, another Broadway alumnus, is in Eagle Lion's "Reign Of Terror." . . . Dooley Wilson is slated for a part in "Knock On Any Door." . . . Betsy Drake, first seen in RKO's "Every Girl Should Be Married," is now scheduled for the Alexander Korda production, "A Tale Of Two Cities." . . . Edward Massour, UA, announced that "Don't Bring 'Em Back Alive" has been renamed "Abbott And Costello In Africa."

JEFF DONNELL has been signed by producer Peter Scully as the femme lead in "The Rainmaker," his first for Monogram. . . . Warners signed Frances Robinson for "Somewhere In The City." . . . Hattie Grayson is set for a part in Paramount's "One Woman." . . . RKO signed Jeff Corey to the second male part in "Follow Me Quietly." . . . Jimmy Stewart goes to MGM to make "The Story Of Monty Stratton."

Admissions Taxes Up

WASHINGTON—The Department of Commerce reported last week that state admissions tax collections in the fiscal year 1948 had shown a continued sharp rise, while a drop was reported in state receipts from licensing of theatres as well as other amusement enterprises. A total of \$17,159,000 came in from sales and gross receipts taxes on admissions and amusements during the year from 33 states, while in 28 states last year \$14,216,000 was collected.

The total for fiscal 1946 was \$12,384,000 from 27 states, and the same number of states had a total of \$10,332,000 in 1945.

This year's total of \$3,501,000 for license and privilege tax collections in 33 states was below the \$4,010,000 take for 34 states in 1947. Fiscal 1946 showed \$4,201,000 from 34 states.

Chi. Video Plans Changed

CHICAGO—A change in plans by WBKB, Paramount outlet in the Windy City, for a midwest regional network was announced last week. The proposed network would have provided television service to large sections of Indiana and Illinois. Increased labor costs and shortage of materials were given as the reasons for the delay, but station officials announced that planning of the network setup will go on.

"Paramount Week" Hits New Company Mark

NEW YORK—It was announced last week that unprecedented exhibitor response to "Paramount Week" made the current Paramount sales drive a major booking achievement. In 1947, the Paramount trademark was on 17,009 screens during "Paramount Week," a record up to that time. The current drive, however, ending on Sept. 11, surpassed even that record-breaking figure, since the Sept. 4 report revealed 17,831 theatres playing at least one Paramount subject during "Paramount Week," with five districts and 26 branches booked solid. With 46 theatres still short, figures being tabulated were virtually sure to bring the result to a 100 per cent national coverage.

"Song" Campaign Readied

NEW YORK—The national release of Samuel Goldwyn's new Technicolor film, "A Song Is Born," last Danny Kaye starrer for the producer, will have the benefit of a \$750,000 local assist newspaper campaign, backed up by extensive local radio time buying in support of specific engagements, it was revealed last week. The plan will cover 74 key city runs, many of which will play off simultaneously during the national release week of Nov. 5.

Timed to national release day (K-Day) are the numerous merchandise tie-ups which will supplement Goldwyn's national ad schedule, and provide local tie-up ads, window displays, and radio time.

The Sigfrid Lonegren Company, one of the largest manufacturers of wallpaper in the country, has created a special wallpaper designed around musical motifs of "A Song Is Born."

Onondaga Silk is manufacturing a silk jacquard with musical instruments woven into the pattern. Signet Ties has designed a series of three neckwear patterns. Ideal Toy and Novelty Company is releasing a set of five plastic musical instruments under "A Song Is Born" title. Karu Jewelry will merchandise a series of lapel pins based on the musical theme of the film, as will Puritan Knitting Corporation, which will put out a boys' "Song Is Born" polo shirt.

Columbia Buys Dual Rights

HOLLYWOOD—Jonie Taps, Columbia studio music executive, disclosed last week that henceforth the company will acquire performing as well as synchronization rights to music used in its films. Columbia has already acquired both exhibition and recording rights to the score for its sequel to "The Jolson Story," and will continue to follow the same policy, pending final decision in the New York Federal Court ruling.

For Real Coverage Of Happenings In Your Area, Read THE EXHIBITOR.

Zimbalist Keeps Moving

NEW YORK—Al Zimbalist, ad-publicity chief, Film Classics, Inc., went to Chicago last week to supervise a broad campaign for "Sofia—City of Intrigue," which had its mid-western premiere at the Apollo.

TELEVISION

NEW YORK—Emerson Radio and Phonograph Corporation announced a raise in prices on Emerson radio and television receivers last fortnight. The retail price increases runs from six to approximately 15 per cent.

THE SECOND nationwide Television Clinic to be conducted in New York City by Columbia Broadcasting System has been scheduled for three days beginning on Jan. 21, 1949. Frank Stanton, president, said the agenda for the forthcoming sessions will cover a wide range of subjects.

THE RADIO MANUFACTURERS ASSOCIATION announced that although radio receiver production declined during the month of July, the output of television sets continued to rise. RMA member-companies produced 56,089 TV receivers in the month to maintain a weekly average of 14,022 sets, an increase of more than 30 per cent over the average weekly production of the first six months of this year.

THE BRITISH BROADCASTING COMPANY, acting on the advice of its television advisory committee, announced that the present operating standard of 405-line images for television stations in England would be "frozen" indefinitely.

THE RESEARCH BUREAU of NBC issued a report indicating that 484,350 TV receivers were in use as of Aug. 1. . . . A mobile unit for picture and voice pickups outside the studio, three new studio cameras of the orthicon type, two new kinescope cameras to be used in televising movie film, a 20-foot addition to the studio control room, and all new equipment for its operation and a complete new transmitter at the main Helderberg station will make General Electric's station WRGB one of the most modern and best equipped in the country. . . . The latest news of Philadelphia's fast-paced progress in television is reported in two recent surveys covering television advertising and the sale of receivers that prove the local tele market is growing by leaps and bounds. Philadelphia's three television outlets hold the largest number of commercial accounts in the nation, it was said. Philadelphians invested almost 12 million dollars in television sets during the first six months of this year, a survey indicates. The survey further indicated that new installations are proceeding at the rate of approximately 6,000 receivers per month.

UA In Algerian Deal

NEW YORK—Walter Gould, United Artists foreign manager, announced last week that the company, through its Paris office, had negotiated an agency agreement with Pathe Consortium Cinema for the distribution of UA product in Algiers, Tunis, and Casablanca. UA formerly operated its own branch office in Algiers.

ASCAP Holds Session

NEW YORK—ASCAP held a meeting of its executive board last week to discuss the further effects of the Minneapolis decision in the ASCAP case. On Oct. 6 a meeting of opposing sides in the ASCAP-ITOA case is set before Judge Vincent Leibel.

NOVELTY SCENIC STUDIOS

30th Anniversary Issue

Thirty Years Of Industry Service

SINCE that day in 1905 when Harry Davis opened, in Pittsburgh, the first exclusively designed motion picture theatre, great strides have been made in functional planning, patron accommodations, and tasteful decoration.

Prior to that day, the infant industry that now entertains 90,000,000 patrons weekly in over 18,000 sight-and-sound equipped motion picture theatres had been considered to be a transitory novelty of slightly less business permanence than a carnival or street corner hawker.

On short term lease in vacant stores, under tents in vacant lots, in the living room of an advantageously situated house, or even in a corner beer garden, the so-called "nickelodeon" made a quick dollar, but was so lightly regarded by the average operator that he was content to rent his chairs from a neighboring undertaker rather than

make a permanent investment in their purchase.

As a natural development, "movies" became a secondary attraction in vaudeville theatres, then the only attraction in rundown vaudeville and stage theatres, and finally demonstrated to men like Harry Davis, Marcus Loew, Jules Mastbaum, et al, that they were strong enough in public acceptance to carry their own particular type of theatre without the assistance of "flesh" beyond an organ accompaniment.

Even then, prior to World War I, there were few theatres built where the owner didn't include a full stage or a liberal apron as an "anchor to the leeward" in case the movie fad would die, and need the help of a stage presentation or acts.

Thirty years ago, during this period of industry uncertainty, Novelty Scenic Studios was born.

At that time, we doubt if A. I. Kessler saw the developments of the future any better than the then industry leaders. With a good basic knowledge of fabrics and painted scenery, we feel certain his sights were set on the possibility of dressing stage plays, traveling vaudeville acts, and full stage theatres. It is known that most of the big stars of that era had stage settings designed and made by Novelty Scenic Studios. But, that didn't last for long.

Firmly established as scenic artists, and accepted as one of the leaders in its eastern field, 1923 found Novelty Scenic Studios feeling its way out from the stage and proscenium arch and into the decoration of the auditorium and the complete theatre. These were the days of the "atmospheric" theatres with twinkling stars in their ceilings and gardenized vistas on their

(Continued on page 18)

1918

1948

A Record Of Accomplishment

Eighteen Recent Jobs Typify Novelty Scenic Studios' Activities Through The Years

While Novelty Scenic Studios has worked on thousands of jobs during its 30 years in business, it is naturally impossible to present here examples of all. Therefore, a representative selection has been chosen, and is reviewed briefly.

Illustration Number 1 shows an interior view of the Mancuso, Batavia, N. Y. This house has been termed "the theatre of tomorrow" by experts in the field because of its unusual lighting, special optical effects, futuristic stage rigging, unusual use of glass, and an admirable color scheme.

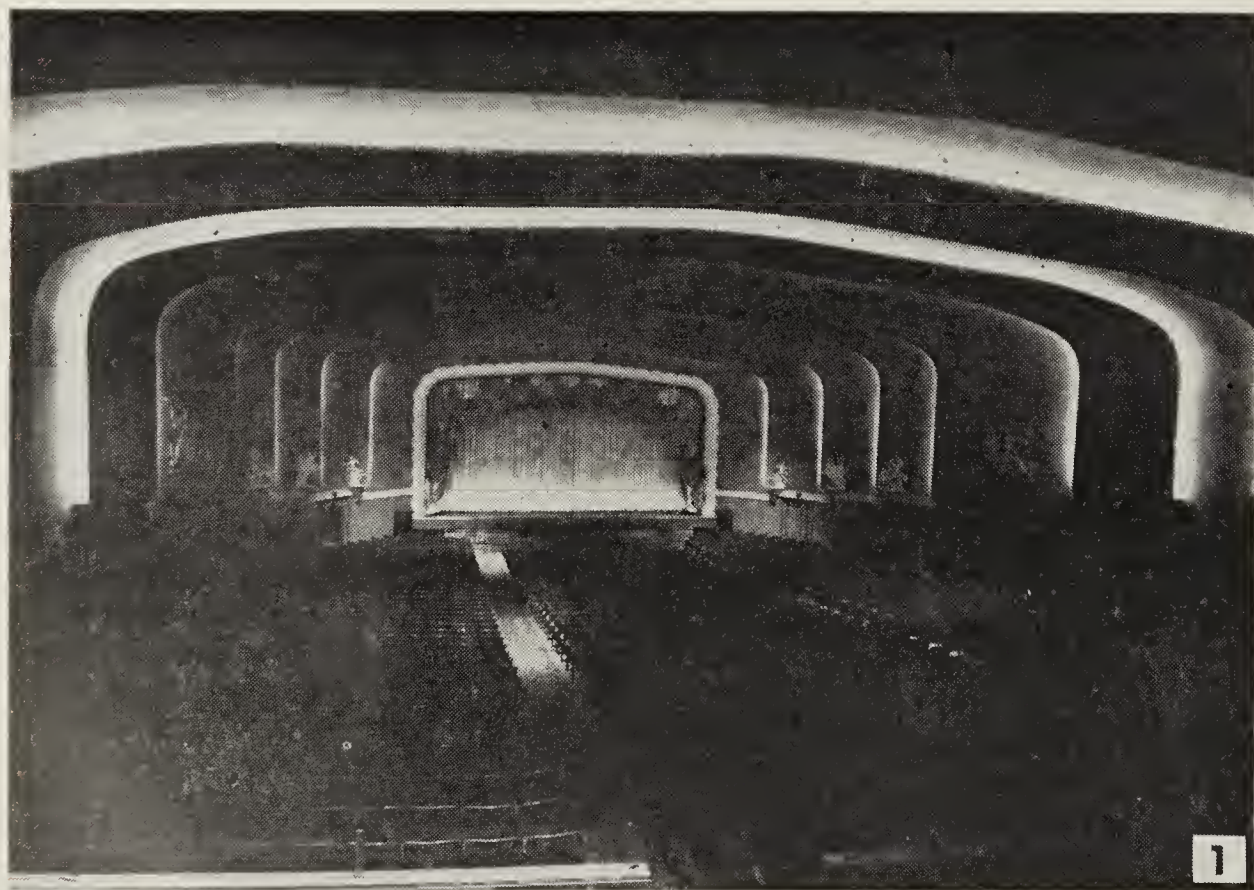
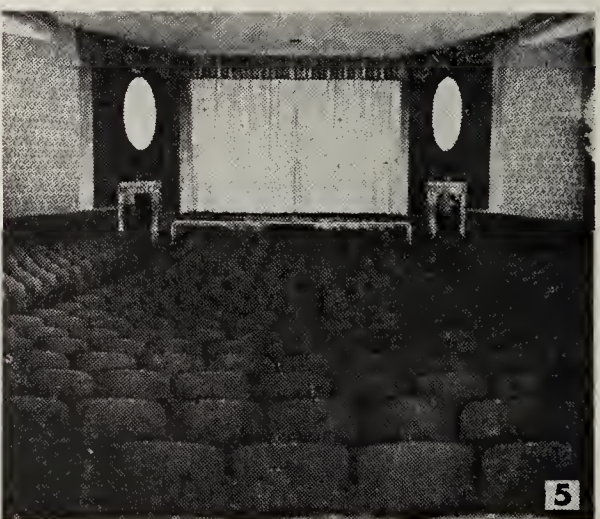
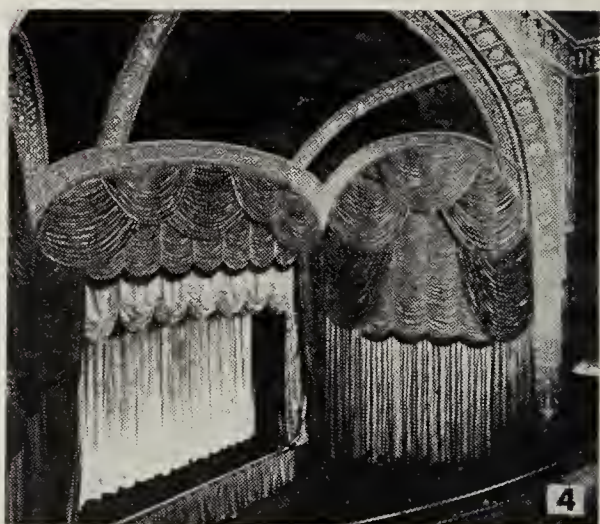
Michael De Angelis, Rochester, N. Y., was the architect on this 1600-seat house, operated by the Mancuso Brothers, who also hold large interests in a restaurant, auto agency, plumbing supply house, etc., in the town. The theatre was completed recently, and stands as a monument to the memory of Charles Mancuso.

Fifty years of designing experience went into the effort, which has a pastel color scheme utilizing coral, blue, green, and gold.

Number 2 perhaps best illustrates the attractive way in which padded and tufted walls may be utilized in the lounges of theatres. Seen here is the ladies' lounge of the plush Park Avenue, New York City, presently operated by Universal-International.

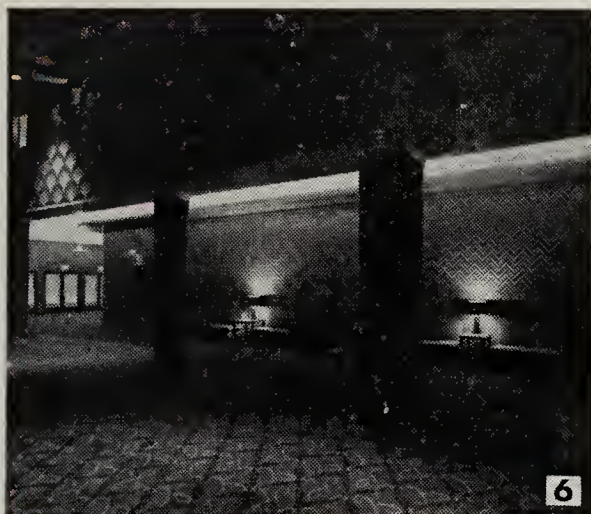
Number 3 is the Fairview, Cleveland, an Associated Theatres, Inc., operation, which was built with the expert guidance of architects George and Henry Fox. In the rotunda lobby seen here, the wall covering consists of tufted gray patent leather. The color scheme is dominated by red, gray, green, and white.

Number 4, a masterpiece in the decorating field, has set a record as to the amount of material used in any one house. Here, 10,000 yards of glass fibre

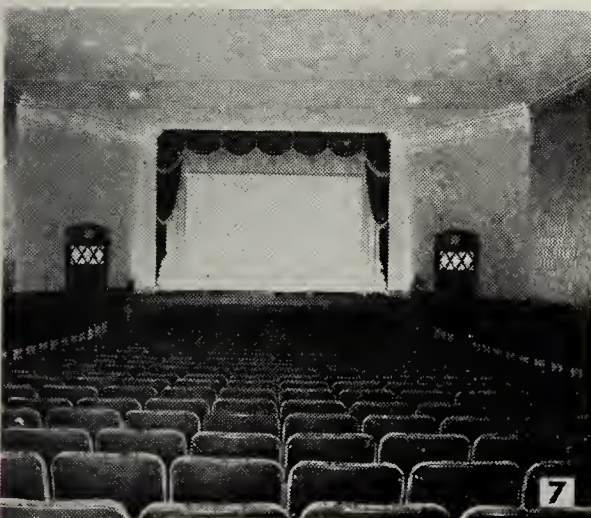


1918

1948



6



7



8



9

material have been utilized to present 100 to 300 per cent fullness in draperies. The house, the remodeled State, Jersey City, N. J., is a Skouras operation, and has as its colors magenta, coral, jade green, gold and eggshell.

Number 5 was another complete decorating job for Novelty Scenic Studios. Here at the Dover, Dover Plains, N. Y., built by architect Irving Rutherford, Hartford, Conn., and operated by Frank Knickerbocker, Novelty Scenic Studios installed luminaires, oval white plaster plaques set against deep green mohair fabric wall covering. Salmon-coral plush over the drapes unifies the stage and sides of the house. The proscenium curtain and exit draperies are in bright gold.

The foyer lounge seen in Illustration 6 is an important part of the Vogue, Cleveland, operated by Warner Theatres. It was built under the architectural aegis of Messrs. Weinberg, Laurie and Teare, and the wall covering seen here is gold on gold chevron satin damask. Stage curtains and draperies were also installed by the company.

The Glebe, Arlington, Va., a Neighborhood Theatre, Inc., operation, is Number 7. It was built by architect A. O. Budina, with John and Drew Eberson as associates, with Novelty Scenic Studios providing the wall cov-

ering, interior draperies, stage curtains, etc. Red, gray, gold, and green predominate.

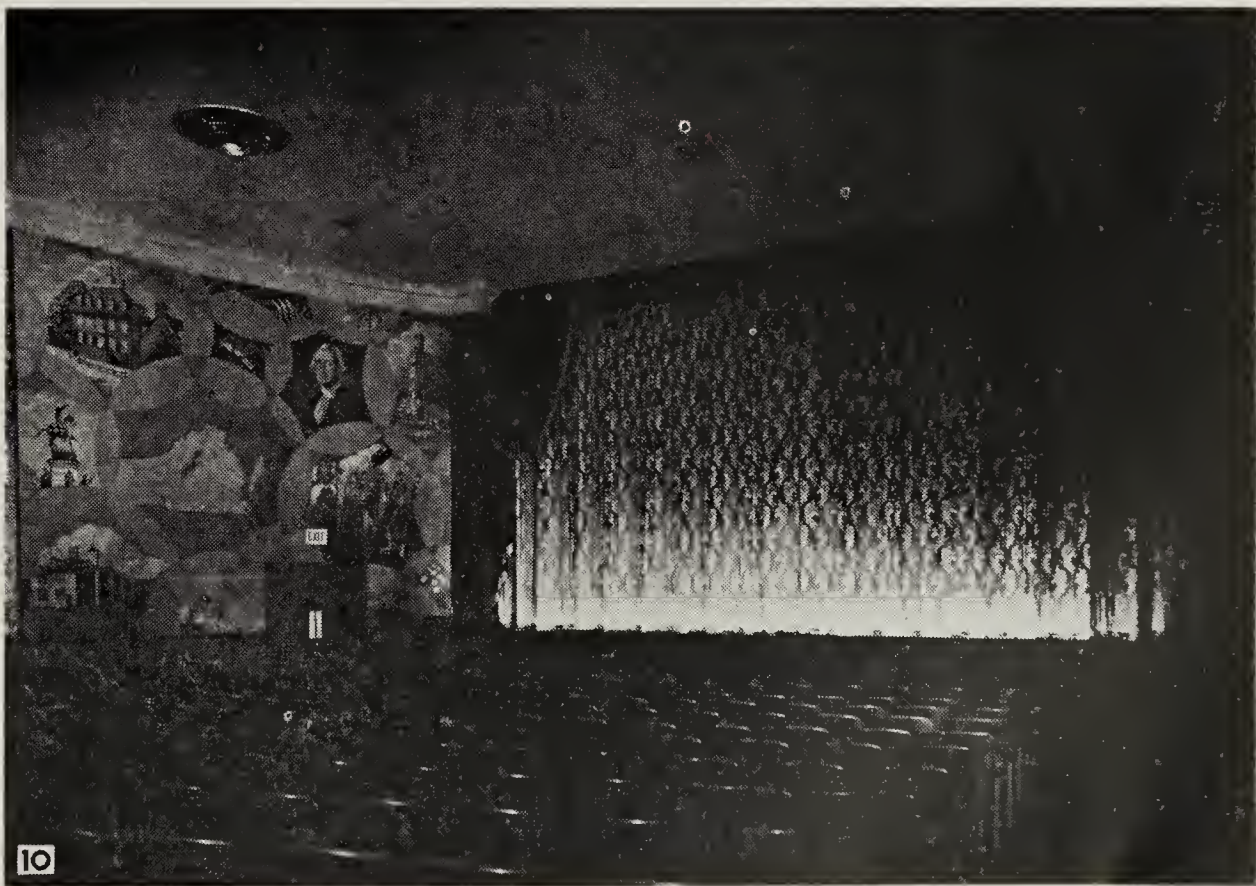
Number 8 is the Embassy, Fall River, Mass., built by architects George S. Darling and Maude Parlin, and operated by Nathan Yamins. The scene shown herein is viewed from the lobby level, and the fabric-covered walls are decorated with stenciled ornamentations. The colors are blue and silver in damask. Not shown here is the balance of the theatre's decorative work, all of which was assigned to Novelty Scenic Studios.

In Number 9, the board of directors' room of the Dover National Bank, Dover, N. J., may be seen with its stationary window draperies of striped Italian silk and Italian velvet. Gold and ruby coloring provide highlights for a conventional setting.

Architect A. O. Budina is responsible for Number 10, which shows the Byrd, Arlington, Va., another Neighborhood Theatre, Inc., operation.

The front of the auditorium is pictured, the side walls of which feature montage murals depicting the historical background of the town. The stage drape is deep red with gold fringe, while the main draw curtains are coral and eggshell.

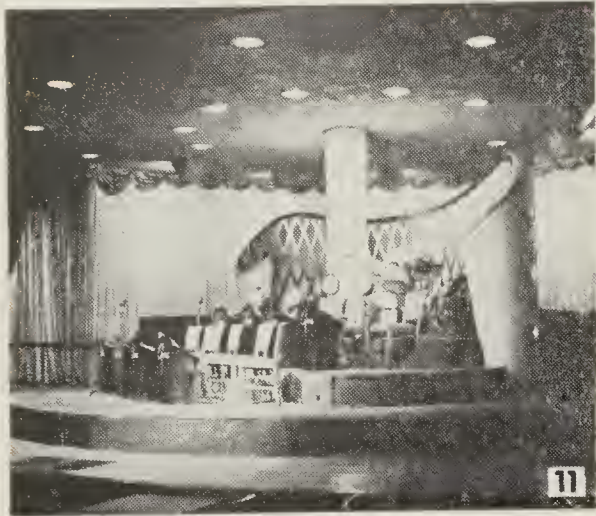
Number 11 shows a portion of the



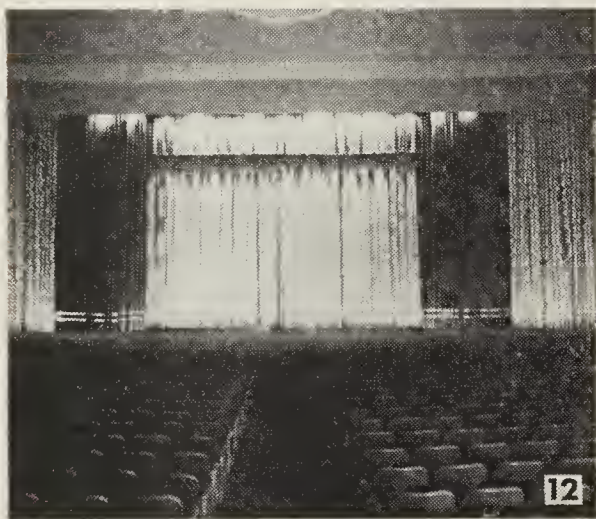
10

Three Decades of Specialization—in Smart Interior Decoration!

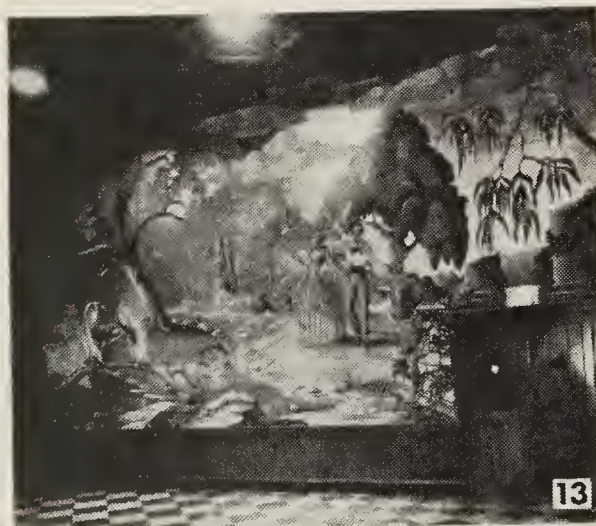
1918



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13



14

revolving bandstand at the Click Night Club, largest in the Philadelphia area, which features name bands and featured artists.

It was built by architect Armand Carroll for Frank Palumbo and Ben Corson, who are the owners. The background seen is constructed of transparent blue plexiglass mounted on a wood veneer shell covered with light yellow leatherette and white corded rope. It is framed by a fully draped recess in light blue while the festoon drapes are of gold satin. Novelty Scenic Studios was responsible for the entire standout decoration of the club.

The Vaughan, Toronto, Canada, is pictured in Number 12. It is operated by Famous Players Canadian Corporation, and the architects were Kaylan and Sprachman, Toronto.

The stage curtains and interior draperies are a dusty rose, and the green crushed plush drapery effect is trimmed with gold bands near the bottom.

Number 13 shows a wall section of the Riverside Plaza Hotel, New York City. Novelty Scenic Studios drew and installed the large romantic mural pictured in the hotel's Terrace Room.

Window drapes in chartreuse as well as wall coverings in maroon and eggshell were also effected by the company.

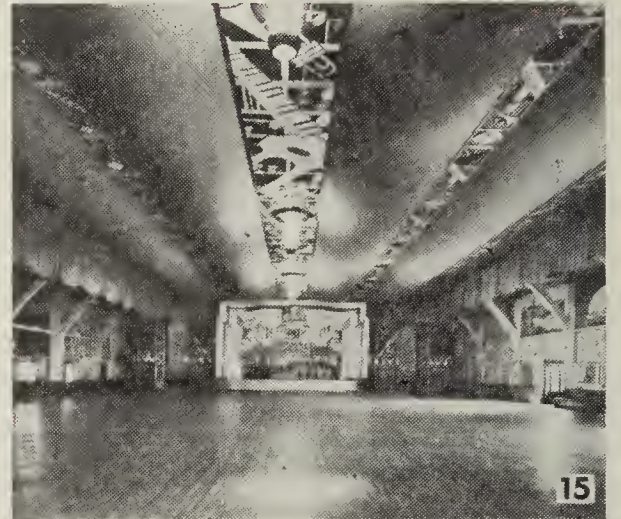
A rather unusual drapery effect is to be found in Number 14, photographed at the Laurels Country Club, Sackett Lake, N. Y. In its cocktail lounge may be seen a balloon draped ceiling with a sunburst drapery effect.

As may be seen, the wall murals have a Latin American motif, while the room is outlined with a fringed ornamental draped valence. American beauty, chartreuse, and gray are the predominating colors.

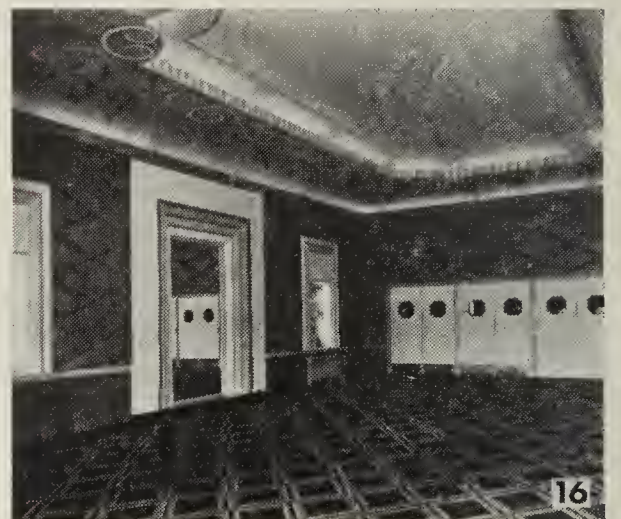
Number 15 pictures the interior of the Marine Ballroom on the Steel Pier, Atlantic City. This famous entertainment center has been recently re-decorated by Novelty Scenic Studios for the sixth time in 20 years.

A complete face-lifting was instituted, including painting, murals, draperies, ornamental ceiling panels, etc. That old proverb that goes something like "A satisfied customer always returns" would certainly seem to hold true here.

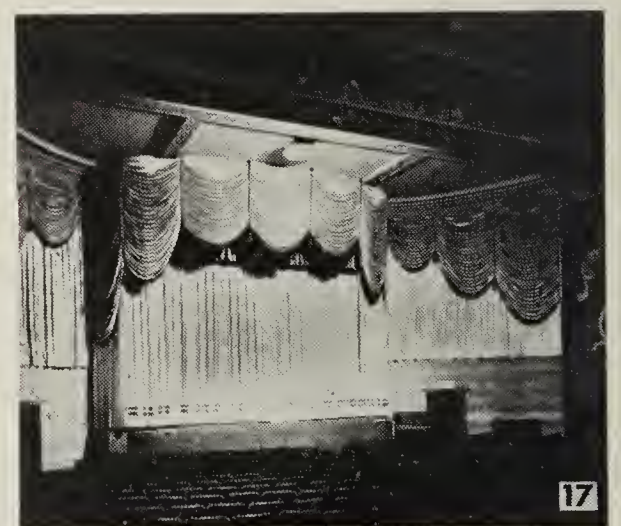
(Continued on page 19)



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A Studio And Organization Designed For Service

A Study Of The Plant Facilities And Departments Necessary To Success

Advertising matter distributed by Novelty Scenic Studios makes the claim that the company is a "specialist" in the creation of smart, modern, up-to-the-minute interiors, and a tour through the numerous departments on

the several floors of the organization's home office and factory, 32-34 West 60th Street, New York City, reveals why the aforementioned statement is accurate and reliable.

If A. I. Kessler, the organization's

president, were to act personally as a guide, he would want you to follow a typical order as it comes through. When the architect submits his blueprints to Novelty Scenic Studios, the latter organization takes over, and really goes to town. First, the blueprints are studied, and a number of ideas are brought forth on the subject of decorative scheme.

These ideas are assigned the art department for clarification on paper, usually in black-and-white. Once a number of preliminary drawings are prepared under the supervision of Phil Kessler, who is in charge of all production, and a final one is selected, an artist works on the final drawing or design in color, and, according to scale, so that each job can actually be seen in

Just off Columbus Circle and Central Park West, New York City, this building houses the many shops, sewing rooms, drafting rooms, high-ceilinged paint rooms, and general offices of Novelty Scenic Studios.

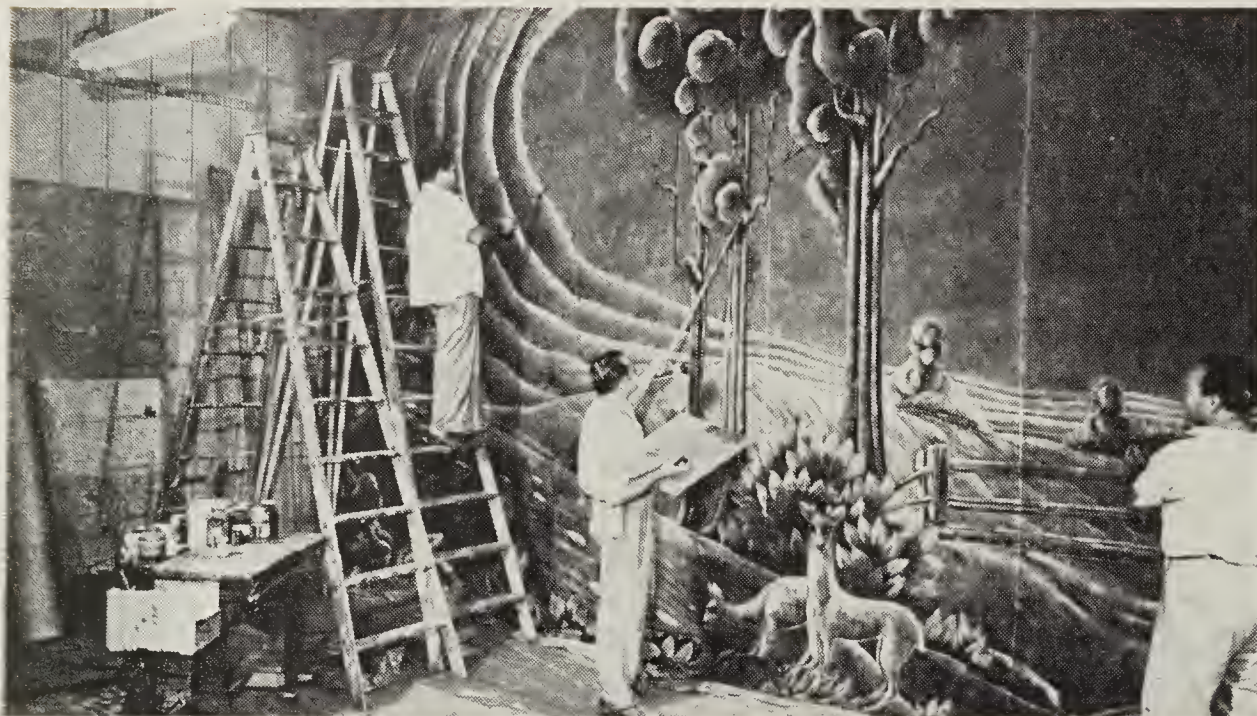
The original conception of any decorating project starts with miniature drawings in full color combinations, which are then submitted to the owner or architect. This gives a good idea of how the finished project will look.



Three Decades of Specialization—in Smart Interior Decoration!

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miniature as it will look when completed.

Once the architect approves the final plan, the result of much trial and tribulation in each instance, whether the job be large or small, an order goes out to Novelty Scenic Studios' many suppliers for the proper materials to be dyed in the right shades and colors, and to be later flameproofed.

These materials are checked in by the traffic department as to quantity, quality, and color, and assigned their turn in the production set-up.

Again, under the watchful eye of Phil Kessler, the cutting room with its overlong table is busy all the time with more than 1,000 yards daily slithering down the slippery table, and submitting to the expert shears of the cutters,

It sees almost every type of fabric and material available, including cottons, silks, rayons, nylon, glass fibre cloth, leatherette, canvas, plastics, etc., cross its surface, and disappear into the sewing rooms.

In the latter, another battery of experts takes over to mold and piece together ordinary fabrics into extraordinary results. There are a half dozen craftsmen steadily employed in this department, with machines available for an additional half dozen, when rush orders are received by the company.

Supplementing the sewing rooms is the carpentry shop, which is large and well equipped. Here, miniature stages are constructed as well as theatre-size ornaments, screens, cornices, valences, cabinets, etc. Any artist's design for wood trimmings and ornaments is followed here faithfully and artistically so that the result is magic in wood.

Of course, many materials other than wood are often needed for the com-

Top: In a two-story high, specially lighted, and specially equipped studio, mural artists draw and paint huge colorful murals on all types of soft and hard fabrics. Lighting and perspective of the eventual installation are simulated to the nearest degree.

Center: Fabric storage chambers honeycomb the first floor level, and contain thousands of yards of carefully catalogued materials. Incoming shipments are inspected for quality and trueness of colors.

Bottom: In the carpentry shop, work tables and studded walls provide ample working space for the various type saws and lathes necessary to the great number of decorative processes.

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pletion of an order, and where such items as plexiglass, mirrored glass for highlights, aluminum or plaster for statuettes are called for, Novelty has capable outside shops ready and waiting for assignments. Outside orders are continually supervised by Phil Kessler and his staff.

Another creative department that plays a large part in the overall Novelty picture is its mural studio, where wall murals large and small are designed, drawn, and painted.

In cases where orders call for black light, these are handled in a special section of the studio, where artists work entirely in the dark to achieve the desired and necessary effect.

Thus, all colors are tested and applied under actual conditions for which the assignment is intended, which, of course, makes for greater accuracy in the final result.

There are, of course, numerous other departments which are of the usual scope found in large and successful organizations, such as accounting, filing, shipping, etc.

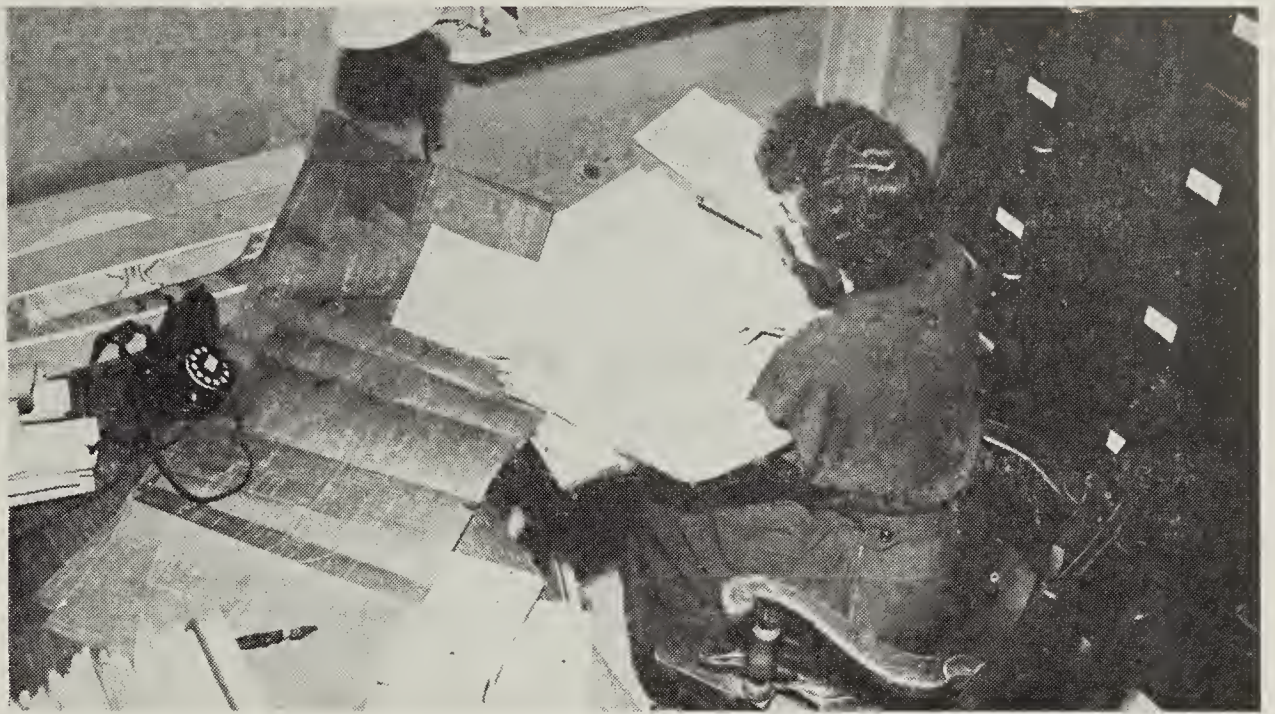
Incidentally, another ingredient responsible for the high-standing that Novelty Scenic Studios holds amongst its satisfied customers is its system of sending out specially-trained men to install the finished product, and each of these is an expert in his field.

Thus to sum up, A. I. Kessler seems to have found the secret of success for his ever-growing Novelty Scenic Studios over the past 30 years, hard work, imagination, capable associates, supervised by brother Phil, and a desire to serve his customers in every way possible, because he believes there is no better advertisement than a satisfied customer.

Top: Architect's blueprints are checked against the accepted miniature artist's sketch to obtain the proper yardages and dimensions of each decorative feature. Only after these careful slide rule calculations have been completed can an estimate of cost be made or materials ordered.

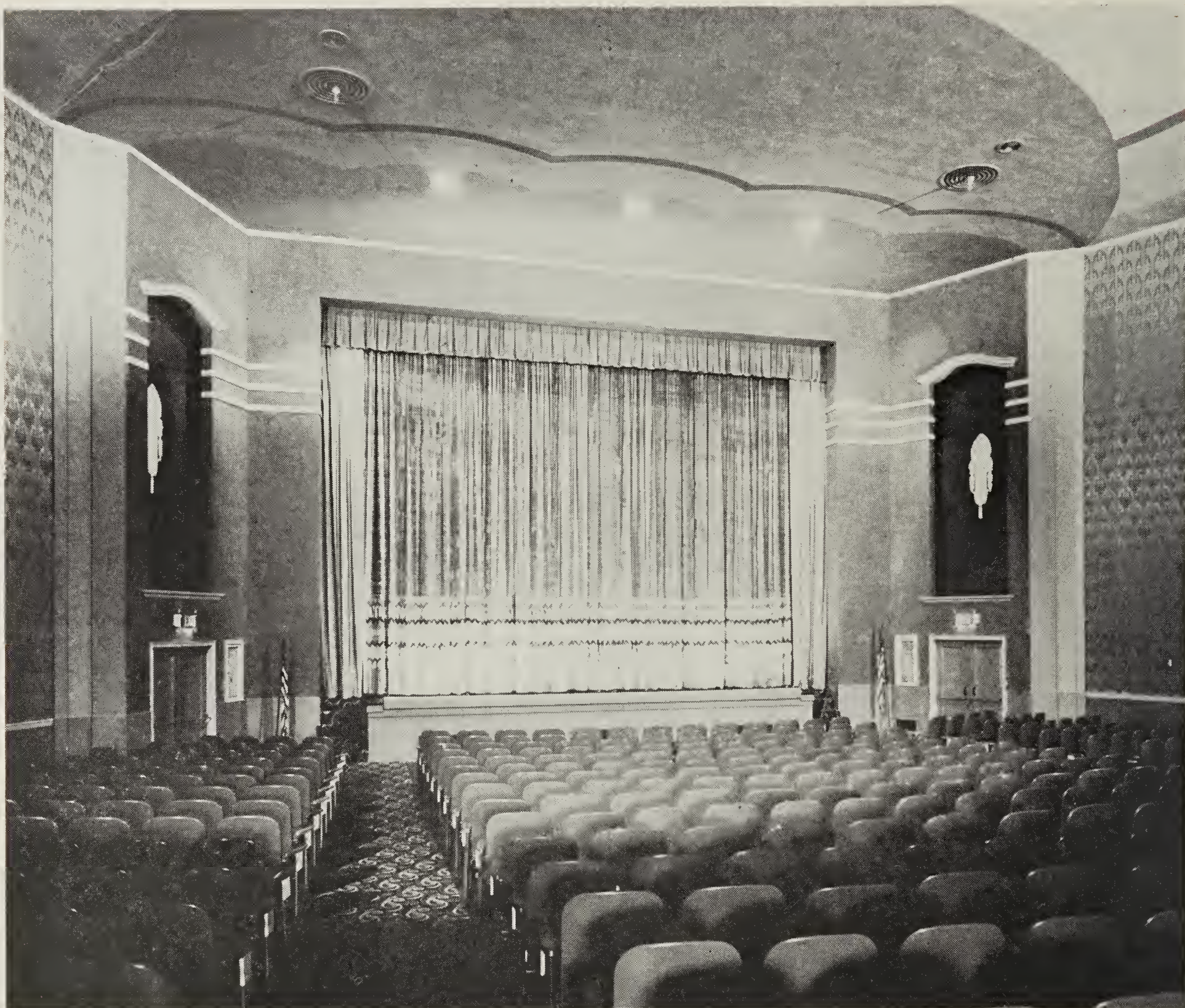
Center: The large, slippery smooth cutting tables marked for particular needed lengths can cut thousands of yards of fabric per day. Cutting sheets follow each fabric, for misakes can be costly.

Bottom: A battery of six high-speed sewing machines hem, line, and sew the decorative fabrics as fast as the cutters can deliver them. This is fine precision work that takes great skill.



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A Typical Current Theatre

The John And Drew Eberson-Designed Coral, Bradbury Heights, Va., Is A 1948 Accomplishment

Built in conjunction with a recreation center composed of a ball-room, bowling alleys, various shops, and a

few other units, the Coral, Bradbury Heights, Va., is typical of the decorating problems that face an organization like

Novelty Scenic Studios in the course of 30 years of theatrical interior decorating.

In choosing a decorative scheme for the Coral, Novelty Scenic Studios took into consideration the physical appearance of the building.

The boxoffice drapes were chosen of salmon taffeta in an Austrian style.

The entrance doors to the outer lobby are Formica inlaid, and provided with the most modern hardware. The manager's office, the boxoffice, and the telephone booths are situated off the foyer, centered in which the confection s and is also built.

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The doors to the inner foyer are again Formica inlaid. A painted cement standee rail runs the entire width of the interior, forming a large standee area. The screen is protected from stray light from the entrance doors by venetian blind light baffles over the center of the rail. The foyer has a cement base with fabric over rock-wool above it. The fabric chosen was damask in a soft fan pattern stretching forward to the front of the balcony, where it is broken by a curved painted wood board.

At either side of the lobby is a set of stairs, from both of which the balcony promenade can be reached. On one side of the promenade is another standee rail, which, in effect, gives the balcony its own standee area. Total capacity of the house is 1047.

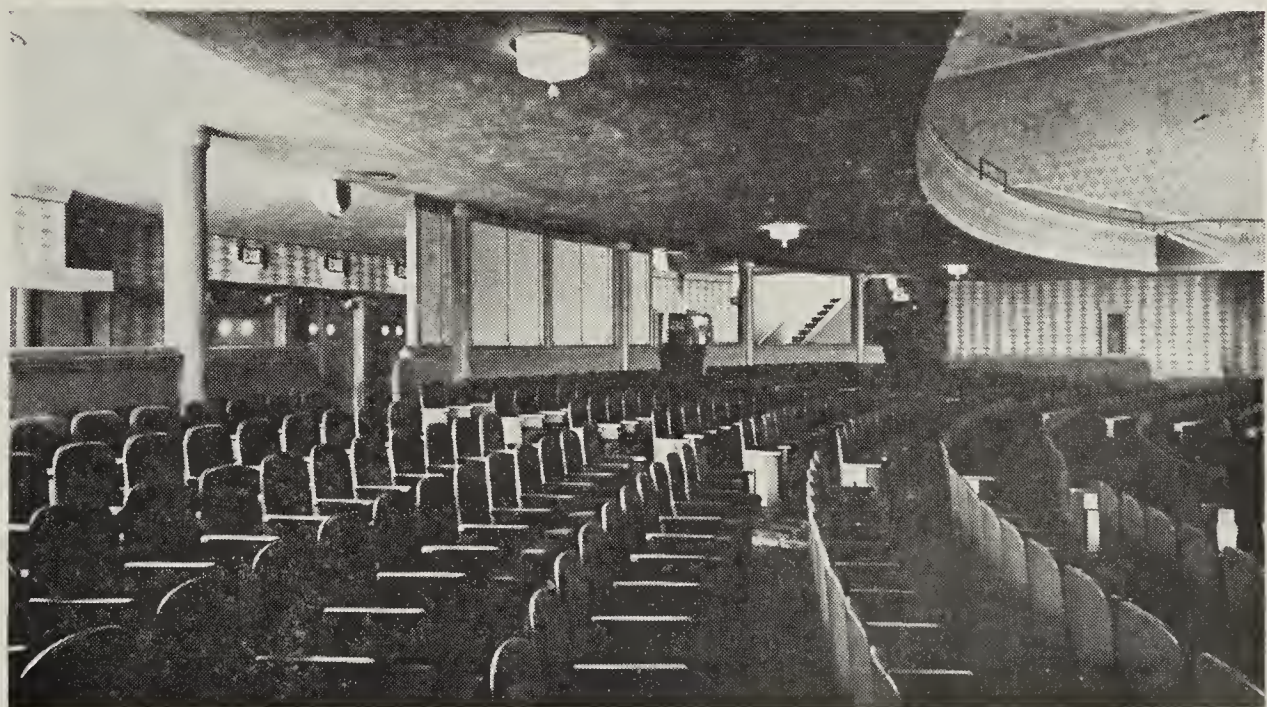
Off the balcony promenade are the accommodation rooms. The ushers' room, the men's room, and the ladies' lounge can be reached from the balcony promenade.

The seats, arranged in the same way as those of the auditorium, are so placed as to give easy visibility from all parts of the balcony. The wall covering of the balcony and the balcony promenade is the same coral-and-egg-shell lyre design as used in the balcony of the auditorium.

The auditorium, itself, has a seating capacity of 761, so arranged as to leave 36 inches between the backs of the Kroehler Push-Back chairs. Aisle lights are provided at the end of every fourth row. There is acoustical insulation on the balcony fascia and entire rear wall, which, as all the other walls, is indirectly lighted by downlights. The house drapes, chosen for the combination of utility and luxurious appearance, are of turquoise mohair and satin. The stage draperies, which Novelty Scenic Studios chose because of their highlighting with foot and border lights, are of gold crushed plush and turquoise crushed plush.

(Continued on page 19)

Opposite: The quiet dignity of the auditorium is highlighted by the crushed plush proscenium draperies. Top: The inner lobby is acoustically treated with a soft fan damask over rock wool. Center left: The ladies' lounge as seen through the arch from the balcony foyer. Note the lyre damask wall covering. Center right: The impressive front of pressed stone in an unusual treatment. Bottom: Under the balcony, the combination of wall fabrics gives an interesting contrast.



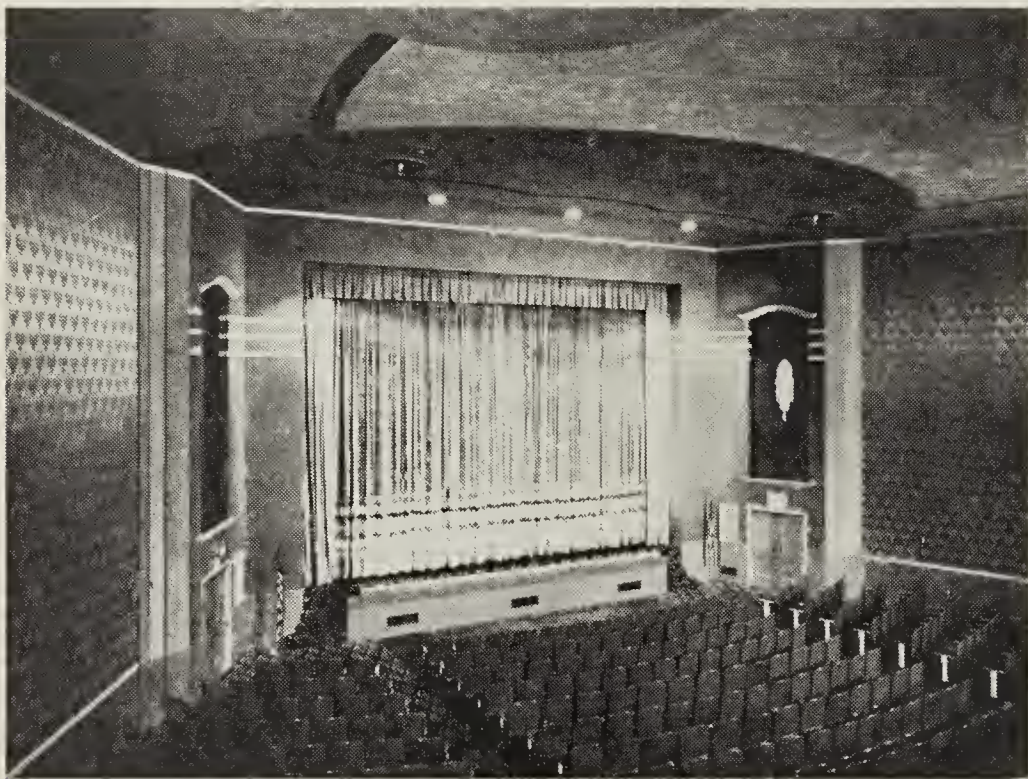
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Novelty Scenic

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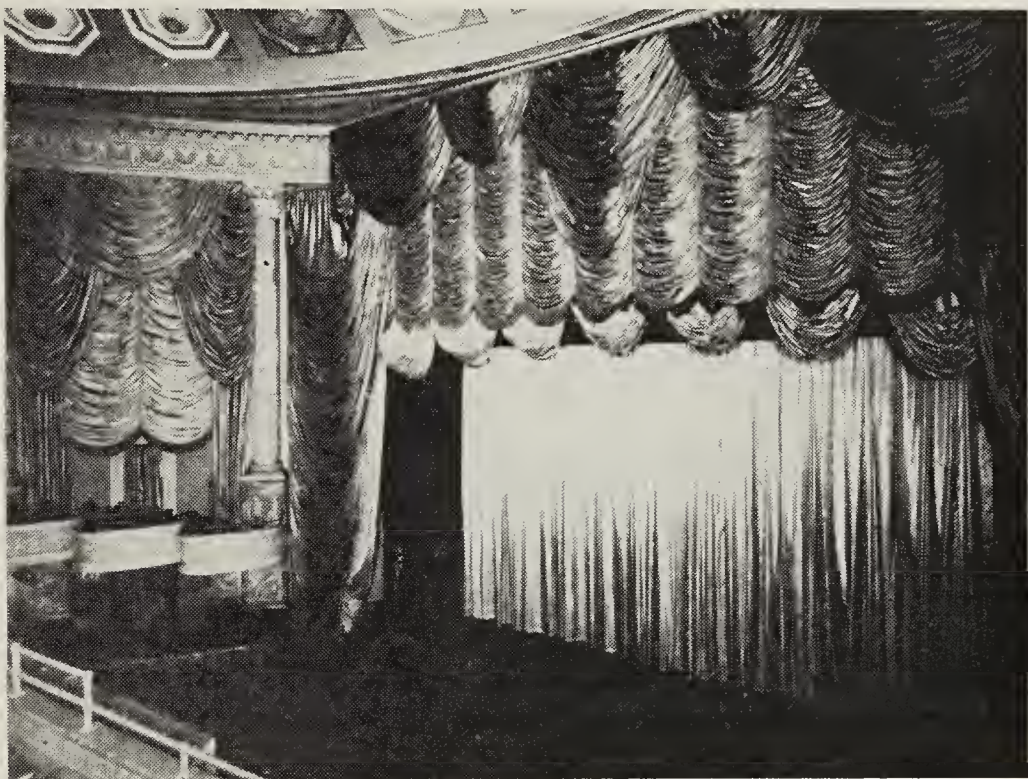
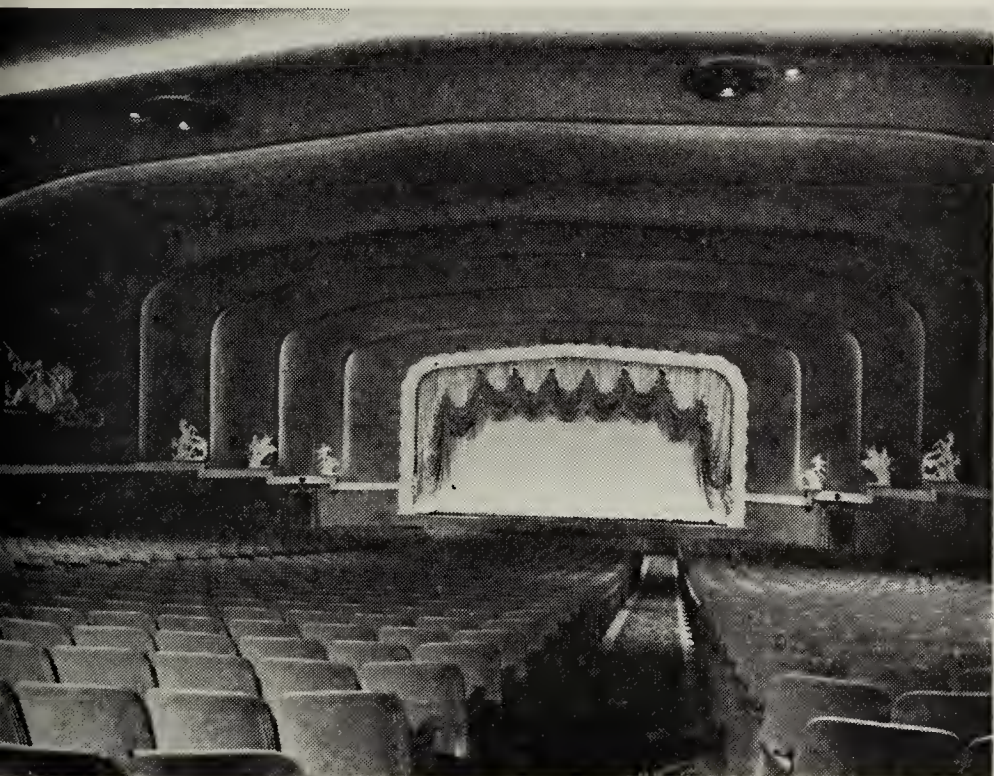
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THE MANCUSO THEATRE, BATAVIA, N. Y. Michael DeAngelis, architect, Rochester and New York. Opened recently with complete decoration by Novelty Scenic Studios.



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Aside From Company Executives,
Four Men Total 80 Years Experience

Everyone knows that a good cook needs the best of ingredients to maintain his reputation, and this also applies to the decorating business, where A. I. Kessler claims that his sales staff is about the best in the business. Kessler lays a great deal of credit for the success of Novelty Scenic Studios at the feet of his four sales representatives, who, incidentally, are pretty much satisfied with President Kessler

and the company. They have put in a total of 80 years of service and representation, and as one of them put it, "My grandchildren will join Novelty, and they'll love it."

Phil H. Saxon claims 25 years of service to his credit and he has covered Virginia, Pennsylvania, New York, Connecticut, New Jersey, and Florida. Saxon likes his job and the people he meets and sells, and he works on the theory that once a customer is sold, he is not to be forgotten.

Among the accounts that he has sold and serviced are the Coeburn, Coeburn, Va.; Anthony Wayne, Wayne, Pa.; Suburban, Ardmore, Pa.; Embassy, Reading, Pa.; Dover, Dover Plains, N. Y.; Arion, Middle Village, N. Y.; Nelson, Mt. Jackson, Va.; Community, Woodstock, Va.; Wells, Norfolk, Va.; Grandee, Norfolk, Va.; Park, Tampa, Fla.; Mecca, Chase City, Va.; City Center, New York City; Colonial, Galax, Va.; Roxy and National, Martinsville, Va.; Rutgers University, New Brunswick, N. J., the New Brunswick Savings Bank etc., etc.

Exhibitors in Ohio and western Pennsylvania are especially aware of the capabilities of sales representative Lou M. Opper, who has put in 23 years.

While he has concentrated a goodly portion of his time in the aforementioned areas, he has not hesitated to lend his services wherever they are needed. He recently closed deals with theatres in Venezuela and Mexico, and has several other faraway deals in the works.

Upper left, Lou M. Opper, and, upper right, Phil H. Saxon, both of whom are well known to theatremen and architects throughout the east, middle west, and south.

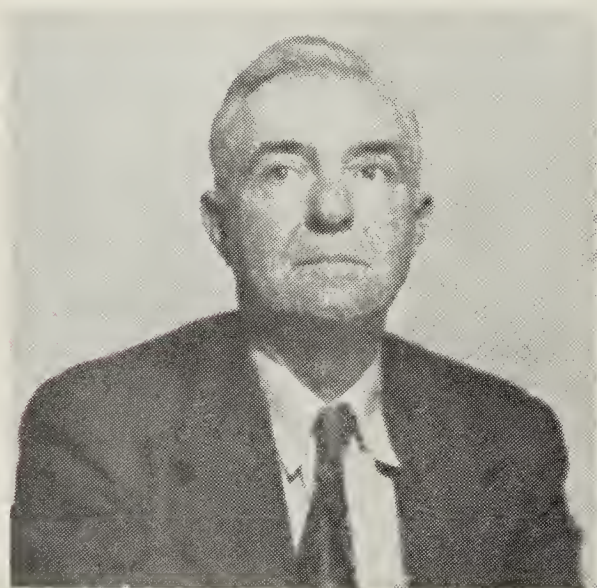
Lower left, William J. Boland, who specializes in fabric institutions, and serving the export market, and, lower right, Melvin J. Feldman, who crisscrosses many fields.

If a recent list of contacts and sales were compiled from the Opper record, it would be sure to include the Fairview, Fairmont, Shaker, Vogue, Yorktown, and others in Cleveland, as well as the Laurel, Laurel, Md.; Greenwich, Greenwich, R. I.; Belmont, Youngstown, O.; Beachcliff, Rocky River, O.; Sewickley, Sewickley, Pa.; Teatro Junin, Caracas, Venezuela; Orfeon, Mexico City, etc.

William J. Boland is a 26-year veteran with the company, and, in addition to being a sales representative, he also can be listed as "idea man and an expert in all matters concerning decoration."

He concentrates, in the main, on institutions such as schools, public auditorium, fraternal buildings, etc., and when he's not selling or servicing, he likes to concentrate on layouts, improving, and developing stage riggings

(Continued on page 17)



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It Isn't Done With Mirrors

The Successful Decorator Must Have
A Well-Rounded Knowledge And Ability

By A. I. Kessler

Every period in the history of civilization has yielded its own style of architecture and decoration. Although many products and ideas have passed into oblivion, a record of architectural structures, art techniques, and forms has survived to present times, and has influenced our modernists just as eras in the past left their imprint on the artists and craftsmen succeeding their predecessors.

Contemporary design is the natural result of a streamlined age which makes a fetish of time-saving and forthrightness.

The average man in the street is probably not interested in styles of architecture, ornament, and color, yet his life is deeply affected by these changes.

Materials that have been devised or adopted for present-day use perform their functions with great effectiveness. It seems that extraneous applications are superfluous in the concept of modern designers, yet we see a gradual compromise with the elaborate superimpositions of former periods.

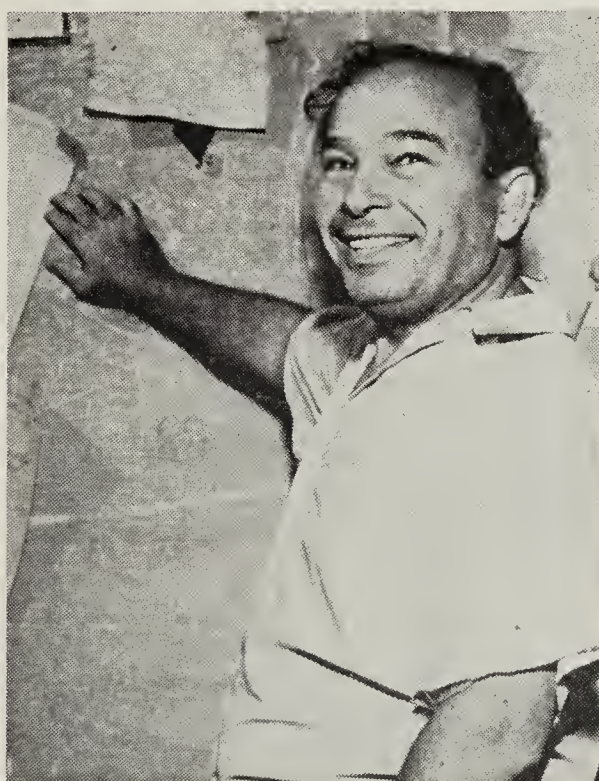
There is a spontaneous evolution, the tempering of Modern with other periods.

Architects, designers, and artists realize that our sentiments, our social values, in fact, our mode of living, are tied to the spirit involved in their creations. The theatre and public building in which we relax or work are designed with the idea of providing relaxation and comfort, relieved occasionally with exciting details to give emphasis to the general simplicity of treatment.

A great variety of materials are employed in today's decor. Their psychological impact increases in value in proportion to the skill and aptitude of their application. Whether a surface in an auditorium shall be smooth or textured;



Above: A. I. Kessler, executive head and president, and below, Philip Kessler, head of all artistic conception and production.



whether it should be painted or judiciously treated with fabric; whether it should be relieved or not relieved with a mural or a sculptured detail; whether it should have a tufted surface, or one of flexwood or flexglass; whether formica or plexiglas; whether a dome of light should dominate a room; whether the light source should be cold cathode, or incandescent lamp, or black light; whether a ceiling should be done in mother-of-pearl, or soft color, or glazed, or sharp color; whether to use acoustic treatment; whether to highlight; whether the "singing note" in the stage draperies shall be achieved by use of fabrics combining red, high-keyed yellow-green and gold, or some other color arrangement; whether the fabrics shall be splashy or conservative; whether to use swags, festoons, or box-pleated curtains; whether a contour curtain is appropriate or not; these, and many other considerations, require authoritative and professional judgment.

The trained decorator has all the answers.

The theatre architect, the specialist, is aware of these possibilities. When he renders a set of blue prints for a new building or for remodeling an existing structure, he welcomes the services of an experienced decorator to embellish, or to carry out, his own ideas. Collaboration between architect and interior decorator is a most desirable combination. The artist-decorator gets the "feel" and spirit intended by the architect. The artist gives visual interpretation in color and choice of treatment, working out the harmony for all public areas, taking cognizance of carpets, seats and other pertinent accessories. In a well-managed decorator studio-workroom, the production man has a complete lay-out of the entire ensemble and all the materials being used on a given job. Inconsistencies that may arise are immediately checked, and eliminated, before production commences. The production department follows through until all material is fabricated and installed on the job, no matter how far it may be, no matter how extensive or how modest.

In suggesting materials and working out color schemes, the artist-decorator successfully applies the theory of symphonic color. Color is employed by the

(Continued on page 19)

Novelty Scenic Customers Stay Customers For Many Years

An Assortment Of Current Expressions Of Opinions From Many Different Fields

Most important in the growth of any progressive organization is the praise of the people with whom it deals, and in this Novelty Scenic Studios has particular reason to be proud.

Not only theatres, but ballrooms, churches, radio stations, night clubs, schools, and many other types of endeavor have been dealing with Novelty Scenic Studios for years. In every case it has been a story of full satisfaction, thanks to the principles of Novelty Scenic Studios operation.

Many were the messages of congratulation bestowed upon the company in connection with its 30th anniversary.

A few follow:

Constantine J. Basil, president, Basil Enterprises, Inc., Buffalo, (10 theatres)—

"Congratulations on your 30th anniversary. It is our sincere and earnest wish that you will enjoy that many more years of successful operation. It has been our pleasure to know and deal with you for a good many of these years, and at this time would like to say we have always been very satisfied with your treatments in design of fabrics and paintings. This is well born out by the fact of the recent redecoration of our Genessee, Varsity, Victoria, and Roxy."

Robert J. Murphy, 20th Century Theatre, Buffalo—

"Congratulations. We at the 20th Century sincerely believe Novelty Scenic Studios is deserving of all the compliments bestowed upon the company. We are happy to say in the years that the company has been catering to our needs that its work has been of the finest. Our wish is that Novelty Scenic Studios continues to prosper and carry on its very fine tradition."

A. O. Budina, architect, Neighborhood Theatre, Inc., Richmond, Va. (34 theatres)—

"We are happy to say that Novelty Scenic Studios has been doing work for Neighborhood Theatre, Inc., ever since the founding of this company some 20 years ago. Its services and materials have been highly satisfactory, and we have no hesitancy in recommending this company to anyone who is in the market for stage draperies and auditorium wall fabrics."

B. E. Nelson, Nelson Theatre, Mount Jackson, Va.—

"Novelty Scenic Studios was selected to furnish my stage settings and other



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decorations when I first built my theatre in 1937. In 1947, the auditorium was completely destroyed by fire. I was so highly pleased with the first contract that I again contacted the company without seeing any other company to do my present setting, which is in all glass fabrics. Novelty Scenic Studios' technical knowledge in the theatre line of work has been of great benefit to me."

Murray Whiteman, Inc., Buffalo—

"National attention was focussed recently on the Television Sales Studio built about a year ago by Novelty Scenic Studios for the Whiteman Song Shop. Mouth-to-mouth advertising has brought many dealers from many cities to see the studio, which is the last word in restful beauty. This brings a breathless effect, with due credit to Novelty Scenic Studios."

Edwin J. Ricker, manager, Famous Ballroom, Baltimore, Md.—

"The interior decorations of the Famous Ballroom, designed by Novelty Scenic Studios, have received many favorable comments from patrons, who have acclaimed it as America's most lavishly beautiful dance center. Many famous bands which have played here have also hailed it. The skill and craftsmanship of Novelty Scenic Studios have given us a truly magnificent ballroom."

Alan M. Vlose, Hoggson Brothers, Inc., New York City (Bank specialists)—

"Novelty Scenic Studios served us in the making and installation of drap-

eries on many of our building projects, and we like their workmanship, their courteous attention to our requirements, and their ability to meet time schedules. It gives us pleasure to recommend their services."

Dan Weinberg, Bedford Theatres, Inc., Bedford, Va.—

"Heartiest congratulations to A. I. Kessler and all his associates at Novelty Scenic Studios. Novelty Scenic Studios has decorated the following theatres for us, all in Virginia: Harrison, Lynchburg; Liberty, Roanoke; Lee, Roanoke; Bridge, Bedford, and Rockbridge, Buena Vista. He is a fine gentleman and a grand artist."

George A. Ebeling, architect, Cleveland—

"It is a pleasure to congratulate Novelty Scenic Studios on its 30th anniversary, and wish the company continued success. The organization has earned an enviable reputation in its line of work for its skill, dependability, and fair dealing."

Eduardo G. Gonzalez, San Juan, Puerto Rico (Exporter)

"We are extremely well pleased with the technical counsel and excellent co-operation we have received from Novelty Scenic Studios in the past."

A Field Staff

(Continued from page 12)

as well as some of the other technical phases of the business.

Melvin J. Feldman is the newest and youngest member of the sales force.

Having worked himself up from the bottom, Feldman can only claim little more than six years of service to his credit.

He has experience in almost all phases of company operation, which he claims has been of immeasurable help in servicing his clients, among whom are listed many restaurants, schools, hotels, banks, etc. He hopes for a solid future with the company, and is backing up those hopes with wedding bells in the near future.

30TH

ANNIVERSARY GREETINGS

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Thirty Years of Industry Service

(Continued from page 1)

walls, more in the realm of scenery than true decoration.

Theatre architects designed more to impress the patron with the theatre building than with the picture on the screen, and to accomplish their effects they lent on the knowledge and skills of Novelty Scenic Studios.

And then came sound!

Out went the starlit domes and crystal chandeliers. Now that pictures talked, only a very few theatres were designed with full stages.

Acoustical requirements deleted the vistaed coves and stage boxes. Taste-fully hung draperies and fabric-over rock-wool walls became the vogue and the necessity.

Once again, Novelty Scenic Studios lent on its knowledge of fabrics and of

its theatre background to render a superior industry service.

It was one of the first to introduce hand painted murals on velour and other soft fabrics in large dramatic designs and colors to offset the more subdued tones of large area fabrics. It was first to use large plaster medallions centered in dark fabric covered wall panels for additional emphasis. It was first to bring studded, padded leatherette panels into standee rails and lounge walls. It was first to use quantities of fireproof glass fabrics in tremendous masses with telling effect. All these and more are the contributions of this organization of interior decoration specialists.

From the eyes of the original and present president A. I. Kessler, the last 30 years have been rich with accomplishment.

He feels that the \$600,000 worth of interior decoration which featured a recent year is a record that will stand for a long time to come unless Novelty Scenic Studios, itself, can top it.

He feels that the wide diversity of its accomplishments in theatres, schools, churches, display rooms, banks, dance halls, radio studios, and even television stations promises an expanded patronage in many fields; that the work it has successfully accomplished in such faraway places as South Africa, Singapore, Iceland and South America proves there is no limit to the area it can serve, and that the thousands of Novelty Scenic Studios satisfied customers will always stand as a backlog of repeat orders as time goes by.

But, most important of all in his considerations, is the individual and collective abilities of the large and capable staff of Novelty Scenic Studios artists and fabricators. Many of these men and women have been members of this staff for 20 and more years. Mentally alert, technically qualified, and abreast of the times, they are fortified with a tremendous amount of actual experience. Their knowledge of decoration and of theatre needs goes far beyond the bounds of normal work. To them the unusual and the new innovation present a challenge which they collaborate in answering. They represent a team of accomplishment in which they all take pride.

Adding all of these facts of a successful studio to the 30 years of industry service that has passed, the next 30 years are faced with an optimistic anticipation of still greater service accomplishments.

*Salute!

* Webster's Unabridged Dictionary says: "From the Latin *Salus* — a greeting, a gesture, expressing recognition or courtesy *rather than a speech.*"

RATHER THAN A SPEECH . . . We won't make one then, except to say that we at Maharam have enjoyed serving Novelty Scenic Studios for practically all of its thirty years, and hope to continue for a couple of additional generations at least!

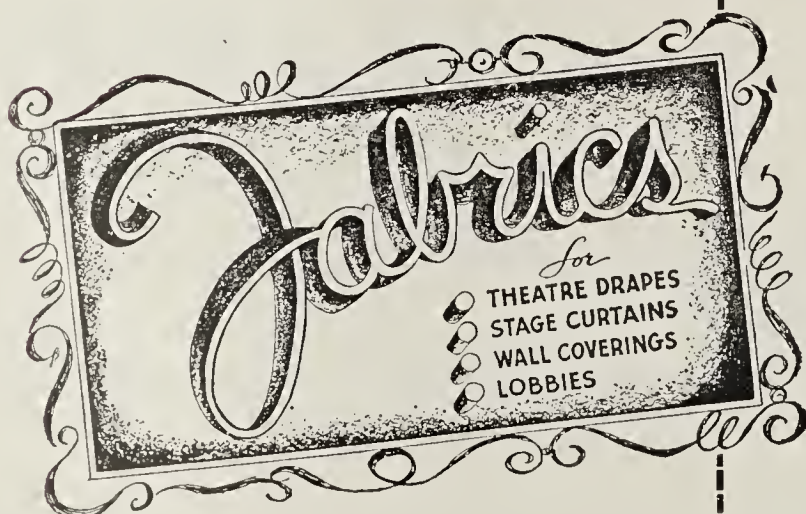
For almost half a century we've been supplying most of the scenic studios throughout the country with the best in decorative fabrics and materials. Fact is, many architects select and specify Maharam fabrics.

If *you* have a decorating project tacked on the drawing board or are just thinking about one, won't you consult our specialists first? They're bound to come up with several mighty useful ideas, whether your problem has to do with theatres, supper clubs, hotels or ballroom interiors . . . A note to Department EX would reach us!

to Novelty Scenic Studios from

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It Isn't Done With Mirrors

(Continued from page 15)

artist-decorator in a similar manner as a musician applies musical tones. Colors are arranged to correspond with the piano keyboard, and harmony of hue is attained by "testing the colors by ear."

By this method, the bright colors and neutral shades are blended together soothingly, accentuating glamor and interest, and avoiding jarring and discordant tones.

In collaborating fully with architects and owners, the artist-decorator has a preponderant and overwhelming record of performance behind him. His sights are set high and his standard of excellence is ever moved forward.

It takes planning, trained personnel, long experience, expert direction, thoroughness and profound understanding of the materials to be used, and the methods to be employed to produce desirable and worthwhile effects. It requires know-how.

And you can't do it with mirrors, and and you can't do it with magic.

A Typical Current Theatre

(Continued from page 9)

The Coral was designed and built by John and Drew Eberson, architects, and is operated by the Coral Theatre Corporation, of which Hugh Hollingsworth is president. To summarize, Novelty Scenic Studios did the rock-wool covered by damask wall treatment, the stage curtains, the venetian blinds and all house draperies. It points to it with pride as a job well done, a typical job.

A Record of Accomplishment

(Continued from page 4)

At the Yorktown, Cleveland, it was Novelty Scenic Studios' pleasure to work under the direction of architect George Ebeling, who is noted for his fine work in that area.

Pictured as Number 16 is an example of the tufted leatherette treatment, which features the lobby and lounge.

For the Interboro Circuit, Number 17, the Kismet, Brooklyn, N. Y., is a good example of relatively low cost current remodeling. Novelty Scenic Studios did the entire interior treatment consisting of large baroque painted wall decorations in high keyed yellow, red and green, a simulated contour stage curtain in yellow satin against a silver traveler trimmed with bands of blue, side wall drapes following the same treatment, and austrian drapes at the standee rail.

Completing these selections in Number 18, the tastefully decorated Margate, Margate, N. J., owned by Weiland and Lewis, for whom Novelty Scenic Studios has done complete major decorating in all of their theatres for many years.

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Philip Kessler and other members of their staff, in working out the
numerous and often complex problems attendant on a large and
constantly expanding endeavor,—it is our assurance to their cus-
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PHYSICAL THEATRE



AT A COST OF \$50,000 plus the air conditioning, the old frame Coniston Theatre in the heart of Newport, New Hampshire, last year was remodeled throughout. One result was this appealing front, with field stone walls and flagstone floors, in keeping with the surroundings. Plate glass doors and boxoffice give a modern, open effect. Downlights add a suave look. (See P. 6)

*Devoted Exclusively to the
THEATRE STRUCTURE
—its Design, Construction,
Furnishings, Maintenance
and Specialized Equipment
—with a Special Section
Devoted to Drive-In Theatres*

IN THIS ISSUE :

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REMODELED THEATRE	Page 6
MISHAP OVERTAKES GENERAL	Page 10
CLOSING A DRIVE-IN	Page 27

VOL. III, No. 10 SEPTEMBER 22, 1948

Editorial: TESMA Show

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Or write for our colorful folder, "Carbon Arc Projection," which spotlights the high points of the picture and explains how to obtain 35mm and 16mm prints for special showings! See address at right.

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THE
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WILL CELEBRATE ITS

9

30th

ANNIVERSARY

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WITH THE
ISSUE OF

4

NOVEMBER

8

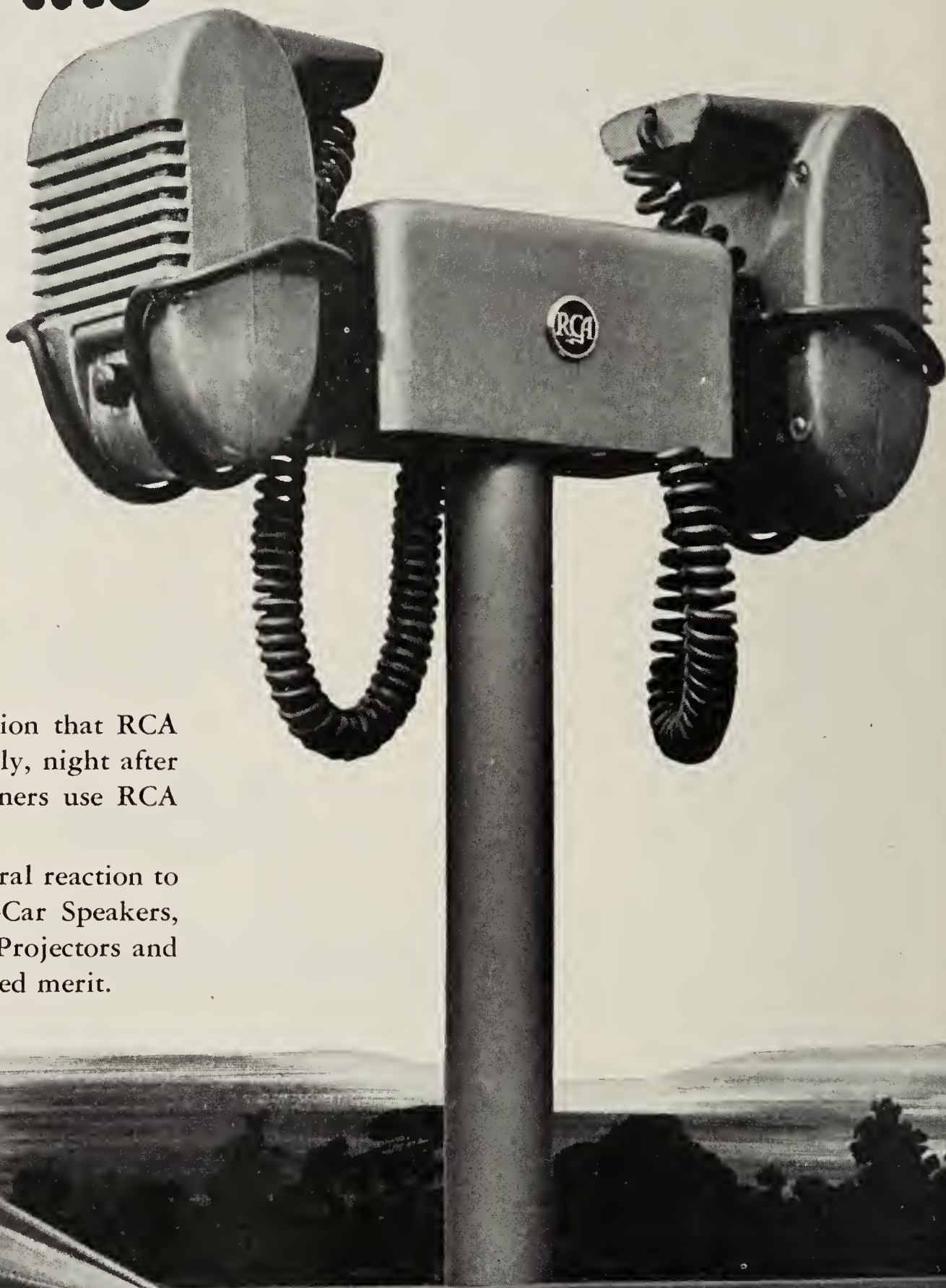
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LAYING IT

On The Line

The Tesma Show

WHILE each succeeding annual Equipment Exhibition sponsored by TESMA seems to be drawing an increasing number of theatremen and theatre architects; and while some pretty sensible promotion in the form of invitations from local supply dealers promises to further increase that attendance; we don't believe that even the enthusiastic and capable Secretary Roy Boomer is satisfied that this show gets the industry attention it deserves.

ANYONE who has attended the large shows in Grand Central Palace and the Coliseum, held annually by the laundry equipment, power equipment, sports equipment, television, candy equipment and other relatively smaller industries; and has noticed the thousands who buy tickets to stay abreast of developments in their particular field; can't help but wonder at the relative lack of interest in this one annual show conducted by the nation's "third largest industry."

WHY?

Is it that theatremen and allied trades are so well served with knowledge and service by their trade papers and supply dealers that they reason there is nothing new to be learned?

Is it that theatremen generally have little technical training, so depend on the advice and recommendation of a trusted dealer or service company in making their purchases, and know they wouldn't understand what they saw if they did come?

OR, is it that theatre equipment, particularly the basic projection and sound, is so technically perfect and well-constructed that the average theatremen buys by brand names and has no further interest for the more or less certain eight or 10 years of its trouble-free life.

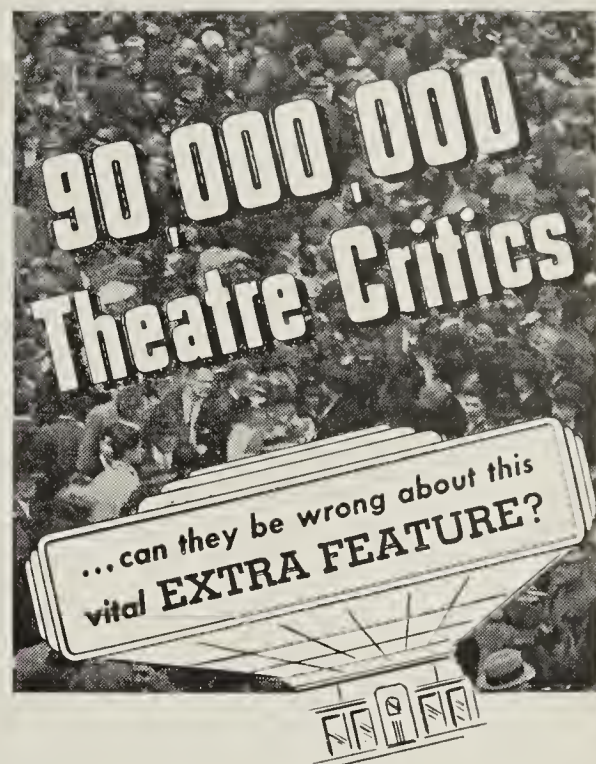
AS a theatremen, you may fit one or another of the above; or have still another reason we haven't thought of. But, as a trade paper which has covered these TESMA Equipment Exhibitions since their very beginning, we can assure you that you should have greater interest.

If you are in St. Louis next week, there will be a lot of things that will pop your eyes. Eighteen-foot wide projected television! Several new projectors! Projection lamps that promise more light for less carbon and current dollars! An inside story on projection carbons! And lots of other things that might very well affect your pocket.

NATURALLY, as your trade paper, we'll bring you the printed details in the October 20 issue of the PHYSICAL THEATRE Department.

BUT, as a theatremen, you ought to be there and see for yourself!

PHYSICAL THEATRE • A sectional department of THE EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 1225 Vine Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.



Thumbs up or thumbs down on a picture—it depends in part on a movie-goer's taste! But one feature upon which the people's verdict is *unanimous* is *washroom cleanliness*! You can take it from America's millions of theatre patrons that a clean, sanitary washroom is a profitable big plug for your theatre . . . while one that breeds germs and odor is a costly "knock"!

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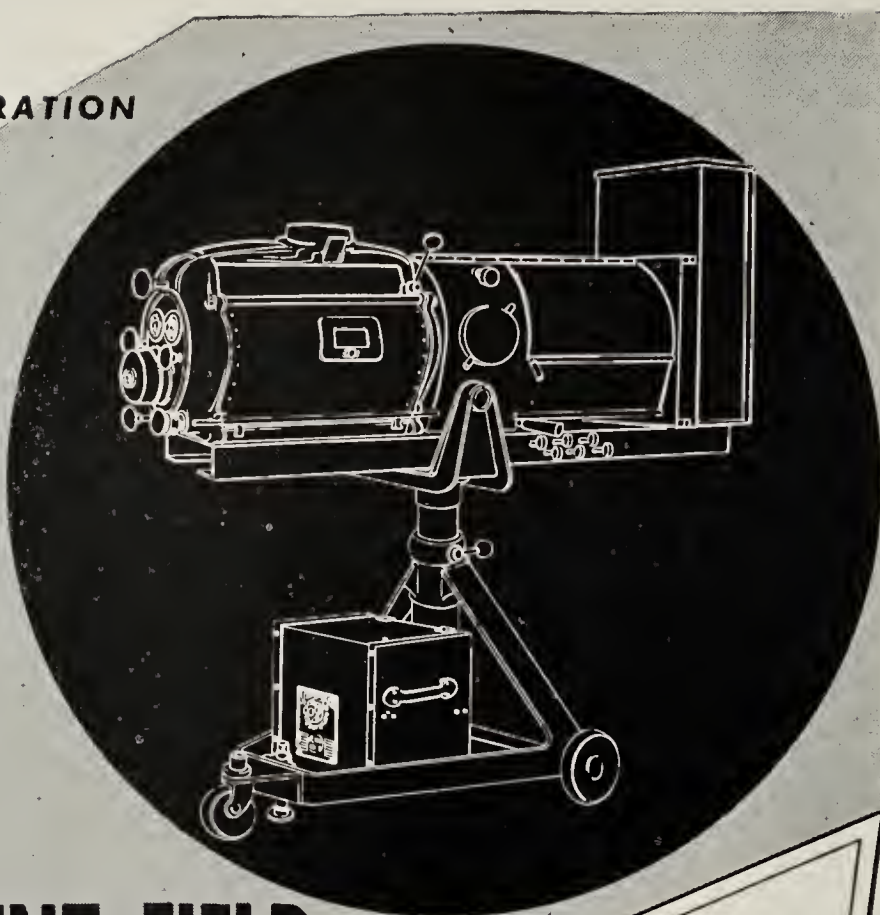
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These new spotlamps employ as a light source the proven high intensity reflector-type lamp used universally for motion picture projection. This high intensity reflector principle results in a snow-white light in such tremendous volume as to make the presentation fairly sparkle.

The use of this highly efficient light source and an ingenious two-element variable focus projection lens system results in uniform lighting efficiency and clean sharp edges from a head spot continuously through to a full flood. Light weight construction and delicate balance permit one hand control and make for easy following of the fastest action. The spotlamp can be swung through a full 360-degree horizontal and compressed to angles of 45 degrees or more.

These spotlamps are equipped with a color boomerang, fading iris, ultra violet filters, and automatic carbon feed. The masking control has both vertical and horizontal adjustment blades which can be angled at 45-degree planes from normal.

The low power requirements reduce projection room temperatures and make the use of large motor generators unnecessary, since only a small rectifier is required for the arc power.

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Please send free literature on Strong spotlamps.

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PHYSICAL THEATRE

VOLUME III

NUMBER 10

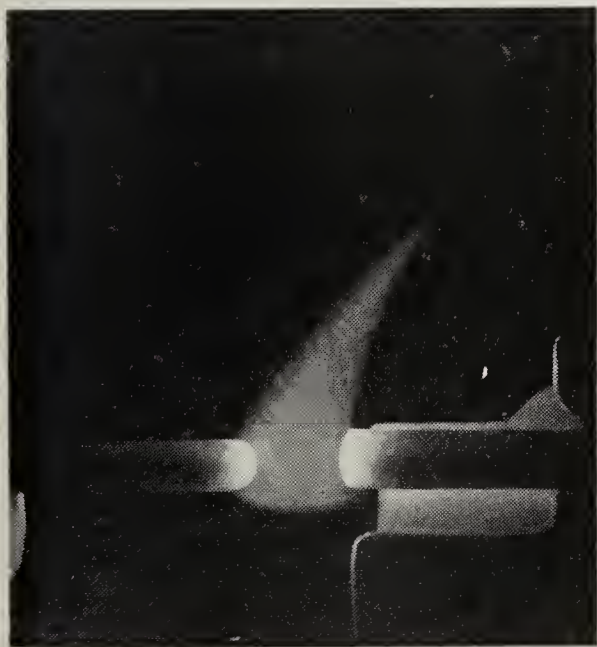
September 22, 1948

NEXT week in St. Louis theatremen from all parts of the country will be high pressured with sales talks, pamphlets, broadsides, exhibits, and demonstrations extolling the wonders of all manner of equipment related to the industry.

To help these conscientious operators block out their agendas at the annual TESMA trade show we've gathered some data on a few items—and they are only a few—which actually incorporate improvements in basic design.

The high-spot report, naturally, does not take into account the new gimmicks and little doohickeys put out by the gadget manufacturers, with whom novel plastic devices are epidemic. It does take into account, though, the major array presented by projection and sound heads, arc lamps, chairs, theatre television, and drive-in theatre screen towers and toll systems.

In St. Louis the moviemanager can find out how substantial the countless mechanical wonders that manufacturers kept promising him throughout the late war are turning out to be. The varied collection of equipment will be spread out for his inspection on September 27, 28, 29 and 30 in the Jefferson Hotel under the banner of the Theatre Equipment and Supply Manufacturers' Association, Inc., (TESMA) with headquarters in Chicago.



Tail flame of the suprex arc, regularly employed today in projection lamps, is a short angular one. It succeeds the high intensity.



TAIL FLAME OF THE NEW ELECTRONIC ARC RESEMBLES THAT OF THE OLD HIGH INTENSITY.

St. Louis Sights

Big TESMA Show Next Week Will Help Keep The Town's Name Green

FOREST ARC LAMP

A fine example of what we mean by a product being improved in ways more basic than appearance is the Forest arc lamp, according to our information. At the show the visitor should tear himself away from such catchy phenomenons as that of his image being instantly projected on to a television screen long enough to inspect it.

More than a year ago, while putting the finishing touches on a new carbon feeding mechanism, Forest engineers stumbled on what looked like a startling new technique for burning the carbons—an improvement upon the so-called suprex or simplified high intensity method. It held out such bright hope for the future that the company—after announcing the production of a new lamp—withheld the lamp from the market. Engineers went to work on the discovery. The result of their research will be unveiled at the TESMA show in Forest's new "Electronic Projection Arc Lamp."

With the luminosity of the arc already second only to that of the sun, the new "electronic arc" is said to produce "much more light with the same energy consumption." This, too, with "a marked saving in carbon consumption." Just how much more brilliancy is produced seems to be a trade secret.

The new light source is similar to the old high-intensity arc in that the tail flames of both are longer than the tail

flame of the suprex arc, which has a short angular one. The white flame in the tail flame of the new electronic arc seems to be more intense than that in the tail flame of the high-intensity arc, however. Beyond this the similarity ends. The new arc does not rotate its carbons nor place them at an angle to each other. (All this is clearly outlined in the accompanying illustrations.)

Quick Review

Before entering into a more detailed analysis of the new electronic arc, it would be well for the theatremanager to review the fundamentals of light production quickly.

The primary source of arc light is the burning of rare earths and chemicals (their actual compositions being well guarded trade secrets) concentrated in the core of a carbon. These are burned in gaseous form after being volatilized by electric current. The action creates a saucer shaped depression in the tip of the positive carbon, called a crater. The secondary source of arc light is the collection and convergence by a glass condenser of the brilliant light engendered by the burning of the gases. (More about this when we come to the superheat created by huge arc lamps at some drive-ins.)

Forest says that "the very high intrinsic brilliancy" of their electronic arc is achieved by "compressing and confining

(Continued on page 18)

An Old Theatre Becomes Modern

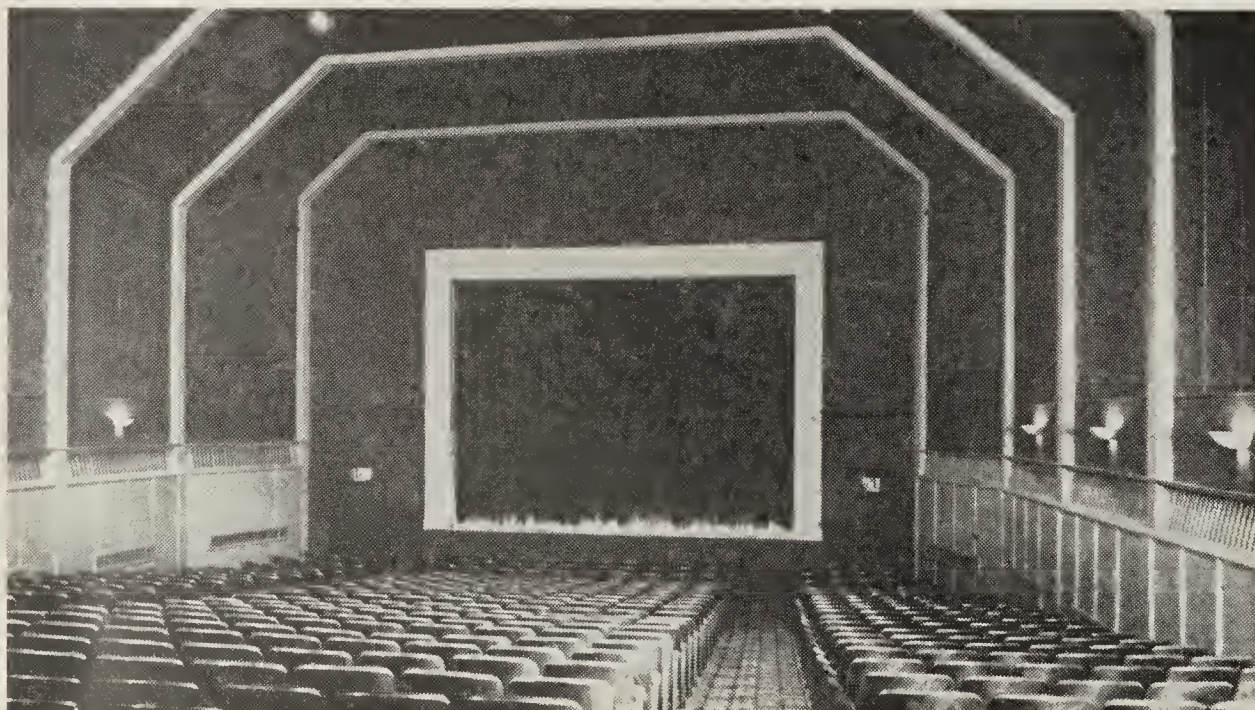
DESIGNERS, SUBMIT A SUCCESS STORY IN PICTURES
WILLIAM RISEMAN ASSOCIATES, THE BOSTON



It is hard to believe, but the Coniston at Newport, N. H., was until last year an ancient house in which dry rot had set in. This is the fine new front.



The operators, Newport Theatres, Inc., spent \$50,000 in making it over. The candy stand is in the middle of the foyer where it can't be missed.



A stone's throw from main street, the auditorium was refitted with American chairs and repainted. The old orchestra pit was taken out.



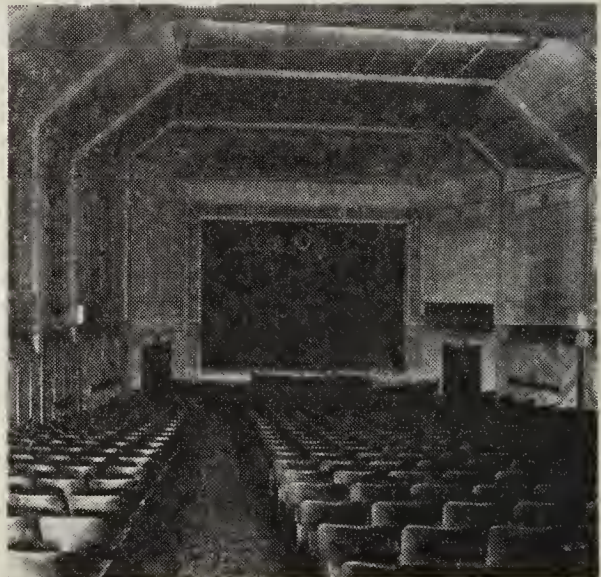
Frame Coniston, local eyesore, before transformation. Note the old globe at end of sign.



Archaic boxoffice and open poster cases. The structure was due for the treatment alright.



Beaten-up lobby and former candy stand, an old popcorn machine. Note overhead lighting.



Crackling noises known as canaries were loud in this ex-vaudeville auditorium until reseated.



The foyer was transformed from a dingy cubicle into the appealing and spacious room above.



Natural-finish pine sheathing, twin stairs with uprights, rugs and cove lighting add up here.



The foyer gives, on one side, into the powder room, not pretentious but a nice amenity.



Boxoffice of simple design surrounded by local fieldstone, flagstone and pinewood sheathing.

A COMMUNITY ROOM IN THE THEATRE



Suburban and neighborhood theatremen have long appreciated the value in making of their theatre the normal place of local public assembly, whether with, or without, an admission charge. In serving such areas, it is always found that there are closely knit organizations such as women's clubs, parent-teachers associations, church groups, Boy Scouts, etc., who meet at regular intervals for business or bridge, to the possible detriment of any neighborhood paid entertainment on the particular meeting day. Invariably, such groups can be valuable and powerful allies to successful showmanship, if their goodwill and cooperation can be secured, and how better can this be accomplished than by providing them, free-of-charge, with a comfortable, clean, and adequate meeting room in the theatre when space permits? Lounge rooms with private entrances, or areas over the lobby and stores, often provide such space, particularly on quiet afternoons when the matinee business is light.

Outstanding examples of this goodwill use of extra theatre space are to be found in several of the Neighborhood Theatre, Inc., circuit houses in Virginia. Another adaptation, in the form of bridge and backgammon rooms for waiting patrons, is shown above in the plush Park Avenue, New York.

Either procedure gets the public on the theatre's side.

UTILITY ROOMS MERIT EXTRA ATTENTION



A suave powder room is certain to win the gratitude and admiration of ladies, young and old. Whether they have broken away from their dates long enough to spruce up a bit before driving home, or whether they left Pop and the kids buying candy before taking in the movies, they are impressed.

The above accommodations are notable for their large mirrors, ample shelves for bag and compact, tufted walls, and soft carpeting. The total effect is one of graciousness and ease.



The simplicity of design of woven plastics makes them acceptable for large wall surfaces where a modern look is sought. Also upkeep is easy. Here at the Apex, Washington, the plastic is used in the ladies' lounge.

Tone Up With Plastics

New Products for Wall Covering and Seating Deserve Attention

SO general has become the use of woven plastic materials that they even have turned up as wall coverings in movie houses.

At the Apex Theatre in Washington, D. C., the above room was given its chaste, geometric look by the inclusion of such a wall covering—a gray-striped, ribbed fabric, called Lumite. The location is the ladies' lounge.

A more conventional use of the material is found on the chairs of the Empress Theatre in St. Louis, where it turns up as upholstery covering, to the right. The color scheme here is a maroon, gray and green stripe on the back rests and a solid maroon on the cushion.

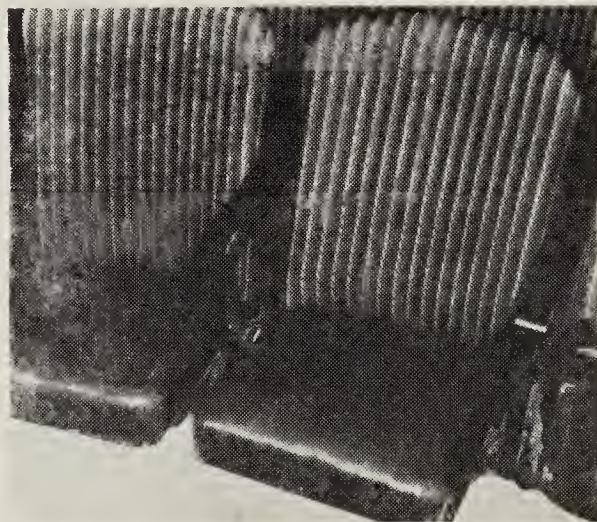
Lumite, like other products made of saran—a vinylidene chloride plastic—has superseded ordinary textiles in many installations lately, not because it is cheaper, but because it is more durable than the latter and far easier to keep clean. Also, it is fire-retardant.

Scribbings, lipstick and ink stains, finger marks, and so on may be removed from the decorative walls of the ladies' lounge at the Apex with a soapy cloth, and by the same means, or with the addition

of cleaning fluid, gum, candy, pencil marks and assorted stains from the upholstery covers at the Empress. This cuts down on maintenance and replacement costs.

"A Little Higher"

Frank Boucher, general manager of the K. B. Theatres, operators of the Apex, while admitting that the cost of putting in Lumite was "a little higher than the price



Smoother than faille fabric and more porous than leatherette, plastics make a non-slip covering.

of an ordinary wall covering," says that in his opinion it was in the long run "more economical because of its life-lasting and easy-upkeep characteristics." The fabric was applied to the walls by means of an adhesive, called Acryloid B-7, a product of the Resinous Products Company, of Philadelphia.

Another feature claimed for the chair covers is a so-called "breathing" quality, which is said to permit air to get freely between the threads. This, naturally, helps to eliminate hot, sticky seat surfaces. Further, owing to their smooth texture, the covers do not tug at your clothes when you move over them.

The varied Lumite products are put out by the Lumite Division of the Chicopee Manufacturing Corporation. The company is hard at work creating a wide assortment of designs, patterns and colors for extended applications to walls and furniture of this very modern development in plastics.

New Sales Setup

J. E. Robin, Inc., of New York, distributors of a motor generator and rectifiers for projection lamps, recently became the sales representative of the Weber Machine Corporation, of Rochester, manufacturers of a thirty-five millimeter projector and sound mechanisms.

Robin distributes the Imperial Stedy-power generator and a new line of rectifiers, called Selenium. Weber makes the Syncro-Dynamic and the Model HA portable thirty-five millimeter projectors, and Syncrofilm soundheads, speakers, and amplifiers.

Sealed and Delivered

A three hundred to eight-hundred-seat movie house—pre-designed, pre-built, pre-equipped and delivered—is the goal of the newly-formed Anderson-McCarthy Company, of Minneapolis.

The idea is the inspiration of Charles McCarthy, veteran exhibitor and pioneer transfer man in Minneapolis. His partner is Arthur Anderson, Jr., son of the manager of the Warner Brothers' Exchange, Minneapolis.

Price ranges for the pre-setup theatres have not yet been determined. But McCarthy boasts that they will be "amazingly low."

Sound Book Ready

An illustrated sound catalog, eighty-four pages long, has just been released by the RCA Engineering Products Department.

The book, divided into sections dealing with microphones, amplifiers, speakers, program control, and specialties, describes such new RCA products as the wire recorder, model SP-15A portable sound system, intercom system, 250-watt amplifier, and the Bantam velocity microphone (Mi-12002).

Copies of the Sound Products Catalog (218-P) may be had by writing to the RCA-Victor Division, Camden, N. J.

Million Dollar Order

The U. S. Navy has placed a \$1,000,000 contract for sixteen millimeter sound projectors with the DeVry Corporation, of Chicago. The U. S. Signal Corps has ordered a "considerable number" of thirty-five millimeter projectors from the same company.



But make sure of all three — Comfort, Appearance, Long Service

For many years we've made a special study of the problems of theatre owners—and our current models show it in every respect. They are luxuriously comfortable. Model TC-700 shown above indicates their smart lines—and the choice of colors and fabrics will dress your house in true elegance from front to back. Their sturdy *steel* construction is positive assurance of long, trouble-free service—and you'll find a profitable pay-off in the many features that make up-keep easy and cut maintenance costs.

So make sure of all three when you re-seat or plan a new theatre. Our illustrated folder shows all current models in full color—and our own or a representative of your nearest distributor will show you at first hand how comfortable and practical theatre seating can be!



Steel for strength, steel for comfort—plus sound design and skillful workmanship means that ease, relaxation and long life are literally built into every Heywood-Wakefield seat cushion.

★ ★ ★

Heywood-Wakefield Theatre Seating Division • 666 Lake Shore Drive, Chicago 11, Illinois • Sales offices: Baltimore, Boston, New York.



THE OUNCE of Prevention

By "GENERAL MAINTENANCE"

Curious Mishap With Pigeons Overtakes General

Also He Feels A Growing Mistrust Of All Managers

YOU think you've got problems. Just wait.

At one of our houses there was to be a big fire-fighting demonstration attended by the city fire chief and his lieutenants.

Following all-out preparations, the climactic day arrived. I was there in line of duty and so were the chief and his boys.

The manager extended a graceful welcome to each and everyone of us. BANG! Off went the gong. Everyone in the joint raced to his or her station. Hoses were broken out and whipped into the exit alleys. A shout went up for water, WATER, WATER!

There wasn't a drop. The seconds dragged by, the minutes. . . . The fire chief wasn't amused. The manager stood there, a shaken man. I wretchedly chewed my cigar.

To relieve the tension, I broke away and launched a probe which took me and a good many of the firefighters up onto the roof. The trouble, I had decided, was in the water tower.

Disappearing into the tower while the crowd peered in after me, I managed to disconnect all the lines around the main discharge valve that were under the grid-iron of the water tank itself.

In one of the lines I encountered the bodies of two dead pigeons. Uncorking them and removing some pigeons' nests from under the conical roof of the tower, I received the hosannas of the crowd and

a cluck of approval from the chief himself.

All this is by way of pointing out that it is wise while making roof inspections to see to it that all water tower hatches and notches are closed—if you don't want a similar complication at your place.

* * * *

Managers have some absurd notion in their pates that I'm superhuman. Whenever a crisis looms, I'm the patsy. If it wasn't for the weekly stipend, such as it is, I would have quit pulling their chestnuts out of the fire for them long ago. As it is, I'm continually being duped by another man's negligence.

Take, for instance, the little matter of cleaning the ashes from the furnace after the last fire in the spring. Right now in a lot of houses the ashes are still in the pits. How can you inspect grates covered with ashes? The thing is the heating plants in these places haven't been checked since the last fire—when heating problems were fresh in mind, when prices were right, and the materials and men to repair the plants available.

It's like pulling teeth to get theatremen to fix up their heating systems in the spring and to overhaul air-conditioning plants in the winter. These days, managers ought to be preoccupied with the problem of removing soot from all flues and chimneys. *An eighth-of-an-inch lining of soot in boiler passages will waste about fifteen per cent of a winter's fuel.*

Any manager interested in doing things right will be busy flushing mud from the boiler. Gauge glasses, low-water cutoffs, water feed regulators, and the small pipes leading to them, he will have to have

cleaned by experts. These frequently become clogged with rust and scale, which condition results in phony water readings and the improper functioning of cutoffs and water regulators.

* * * *

Inasmuch as I want to become insistent about the necessity of cleaning lines leading to gauges, cutoffs, etc., I'm going to relate an experience. Last year, one of our managers hit the phone and let go a scream of such sheer power that the hearing in my right ear is impaired to this day. If you don't believe me, ask my secretary. She was in the office at the time.

He spluttered some phrase that I couldn't catch about the last straw and finally managed to get across the fact that both boilers in his house had cracked—and that the water glass still showed them to be three-quarters full of water!

This bird was still hollerin' when I got to his joint, and, brother, am I glad that headache is over! The boilers were sure enough busted. Water was ankle-deep everywhere. The blamed gauge *did* say three-quarters full.

The small lines to the gauge were stopped up, of course. The boilers had been operating practically without water. If you don't get anything else out of this column, get this—*never trust a gauge glass*. All steam boilers should be set up with two or three small trycocks (valves). When you want to know how much water is in the boiler, turn 'em on. If there's no response from the bottom trycock, you had better bank the fire—or you're in for serious trouble.

When things have cooled off, allow water to flow back into the boiler very slowly. A sudden flow of cold water will crack a cast iron boiler and explode a steel one.

To report on two final practical aids to heating plant upkeep, I say check all sheet metal connections between boiler and chimney for leaks, and clean and oil all pumps.

MAKE OURS MAHARAM

The good fairy behind such Broadway successes as "Strange Bedfellows" and "Make Mine Manhattan" is none other than Joe Maharam, president of Maharam Fabric Corporation.

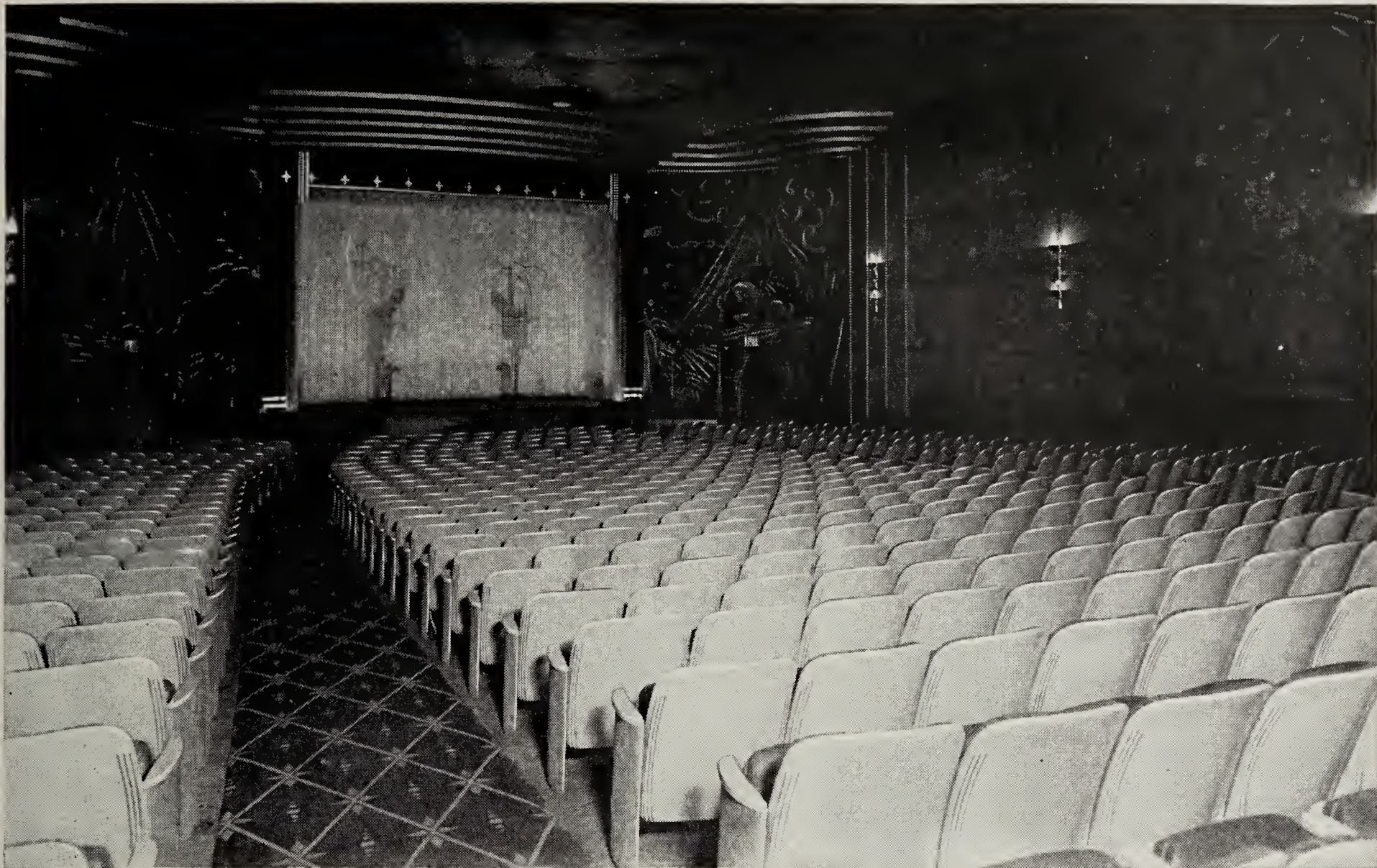
Success begets success. We'll make ours Maharam. With the fabric manufacturer, a one-time Columbia law student, it's theatres all the time, except when he's relaxing on his 87-acre copse in Connecticut or fishing on his private lake.

Two other major relaxations are sculpting and painting. His office is notable principally for originals of his own creation. All his life Joe Maharam has had a leaning toward art. He was a pioneer in introducing fabrics as stage back-grounds. Many theatre programs on Broadway carry Maharam fabric credit lines.

Three brothers help him to run the fabric concern. The Maharams design and create their own fabrics and patterns, dye their own goods, and have their materials woven to their own specifications.



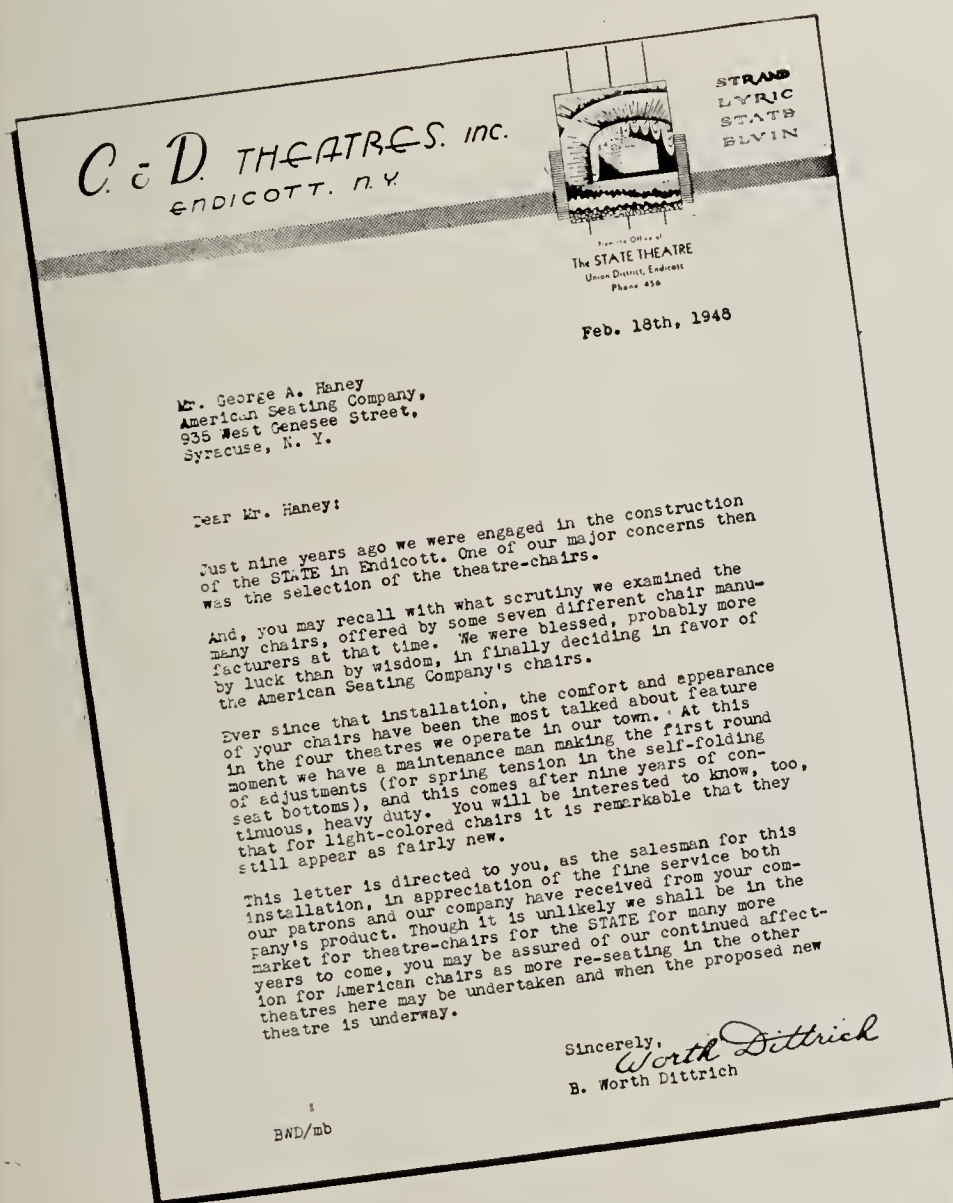
Good-looking poster case, called Aluminex, has been put on the market by Theatre Specialties, Inc., makers of Bevelite letters. It is designed with hidden hinges, glass in neoprene rubber, and extruded aluminum holders. It is available exclusively through National Theatre Supply.



The State Theatre, Endicott, New York

A theatre operator's report on BODIFORM performance

Here's a letter from Mr. B. Warth Dittrich of the State Theatre, Endicott, N. Y. It's typical of many in our files. Read it and you'll know why American BODIFORM Chairs are the world's most popular theatre seating.



AMERICAN
Bodiform
RESTFUL CHAIRS

Patrons prefer them... and so do theatre owners!

Patrons like them for their easy-chair comfort and eye-pleasing beauty. Theatre owners like them for their long, trouble-free service, with negligible maintenance costs. Different reasons, all leading to the same conclusion: It pays to have American BODIFORM Chairs in *your* theatre!

American Seating Company

GRAND RAPIDS 2, MICHIGAN

Branch Offices and Distributors in Principal Cities

WORLD'S LEADER IN PUBLIC SEATING

Manufacturer of Theatre, Auditorium, Transportation, School, Church,
Stadium Seating, and Folding Chairs

NOTES



... on Modern Theatre Construction and Remodeling

22nd in a Series of Studies on Design, Construction and Equipment of Theatres

Ex-Vaudeville Balconies Are Dated, You Know

By Eliminating Seats And Modifying Slopes They Can Be Renewed

IN the good old days when people everywhere lined up in long queues to see movies it was good business practice to cram as many patrons as possible into as small a theatre space as possible.

Some very uncomfortable seating arrangements resulted, which no longer are good business. To this day, in the balconies of ex-vaudeville and other ancient houses are found chairs from which it is impossible to make out the picture.

For seats in the Himalayas of these theatres a lower admission fee is charged, of course, if anybody can be induced to pay for them, which is infrequently. The solution to the problem will probably be less costly than the theatreman realizes.

It is a plan dear to modern remodelers—the one calling for the loss of some seats. With sight lines of all seats in focus, row-spacing increased, and steep slopes reduced, it is their theory that every seat in the balcony can be occupied sometime—at orchestra prices.

First, however, the structural supports of the balcony should be inspected for weaknesses and where necessary reinforced or replaced. The stairs, cross-overs, and vomitories probably should be revamped for easy passage. Originally, the

balcony undoubtedly was put in with steep slopes in an effort to pack in as many seats as possible.

Orchestra Prices

Very often, without much change in basic construction, it is possible to increase the width of steppings in order to increase row-spacing. If a reduction in the height of the risers is found to be feasible, wide and easy stairs may be installed. With the climb made less an effort, balcony admission prices might be raised to the level of those of the rest of the house.

In the main stairway it is a good plan to use more than one run of stairs, with horizontal passages connecting the different runs. This relieves the total ascent. Further, with ramps put in wherever possible, balcony patrons do not realize nor resent the distance that they have to climb to arrive at their seats.

A loge section, in which can be set up a better seat than in the balance of the house, may be put in a large balcony by the introduction of a cross aisle. The loge, naturally, will command a higher admission price and may be used as a reserved section.

In altering the steppings, and especially with the creation of a cross aisle, more than usual attention must be paid to the sight lines. This in order that there should be minimum interference from traffic in the cross aisle. Traffic could block the vision of patrons seated in the first row.

If the balcony is without aisle and step lights, these should be included in the remodeling program. At the same time, electric outlets for exit and directional signs, required to move crowds in an orderly and efficient manner, should be put in.

Carpets Prescribed

The laying down of carpets in the aisles, cross aisles, and vomitories is an effective maneuver in that it will add greatly to the appeal of this section. At times when new carpeting is being installed in the lobby, foyers, or other prominent and well-lighted sections, it is often possible to salvage the old carpeting and relay it to the balcony. Here it may give several more years of service.

Aisle carpeting in the balcony is a definite hazard unless steps are designed with a cut back in the risers. Cutbacks or sloping risers not only give a wider tread but also eliminate the possibility that ladies might catch their high heels on vertical risers without nosings.

Incidentally, if not already provided for in the old construction, electric outlets should be installed to light at all times the rear section of the balcony. Very often this section is left without lighting during the running of the picture, which condition is not conducive to good policing.

Dated Lighting

Many old-fashioned theatres have enormous hanging lighting fixtures, which must be lowered by winches for relamping and cleaning. Sometimes these are of crystal, of a composition, or of ornamental iron.

Modern remodelers like to eliminate these huge ornaments in favor of down lights, large side-wall fixtures, or cove lighting (if the plan calls for a new ceiling). Further recommendations on lighting are identical with those found in the

(Continued on page 23)



Virtually all of the suggestions for perfecting the balcony made in the accompanying article are illustrated here at the Odeon, Victoria, B. C. Slopes are low; stairs give wide passage; steppings provide wide row-spacing and installation of superior chairs; risers are low and sloping; a loge section has been created; carpeting adds to the appeal; down lights illuminate the rear section and aisle lights the steps. Orchestra prices might be charged.

Primavera and Red Gum
Formica Realwood® Res-Tone
Theater, Havana, Cuba
Manuel Alvarez, decorator
Case Res-Tone, Inc., fabricator
*Trade Mark Reg. U.S. Pat. Off.

Beauty Bonded
FORMICA
at Home with People
at Work in Industry

When a show place is a "go place"

Neither "Bingo," "Dish Nite," nor a double feature can stimulate box office traffic like the Architect who designs or redesigns the theater.

Beauty Bonded Formica is at home with people in theaters the world over—extending a warm invitation to the movie goer to relax amid the colorful luxury of friendly Formica surroundings.

No other material can duplicate Formica's wide range of colors and designs—nor better absorb the punishment of careless crowds.

In public buildings, institutions, and in the home, Formica has long been a dependable favorite of the Architect. It removes the limitations of his imagination—lends itself to progressive design.

Check Formica's Catalog in "Sweets." Write for a supply of "You and Beauty Bonded Formica," a new folder you'll want for your clients. Formica, 4631 Spring Grove Ave., Cincinnati 32, O. Copyright 1949, Formica, Cincinnati, O.

Do You Know....

What 129,700 Architectural Readers Know About Formica for Theaters?

In beautiful full color this Formica Theater story is being told in current issues of architectural magazines.* You'll want the latest information on how Formica can make your "show-place a go-place".

Write for color reprints of this advertisement together with pictorial story of Beauty Bonded Formica—"At Home With People". Formica, 4518 Spring Grove Ave., Cincinnati 32, Ohio.

* ARCHITECTURAL FORUM
ARCHITECTURAL RECORD
PROGRESSIVE ARCHITECTURE
ARTS AND ARCHITECTURE
INTERIORS

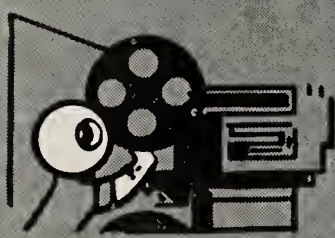


Beauty Bonded
FORMICA
Reg. U. S. Pat. Off.

at Home with People
at Work in Industry

PORTHOLE SHOTS

... of the Men who run the Show



Two enterprising Floridians—Jack Vost (left), formerly of old Boston, runs the projectors at the big Daytona Beach drive-in, and his friend, C. L. Forsyth, those at the Florida, Daytona Beach. Forsyth, a terpsichorean, has plenty of time left over to run a brisk business as a dancing master in his own studio.

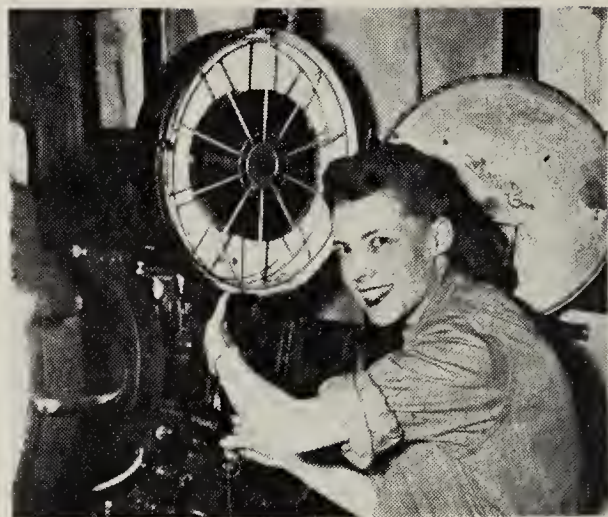


Except for that non-regulation belt on those Navy-issue dungarees, genial Harry Fuller is fitted out for a watch in number one boiler room of a battlewagon. Instead he is checking on his projector at the Roxy Theatre, Americus, Georgia, where he's been sweating it out since leaving the service.

MEN AT WORK

is a continuing regular Department of each issue of *PHYSICAL THEATRE* designed to give a "curtain call" to the many worthy and industrious industryites who seldom receive public acclaim.

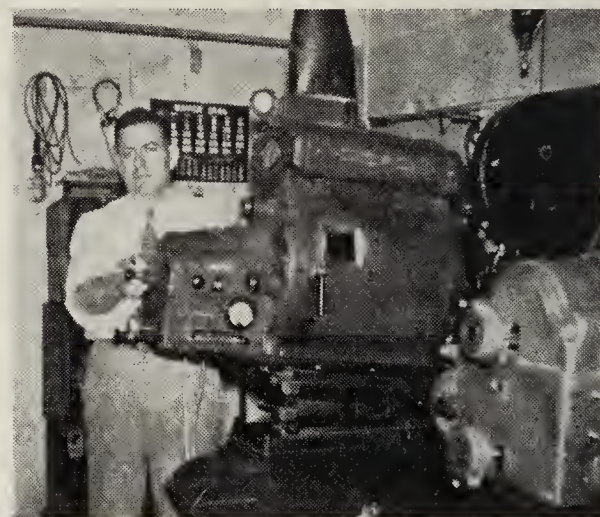
MANAGERS, ASSISTANT MANAGERS, PROJECTIONISTS, CASHIERS, and OTHER IMPORTANT THEATRE EMPLOYEES with years of Industry Service to their credit are invited to submit "on-the-job" pictures and data for consideration and possible future use in this Department.



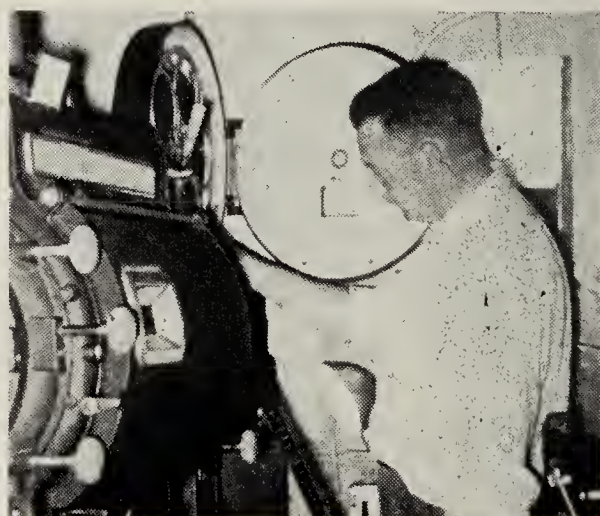
Presenting Helen Barnes—the pretty projectionist. First lady with a license to thread a machine in Rochester, N. Y., she will use her skill in promotion work for a firm of which she's secretary.



Smiling Jim Martin didn't just come in from work in the cotton fields. The overalls are his uniform as projectionist of Martin's Rose, Dublin, Ga.



Cecil Fernandez, Roxy, St. Petersburg, Fla., has been a projectionist since movies were in their swaddling clothes—thirty-one (31) years. His son, Cecil, Jr., is one, too, at the local Plaza.



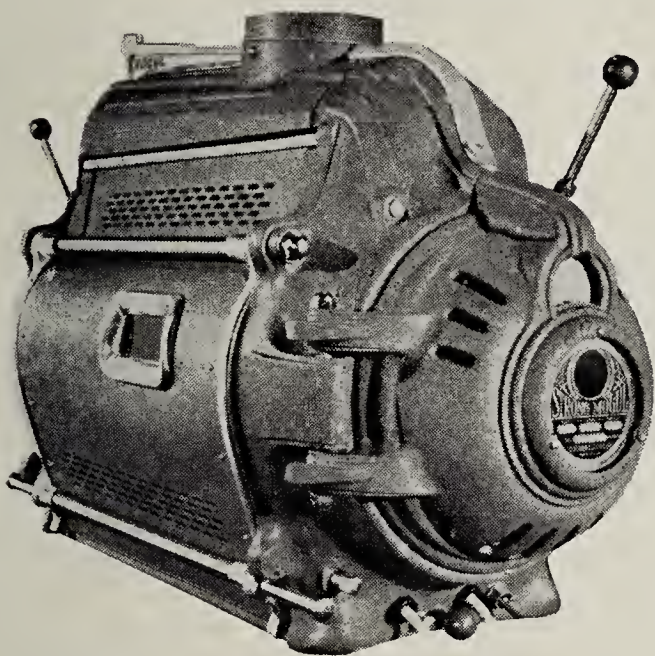
For twenty-two years Harry M. Dunham, Local 379, I. A. T. S. E., Perth Amboy, anonymously has run the show at Fords Playhouse, Fords, N. J.

Investigate

BEFORE YOU INVEST

DON'T INVITE TROUBLE

Be sure the lamps you buy have a proven performance record . . . will stand up without constant, expensive replacement of parts. Investigate the reputation and integrity of the maker. Be sure that he will be there to furnish parts and render service when you need them. Demand a list of users and then ASK the men who own them.



FOR DRIVE-INS AND LARGE THEATRES

THE STRONG MOGUL

70-AMPERE • 40-VOLT

PROJECTION ARC LAMP

Projects 15,000 lumens — the maximum that film will accept without damage—providing a brilliant picture on 48-foot and larger screens with all details clearly visible 500 feet or more from the screen.

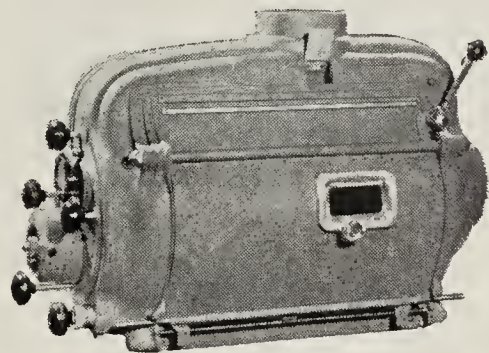
It is wasteful, as well as futile to burn more than 70 amperes in any reflector lamp, or twice the current in condenser lamps.

STRONG SINGLE PHASE 80-AMPERE TUBE RECTIFIER

FOR SCREENS UP TO 18 FEET IN WIDTH

THE STRONG UTILITY 1 K. W. HIGH INTENSITY PROJECTION LAMP

delivers twice the light of the low intensity lamp. There are more Strong-made D.C. 1 K.W. lamps used today than all other makes of 1 K.W. lamps combined!



*When the lamps are **STRONG** the picture is bright!*

As the only lamps produced complete within one factory, Strong projection arc lamps can be so engineered as to obtain the finest screen results.

Prices are the lowest of any lamps in their class.

Strong lamps assure longest life, some built 25 years ago are still working every day.

Strong lamps are most simple in operation and require less attention. Having fewer parts, there is also less possibility of failure.

Use coupon to obtain free literature or demonstration.

SEE OUR EXHIBIT

at the TESMA Show
Jefferson Hotel, St. Louis, Mo.
Sept. 28-29-30. Booth No. 54

THE STRONG ELECTRIC CORPORATION

*The World's Largest Manufacturer of
Projection Arc Lamps*

87 City Park Avenue, Toledo 2, Ohio

☐ I would like a demonstration of
Strong Lamps in my theatre,
without cost or obligation

Please send free literature on the:

☐ Mogul Lamp

☐ Utility Lamp

☐ Strong Rectifiers

☐ Strong Reflectors

☐ Strong Arc Spotlamps

NAME

THEATRE

STREET

CITY AND STATE

St. Louis Sights

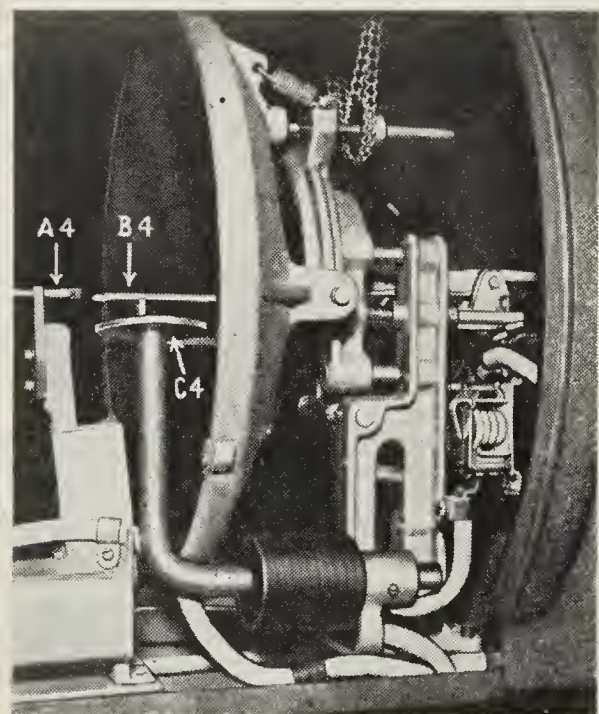
(Continued from page 7)

the negative arc stream within the crater of the positive carbon. Thus a substantial portion of the brilliantly luminescent vapors emanating from the negative carbon produces a snow white light of very high candle power, much brighter than is possible to obtain otherwise."

Long Tail Flame

To repeat, the most distinctive feature of the burning action of the electronic arc is a long narrow tail flame rising at a slight right angle to the arc. The tail flame of the suprex arc burns with somewhat of a mushroom effect, at a short forty-five degree angle to the arc.

A point about the new arc that you will want to be sure to examine is the electronically-impelled carbon feeding mechanism, which is constant. This patented device was developed before the engineers stumbled on the new burning technique, now also patented. It is through the feeding mechanism that carbon consumption is said to be cut down—by as much as from twenty to twenty-five per cent. Electrical power savings are proportional.



Electronic Carbon Feed

Summing up, the makers say that "the true high-intensity effect" of their arc "is accomplished by a combination of three factors: proper air stream admitted at the proper point with relation to the arc, electronic directional arc control, and proper and constant carbon feeding mechanism."

CORNING FILTER

While on the subject of arc lamps, which, incidentally, exhibit the only radically new units and procedures in the entire projection field, we insist that one of the most spectacular developments has been the water-jacket or air-blower cooling of huge arc lamps at the largest drive-in theatres.

These lamps make use of the terrific advantages of one hundred and fifty to two hundred ampere, eighty-volt projection. The extreme requirement, two hundred amperes, has been used sparingly, but it has been used. With these giant arcs, air-cooling is the general practice.

The new technique involves the passage of light through an infra-red filter,

which stops the infra-red as well as heat rays. The rays are hot enough to melt any known transparent substance—with the top-spot exception of a glass put out by the Corning Glass Company. The glass is composed nearly entirely of pure quartz.

The tough mineral comprises the filter itself, which is thus enabled to withstand both the extreme heat rays and the drastic strains of alternate heating and cooling. The "air-cooling" term means merely that a stream of air is played upon the filter by a fan.

The biggest lamps in which the filter is not a requirement are the standard seventy-ampere, forty-volt types. This is the absolute maximum intensity of arc light that it is possible to project safely through motion picture film without employing the infra-red filter and attendant air or water-cooling devices.

We are not sure whether one of these extraordinary Corning glass filters will turn up in a machine at the show or not. But if one does, you should certainly view it.

STRONG SPOTLAMP

In an allied field, followers of arc-light projection will want to drop in on the Strong Electric Corporation exhibit, where will be unveiled an improved line of arc spotlamps, according to what we are told.

A variety of sizes of high-intensity, reflector-type spots for a variety of purposes—from circuses to theatres—will simultaneously be put on the market. The same light source used for motion picture projection plus "an ingenious two-element, variable-focus projection lens system," the company says, "results in uniform lighting efficiency and clean sharp edges from head spot through to full flood."

"Light weight construction and delicate balance permit one-hand control and easy following of the fastest action," the makers add. "The spotlamp can be swung through a full three hundred and sixty degree radius and compressed to angles of forty-five degrees or more."

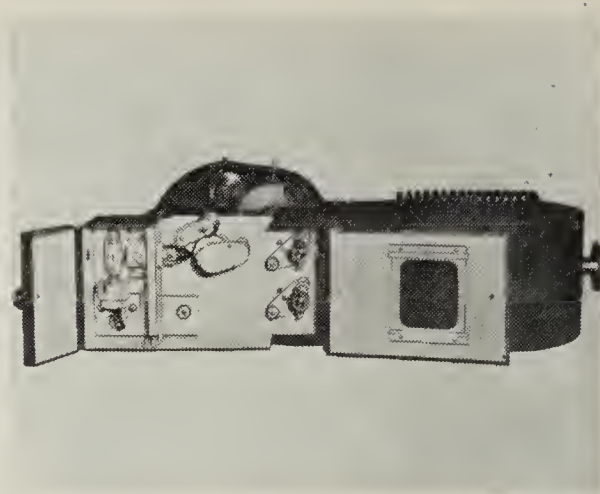
The spots are reported to be set up with a color boomerang, fading iris, ultra-violet filters, and simplified automatic carbon feeding mechanism. The masking control has both vertical and horizontal adjustment blades, capable of angles up to forty-five degrees. When the lamps are put in, projection room temperatures are lowered, because only a small rectifier is required for arc power.

NEW BALLANTYNE LINE

If for nothing else, the name of the TESMA show should be kept green by the Ballantyne Company, which has a complete new line of "Royal Soundmaster" and "Royal Lightmaster" products—improved soundhead, improved arc lamp, improved rectifiers, new two-way horn system, and for the first time, a projector.

A recognized leader in sound, the company has added a good-looking soundhead of clean lines, called the Model Eight, to its line. Production of the more moderately-priced Model Six will be continued.

Most distinctive feature of the new soundhead is a gyro-filter designed by a Ballantyne engineer—F. C. Largen, Sr., of the Creighton, Nebraska, plant. Incorpor-



Improved Soundhead

ating what is said to be "perfect gyroscopic action," the filter is responsible for "absolutely smooth film travel over the rotary scanning drum." It contains all steel units, ball-bearing mounted and permanently sealed. In operation, Ballantyne boasts, it is "positively fool-proof."

Two other features are a motor attached to the main frame casting of the soundhead and a handwheel affixed to the front of the motor housing. This last is for convenience in threading soundhead and projector.

Lightmaster Arc

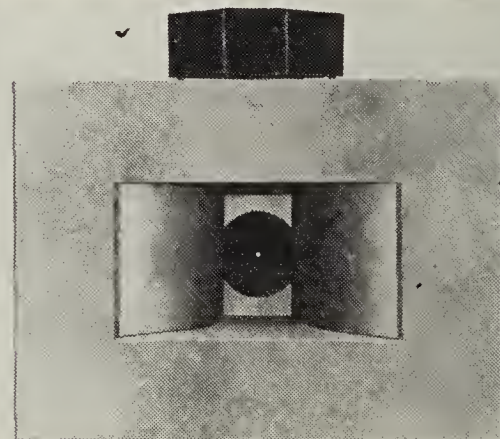
Before reporting on Ballantyne's improved high-intensity arc lamp, model 4570, present problems of light projection should be recalled. Hollywood is concentrating more and more on the development of sharper light and shadow contrasts in motion picture film. This creates film of greater density, and, as a direct result, a heavier drain on the light source. Color film demands also are high.

"The lamp you buy today may not be sufficient for tomorrow," the company reminds theatremen. Its product has "reserve amperage for outstanding contingencies" above and beyond best normal light requirements for any house.

The Ballantyne lamp has a fourteen-inch Bausch & Lomb reflector at a thirty two-inch working distance. The reflector is designed to perform with f/2.0 lens.

The projectionist may select the amperage needed—from forty-five to seventy amperes—by setting the rheostat for the called-for positive carbon feed, and by simple adjustment of the negative carbon micrometer drive, if need be.

"Obsolete, troublesome electro-magnets are replaced by a steel loop, mounted on the carbon guide," the makers explain. The loop is magnetized only when the arc is



New Horn

burning. This feature, found only in the latest models, is claimed to be an absolute requirement in modern lamps.

More Features

Internal features and characteristics claimed for the improved lamp include: positive carbon holder designed to contain either seven or eight millimeter carbons; negative carbon holder designed to accommodate either six or seven millimeter carbons (the jaws won't break carbons during trim); positive and negative carbon support near arc; precise carbon positioning—with both vertical and horizontal negative alignment; dual carbon feeding—with both negative and positive carbons being fed independently by separate feed screws; full ten-inch travel on positive carbons; reflector held in cast-aluminum frame and adjustable on its optical axis; non-wearing, oilless shafts—with full ball-roller and self-oiling bearings throughout; uncluttered lamphouse—no rods, pans, wires, etc.

External features and characteristics claimed, include: ammeter, rheostat, and arc-imager seen through arc-vision windows; mirror-flame shield and light cut-off dowsers operated by dowsers handles on both sides of lamp; manual controls for arc positioning placed outside lamphouse on operating side; accessible terminal plate is fully ventilated through double, insulated doors; lamp is finished in gray-wrinkle with anodized aluminum trim.

Lightmaster Rectifiers

For converting alternating current to direct current in the operation of high-intensity arc lamps, Ballantyne has a complete line of rectifiers that cover the entire range from forty to eighty amperes. These are enclosed in sixteen-gauge steel cases, which are finished in gray, baked-on wrinkle paint.

Included in the line are the four-tube, forty-ampere type designed for one kilowatt lamps; the four-tube, sixty-ampere single phase and four-tube, sixty ampere three phase types for forty-five to sixty ampere lights; and the six-tube, eighty-ampere single phase and six-tube, eighty-ampere three phase types for forty-five to eighty-ampere lamps.

Compact and streamlined, the rectifiers require little floor space and may either be placed directly under the lamp being served or in a remote corner. The housing is ventilated by natural draft that escapes through slotted sides and through the top. To furnish ready access to tubes, the top is hinged.

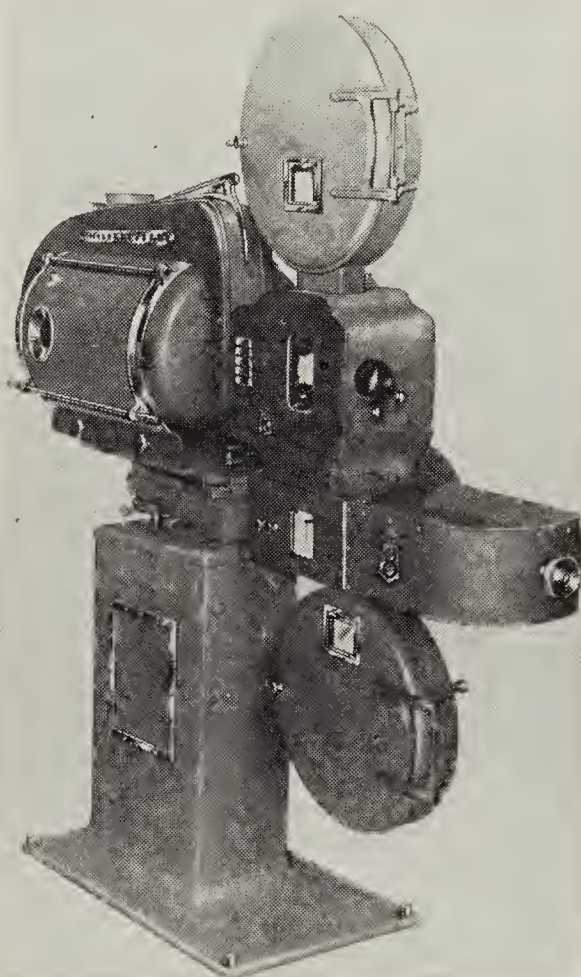
In all rectifier types provision is made for wide-range voltage adjustment. Connector strips and conduit wiring holes are standard. Also, Ballantyne rectifiers are available in fifty and sixty-cycle types, "at the same basic low cost."

Projector—A Highlight

You will want to be sure to appraise the Royal Soundmaster, RSM Model R, projector, formerly the Gardiner projector—if one is on display at the show. It has not yet been put on the market. Ballantyne recently bought the machine—its first projector—from L. J. Gardiner, of Columbus, Ohio.

The old projector, Ballantyne says, "is being completely modernized, both internally and externally." The most distinctive feature of the machine—the barrel-type rear shutter, the only one driven directly from the intermittent fly-wheel shaft—is being retained, however.

"This unique method of construction eliminates the possibility of backlash developing between the intermittent and the shutter," according to the new makers. "The perfect dissolving effect of the barrel-type rear shutter, on the light beam, is accomplished without the complicated synchronizing apparatus necessary where the conventional disc-type of double front and rear shutter is used. The Model R rear shutter is equipped with flanges that provide air cooling of utmost efficiency."



First Ballantyne Projector

Other features to be retained are the removable film gate for inspection and cleaning, said to be easily handled; the rigid gate mounting, recently improved; framing knob on both working and non-working sides of projector; double-bearing intermittent, and cast iron main frame. All gears are alternate steel and fibre, to insure "a lifetime of quiet service."

Among the changes now being incorporated are a complete new external design, overall enlarging of projector to provide more internal working room, shock-proof spiral gears, micrometer lens focusing, full-width doors to furnish more working space, and heavy non-warping aluminum doors and housing.

Base Ready

Already on the market is a new base, a complement to the Model Eight sound-head and the forthcoming Model R projector.

The base, decorated in chrome, slants forward. It is called the Model 1800. In

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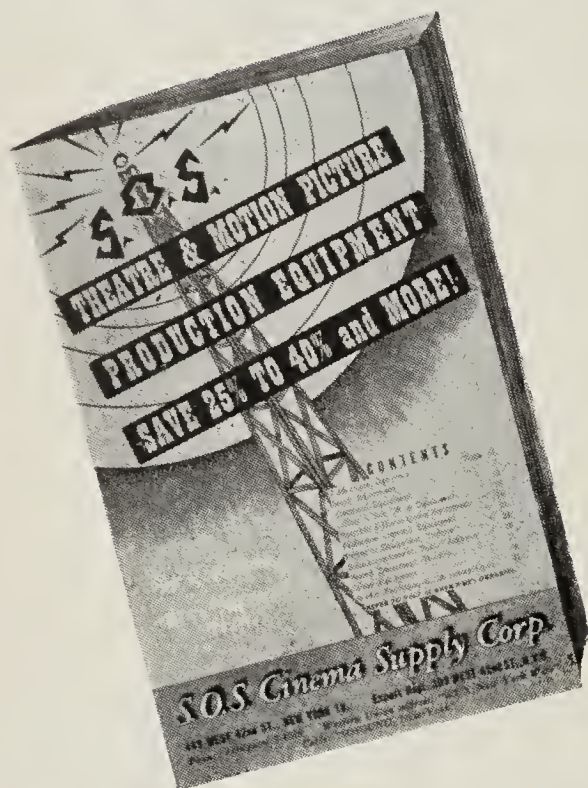
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addition to one designed for use in standard theatres, a "Hi-Tilt" type, incorporating an extreme reverse angle tilt, has been submitted for drive-in theatre use. This last eliminates the need to shore up bases at drive-ins.

New Horn

To its line of two-way horn systems Ballantyne has added a new one—for smaller houses. The three others all have new low-frequency baffles.

The all-new number, Model Fourteen, boasts I. M. Brown, chief engineer, has smooth high-and-low-frequency characteristics. The "in-presence" illusion achieved is notable. (The new horn is illustrated on page six).

This improvement is due to the use of a low-frequency baffle, designed without compensating chambers, which have a tendency to distort sound. High-frequency coverage is provided by means of a high-frequency driver unit connected to an all-metal, multi-cellular horn.

Models fourteen, twenty, and thirty, all have large, metal-encased, acoustically-treated, high-frequency, multi-cellular horns. To these are attached high frequency driver units with Alnico Five permanent magnets.

Each of these systems have "XL" Alnico Five permanent-magnet, fifteen-inch, low-frequency speaker units. The makers claim thirty per cent higher efficiency in the conversion of low-frequency response with these last than with "any other unit on the market."

Since the speaker units call for more driving power, Ballantyne engineers developed the new low-frequency horn baffle for all models. A critically tuned dividing network, with a crossover point of 500 cycles, goes with each of "The Golden Voice of the Silver Screen" two-way horn systems. For adaptation of a system to the acoustical characteristics of an auditorium provision is made for five steps of high-frequency attenuation. Standard input impedance of this dividing network is 500 ohms.

Other products improved by Ballantyne within the year include the PD-Fifty Six dual channel amplifier, and BX "DC" exciter supplies.

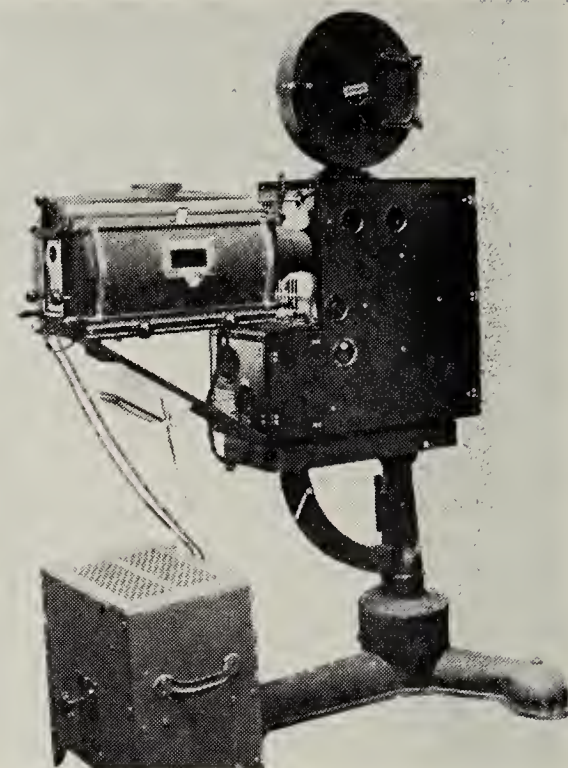
Big Spread

The Nebraska company should have a big spread in St. Louis, since all of these items will be making their debuts simultaneously in the more than forty Ballantyne dealers' show rooms throughout the U. S. A. and in Canada. At the same time, a thirty-six page catalogue covering the line will be mailed to some 18,000 theatres, according to J. R. (Bob) Hoff, sales manager.

JUNIOR SIMPLEX

That old favorite, the Simplex Type SP sound projector, will be welcomed back from the wars at the TESMA show. It is designed to provide professional results in the small theatre.

A war casualty for the reason that production on it was stopped during the recent conflict, the junior member of the Simplex line finally has stepped into high-gear production for domestic distribution. Until now, the makers have been able to get squared away on it only in the export



Junior Simplex Projector

field, where demand has been something special.

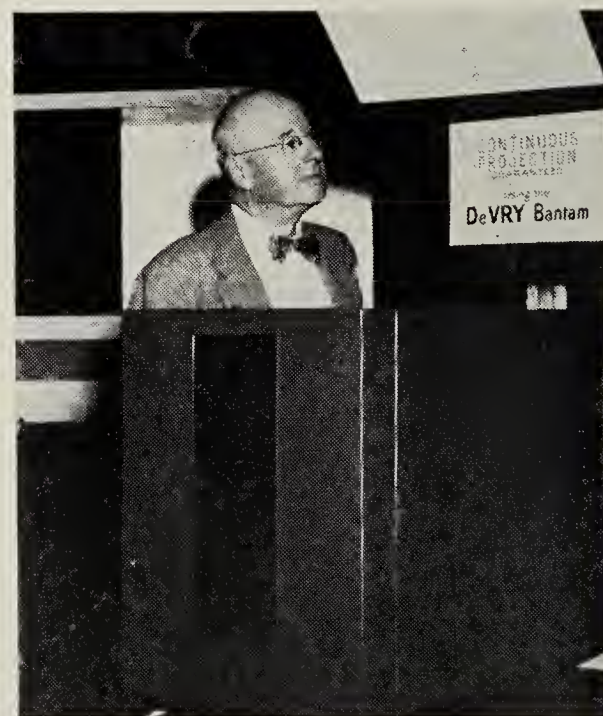
The machine pictured here carries a high-intensity arc lamp (forty amperes and twenty-nine volts) and is set up with a one kilowatt rectifier. National Theatre Supply is offering also Type SP with low-intensity arc and standard Mazda equipment.

This side-dish projector is readily adaptable to Four-Star Type E sound system amplification. It is put out for the village house operating nights, Saturdays and Sundays, and for thirty-five millimeter projections at institutions.

NEVER-STOP DeVRY

During your rubbernecking you undoubtedly will be attracted by a provocative exhibit in the DeVry booth. Here, a sixteen millimeter movie will be running on and on, day after day, without re-winding.

This phenomenon will be taking place in the recently engineered portable DeVry Bantam projector. The device responsible is the invention of a company, named the Triangle Television and Commercial Films, of Chicago.



DeVry Bantam

The device, known as the Triangle Continuous Automatic Projection Assembly, is described as "an endless reel" that feeds and takes up sixteen millimeter film in any length up to 1200 feet.

"The projector with built-in endless reel, prism, and mirror projects images on a demountable screen or any other kind of screen," the Triangle company says. "The complete unit is housed in a cabinet seventeen inches wide, twenty-two inches high, and twenty-nine inches long. The unit weighs forty-six pounds complete."

Recently, at the trade show of the National Association of Visual Education Dealers (NAVED) in Chicago, the new Bantam, incorporating the endless reel, projected test film for four days without a stop. The film, after going through the projector more than 1500 times, was reported in good condition.

RECAPITULATION

Among the exhibits will be other entries submitted during the last few months which have incorporated basic improvements. These products already have been dealt with voluminously in the trade magazines. At the Jefferson Hotel, however, many theatremen will be having their first glimpse at them, so a brief recapitulation is in order.

There will be, for instance, an all-steel, prefabricated screen tower, designed to eliminate the notorious "keystone" picture at drive-ins; two toll systems, designed to eliminate the syphoning of cash into dubious channels at these places; a thirty-five millimeter projector, designed for the medium-price market; a chair, designed for more comfort and durability, that uses spring-steel bands in place of wire coils in its cushion; and above all, a television projector, designed for movie houses, that throws full-screen images forty feet.

News of the screen tower first appeared in May—in this magazine. The tower is manufactured by the Elizabeth (N. J.) Iron Works, Inc., which today is doing brisk business. The big concave tower can be set up in six days.

One toll system, a modification of collection systems used at big bridges and tunnels, was adapted for drive-ins by Taller & Cooper, Inc. Highly scientific, it makes use of a treadle, key box and printer, lighted classification signals, and bells—all working in unison. The system is said to be able to cope with as many as from 500 to 700 transactions an hour.

The other system, especially developed to alleviate the proverbial headache surrounding ticket issuing and collecting at drive-ins, is the General Register Corporation's "Automaticket." This involves a ticket, which, when thrust under the windshield wiper of a car, shows at a glance the number of fares paid. It is for a quick check against the number of car occupants. The stub of the ticket is retained, in sequence of collection, on a rod in a control box.

RCA Entries

The projector, chair and television apparatus all are contributions of the Radio Corporation of America, which should have a bang-up display at the show.

RCA's thirty-five millimeter Brenkert projector, Model BX-60, was unveiled in

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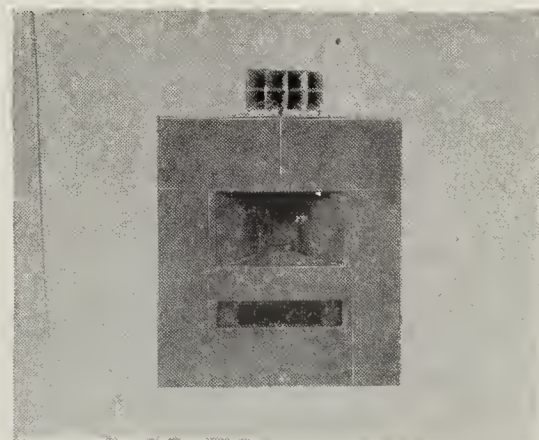
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June. The machine's intermittent mechanism has from three to four times the bearing area of competing intermittents, the makers say. The automatically-oiled projector is notable for its sturdiness. In addition, the enamel-finish film compartment is quite roomy. The rear shutter blade (the projector is available in both single and double shutter models) supplies cool air to the aperture.

A radical innovation in chair construction is the spring-steel band assembly of the seat cushion in RCA's new International model put on the market two months ago. Owing to less overhang, the back of the International is said to afford more passing space between rows. The back has a form-fitting contour and is reinforced by a heavy gauge-steel insert.

Last but not least is RCA's experimental TV projector, used most recently to successfully throw images of the Louis-Walcott fight on to a full screen at Philadelphia's Fox Theatre. (See **PHYSICAL THEATRE**, August 25.) Since theatremen probably will be as bemused by television exhibits as poets by the moon, they will want to wedge their way into the crowds surrounding these displays.

Upside-Down Projection

British film circles are alive with prophecies, optimistic and otherwise, concerning a sixteen millimeter sound projector which uses a thirty-five millimeter sound track. It is the invention of one, Martin Harper.

The machine projects alternate frames of a sixteen millimeter print with every second frame printed upside down. The upside-down frame, after going through once, is run back once. A maltese cross movement is used.

The film is perforated between frames. Both edges contain thirty-five millimeter sound tracks, printed in both running directions. The owners are planning to license manufacturers and laboratories in the use of the invention.

Freon Price Cut

Owing to the surging demand for air-conditioning equipment using Freon-22, the Kinetic Chemicals, Inc., has been able to cut prices of the fluorinated refrigerant approximately ten per cent.

The Wilmington, Del., manufacturers of Freon-22 say that their action is made possible by economies resulting from greater volume of production and that further price lowering might result from a continuation of the boom.

Delta Gets Salesman

Howard A. Zeimer, formerly sales manager of Russell Uniform Company, is now with Highway Outfitting Company, merchandisers of Delta uniforms. As sales manager, he is said to be primarily concerned with the sales of uniforms to theatre personnel.

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• Practical Advice to
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Balcony Remodeling

(Continued from page 14)

previous article, entitled, "New Construction."

Booth Refitting

Instances will be found where the projection booth, and its equipment, have been neglected. Then a new layout is an imperative necessity. For the booth, a complete fireproof enclosure should be provided, in which is a toilet for the operators, a rewind room, and a room adjacent to this for the motor generators.

Minimum dimensions of the booth itself should be twelve-feet deep, fourteen-feet long and ten-feet high. If more than two projection machines are to be set up or spotlights, the length of the booth should be increased proportionately. Installed should be porthole shutters, which will close automatically in case of fire in the booth, and a new wiring system for projection and sound. On the walls and ceiling should be absorbing acoustical tile. Two exits from the booth, one on either side, should be arranged.

Keep The Stage?

To keep down maintenance and heating costs, it sometimes will be found worthwhile to tear down the upper part of the stage house, in the event that the theatre originally was provided with a full stage. If the structure is in good repair, with a grid-iron which is useable, this procedure is not especially recommended. A future change of policy or conditions might require a full stage for the profitable operation of the theatre.

Should the stage floor be in bad shape, it should be repaired, of course, or a new floor laid down. For the motion picture house a painted concrete floor is adequate. Old wooden floors may be covered with a dark linoleum, or stained a dark color. This to prevent the reflection of projection beam light.

Radiators A Bother

If in the new scheme, air-conditioning, with indirect heating coils, is installed, the old cast-iron radiators along the side walls of the auditorium can be dispensed with. They may be kept immediately adjacent to exit doors for additional heating purposes. Where old-fashioned radiation is required, the large cast-iron radiators can be replaced by fin-type radiation enclosed in recessed convectors. This would be a marked improvement, not only in appearance but in efficiency.

Shoulder-High Wainscot

A wainscot, of hard-wearing material and about shoulder-height, should be put in the walls of the auditorium. A good cement plaster, which can be painted easily, is probably the cheapest material for this purpose. Other materials, such as marble or wood, of course, are for this use very satisfactory and serviceable. In most cases, however, these would be considered an unnecessary expenditure.

Exits A Problem

In an old house the doors and frames of the emergency exit openings in most cases will require replacement. They should be of either hollow metal or kalamein and should carry an underwriter's "C" label.

Although it is difficult to obtain a labeled, flush-type kalamein door, this type will be found to be much better than the panelled

type, for the reason that the doors generally are exposed to severe weather conditions. Eventually water will seep behind the mouldings, especially at the bottom rail. If flush-type labelled doors are not available, then a fourteen-gauge sheet-metal panel should be applied to the outside surface of the doors.

Exit doors must be weather stripped all around. They should be provided with hardware for panic prevention. A flat steel astragal on one leaf, securely bolted through the door stile, will prevent to a large measure the forcing of the door. In some localities this is a common occurrence and a continual annoyance to the theatre manager. There, electrical alarm systems should be set up.

The side exit courts have to be put in a condition that will provide safe passage in an emergency. Involved might be new paving and new drainage. With the instal-

lation of a new auditorium floor, it might be possible to adjust the level of the exit court to that of the floor. This would eliminate steps and steep ramps. Any such condition at least could be improved.

Before going in for interior rearrangements it is imperative that the outside walls and the roof be put in first-class order. Cracks in masonry have to be filled or caulked to make them watertight. To prevent freezing, outside downspouts, if any, should be changed to interior leaders.

The roofing should be made tight together with the flashing, and special attention given to the coping on the parapet walls. This last is to be done in order to prevent water from entering the top of the masonry walls. If at this vital point things are in a bad condition, new coping should be provided with copper through-the-wall flashing.

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Artful Mats

Theatremen will be gratified to know that that old favorite—the rubber mat—has come in for some artful handling lately.

A New York concern, Perfo Mat & Rubber Company, Inc., has worked up for the mat appealing designs, such as the one shown of a polo player. This at the Polo Theatre.

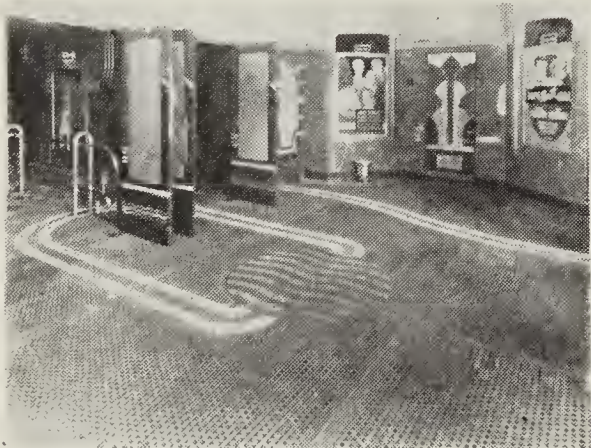
"Anything that can be drawn on paper can be duplicated," the makers explain, insofar as the corrugated mat (the one without the perforations) is concerned. Designs can be made up in any color.



Corrugated Rubber Pictures

Corrugated mats are laid down in small sections with metal strips to keep them in place. The strips are attached to existing floors by means of lead anchors. Regular mason strips are used on new floors.

Custom-built corrugated and perforated mats are made in one-quarter, three-eighths and one-half inch thicknesses. The three-eighths thickness is used most generally in theatre lobbies. Some of the big houses, however, have found it economical to put in the one-half inch size. Prices depend on thickness, complicity of design, and color combination.



Perforated Rubber Designs

Exclusive sales agents for the American Tile & Rubber Company, and the former Puritan Rubber Manufacturing Company, of Trenton, N. J., the Perfo Mat & Rubber Company is able to service the exhibitor as well as the theatre supply house. The company has a design department with more than fifteen years experience in its field.

Handy Arm

An odd device with a mechanical hand attached to the end of a pole has been designed to screw distant light bulbs in or out of their sockets and thus enable one to change lamps on marquees and other high perches without running the risk of toppling from a ladder and breaking one's neck.



With this handy arm, a theatremen can stay on the street level and change his bulbs by a couple of twists of the wrist at the base of the pole. At the other end, a rubber hand gets a grip on the lamp and brings it in or out of its socket.

Again, without climbing laboriously up a ladder, the theatremen may dislodge those lamps that are broken at their bases. This he does by reversing the rubber changer head or hand. A tapered end fits in the broken base, and a couple wrist twists extract the lamp, however stubborn.

Note, too, that the device is insulated against the possibility of electric shock. All this the Chadsey Corporation claims for the Chadsey Lamp Changer.

Light Diffusion Strips

For a change, here's glass being replaced by a new product instead of the other way round. The challengers are sheet metal diffuser strips put out by a plastic firm. Said to be less fragile and heavy than glass, they are designed for use in illuminated displays and lighting fixtures.

In widths up to nineteen inches and thicknesses ranging from fifty to ninety-three hundredths of an inch, the strips make ideal shields for fluorescent lights, marquee panels and panel lighting ar-



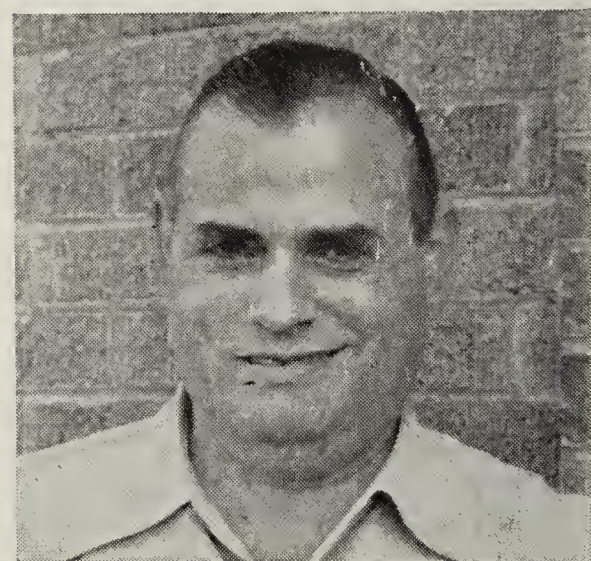
rangements, the makers, Extruders, Inc., say. The strips' softening point is one hundred and fifty degrees Fahrenheit.

The product, available in various densities of white and other colors, permits varied percentages of light transmission. It is extruded in flat, angular or semi-circular sheets, or in any desired cross section.

Aluminum Nails

The common nail, which is said to be way behind the times, has come in for its share of progress. Six types and 16 sizes are now being made of aluminum.

These nails weigh only one-third as much as steel ones, which means that the buyer gets three times as many nails per pound, Reynolds Metals Company says. They retail at "a small additional cost," however.



HARRY MELCHER—General Manager, Eskin Theatres, Inc., Milwaukee, Wis.—writes:

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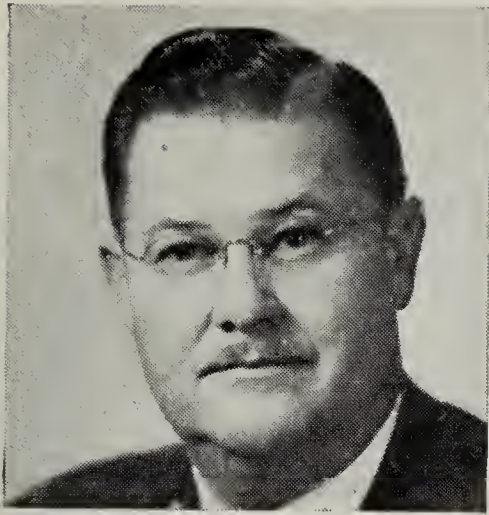
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The six types are common, roofing, special roofing, plaster board, shingle, and felt paper nails.

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HEAD DIAM	7/16"	7/16"	7/16"	7/16"	7/16"
LENGTH	2 1/2"	2"	2 1/2"	3"	3 1/2"
APPROX COUNT/LB	274	336	368	417	491
GAGE	NO. 10-135	NO. 10-135	NO. 10-135	NO. 10-135	NO. 10-135

ROOFING NAILS					
	2 1/2" RFG	2" RFG	1 3/4" RFG	1 1/2" RFG	1 1/4" RFG
DESCRIPTION	2 1/2" RFG	2" RFG	1 3/4" RFG	1 1/2" RFG	1 1/4" RFG
HEAD DIAM	7/16"	7/16"	7/16"	7/16"	7/16"
LENGTH	2 1/2"	2"	1 3/4"	1 1/2"	1 1/4"
APPROX COUNT/LB	274	336	368	417	491
GAGE	NO. 10-135	NO. 10-135	NO. 10-135	NO. 10-135	NO. 10-135

SPECIAL ROOFING NAILS					
	1 3/4" BARBED	1 3/4" BARBED W/	SHINGLE	PLASTERBOARD	FELT PAPER
DESCRIPTION	1 3/4" BARBED	1 3/4" BARBED W/	SHINGLE	PLASTERBOARD	FELT PAPER
HEAD DIAM	7/16"	7/16"	7/16"	7/16"	7/16"
LENGTH	1 3/4"	1 3/4"	1 3/4"	1 3/4"	1 3/4"
APPROX COUNT/LB	368	318	1009	939	575
GAGE	NO. 10-135	NO. 10-135	NO. 12-099	NO. 12-099	NO. 10-135

Seven Water Coolers

Looking for a water cooler?

Westinghouse has a new line featuring a hermetically sealed refrigeration system. The advantages are the elimination of belts, shaft seals, and flared connections. The oil supply is permanently sealed in, and dust sealed out.

The line comprises seven models, all covered by the Westinghouse five-year protection plan. Other features are a new pedal, automatic stream height control, and built-in carafe filler attachments.



**SUPER-
La Vezzi
SERVICE**

**PRECISION
MADE**

PROJECTOR PARTS

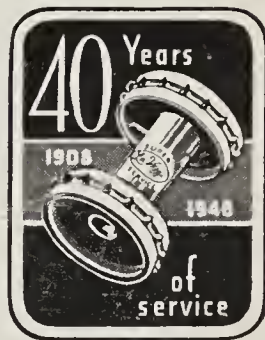
*Completely
Interchangeable*

**EXACT
DUPLICATES
ALL WAYS!**

Controlled precision manufacture by skilled operators using newest, most modern equipment makes certain that each La Vezzi part is identical not only in looks but also in fit and performance. Maximum life is assured by making from finest materials. In gears, highest grade gear bronze—molded and laminated Phenolic for quiet and strength combined—high strength semi-steel castings and high tensile steel. Surfaces are hardened and ground for longer wear. Specify La Vezzi SUPER-SERVICE parts for all your replacements—they are your best buy. At Theatre Supply Dealers everywhere.

**LA VEZZI
MACHINE
WORKS**

4635 WEST LAKE STREET
CHICAGO 44, ILLINOIS



TYPHOON
AIR CONDITIONING CO.
COOLING and HEATING
SYSTEMS of all TYPES
Philadelphia, Pa. New York, N. Y.

NOVELTY
SCENIC STUDIOS, INC.
32-34 W. 60TH ST., New York 23, N. Y.

DECORATORS • DESIGN ARTISTS



WHEREVER APPEARANCE
AND NEATNESS
Count!
you'll see LINTEX
COLLARS & FRONTS

Progressive Chains
and Independents
have found that
Lintex Collars and
Fronts are conven-
ient and economical.

These collars and
fronts are made from
specially processed
paper with a linen
finish. When
soiled they are
thrown away.
No laundry
problems with
Lintex.

Made in
wing or turn-
down styles,
fronts in plain
or P.K.



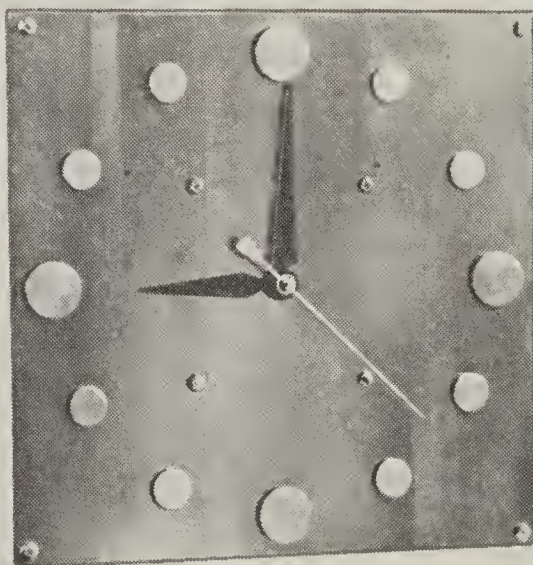
Photo Courtesy
RADIO CITY MUSIC HALL
NEW YORK CITY, N. Y.

REVERSIBLE COLLAR CO.
111 PUTNAM AVENUE CAMBRIDGE, MASS.

Modern Clock

Insisting that a clock in itself can help
to keep a patronage, Harley's Clock Shop
is calling to the attention of theatremen
a modern number that fits flush in the
wall.

It is designed in such a way that the
background can be painted to match the
wall, leaving the characters standing out.
The timepiece is 12-by-11 inches, has an
aluminum face and modern characters. It
carries a three-year guarantee. Price: \$45.



Girl And Her Machine

This young lady, as pretty as a chor-
ister, really is a hard-working business
girl. She's plying her trade—the exploi-
tation of man's appetite—at a drive-in
theatre.

Were she to glide over to your car with
hot tamales, chili, soups, and beans, you'd
probably develop quite an appetite. That's
exactly the point that a Wichita, Kansas,
outfit, Walky Service Company, is trying to
make with its "Walky-Teria" and "Walky-
Koffee" portable vending machines.

By touring the premises with the
Walky-Koffee the girl will fetch 'em with
coffee, and with the Walky-Teria (pic-
tured) with the aforementioned provender.
This last has a capacity of seventy hot
dogs.



with
**STUB ROD
CONTROL BOX**

Records what happens between
box office and door—every minute,
every hour, every day!

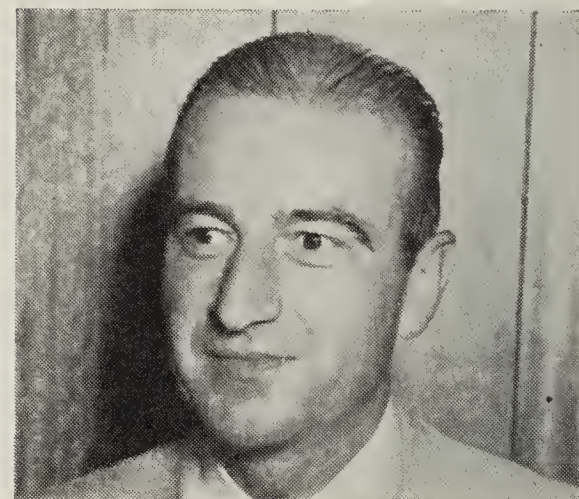
Pays for itself in very short order!!

AUTOMATIC *Control* **SYSTEMS**

Covered by U. S. Pats. and Pats. Pend.

For complete information write to:

GENERAL REGISTER CORPORATION
36-20 Thirty-third Street, Long Island City 1, N.Y.
OR THE AUTHORIZED SUPPLY DEALER IN YOUR AREA.



EVANS SPOTT—General Man-
ager, Bijou Amusement Company,
Nashville, Tenn.—declares:

"To me, RCA Service is a good
business investment. It pays
for itself by keeping my equip-
ment free from trouble and my
patrons better satisfied."

To get the benefits of RCA Service—
write: RCA SERVICE COMPANY,
INC., Radio Corporation of America,
Camden, N. J.

ADLER "THIRD DIMENSION"
MULTIPLE SIZE
SILHOUETTE LETTERS
and Exclusive
"REMOVA-PANEL" Glass-in-Frame Units
ADLER SILHOUETTE LETTER CO.
3021 W. 36th St., Chicago 41451 B'way, N.Y.C.

44th Year

SINCE 1903

**Lighting
Equipment**

Air+lite
Combination air diffuser
and lighting unit

**Drinking
Fountains**
with illuminated mirror

**Exit and
Direction Signs**

VOIGT COMPANY
THEATRE LIGHTING SPECIALISTS
Designers • Manufacturers
Illuminating Engineers
1649 N. BROAD ST., PHILADELPHIA 22, PA.

DeVRY SPONSORS SCHOOL FOR TELEVISION

Theatremen Can Bone Up On New Utility At Home

Theatremen with respect for the potential power of television may comprehend more clearly the future of the medium, broader horizons discern, by study right at home in their spare time.

Because of an interest in video, induced by its close identification with a great mass amusement industry known as the movies, E. B. DeVry, manufacturer of projection and sound equipment, has affiliated the DeVry Corporation, of Chicago, with a school that teaches the new technic.

The school, DeForest's Training, Inc., is striving toward a two-fold goal—to give residential schooling under skilled instructors at its laboratories in Chicago, and schooling at home through correspondence courses.

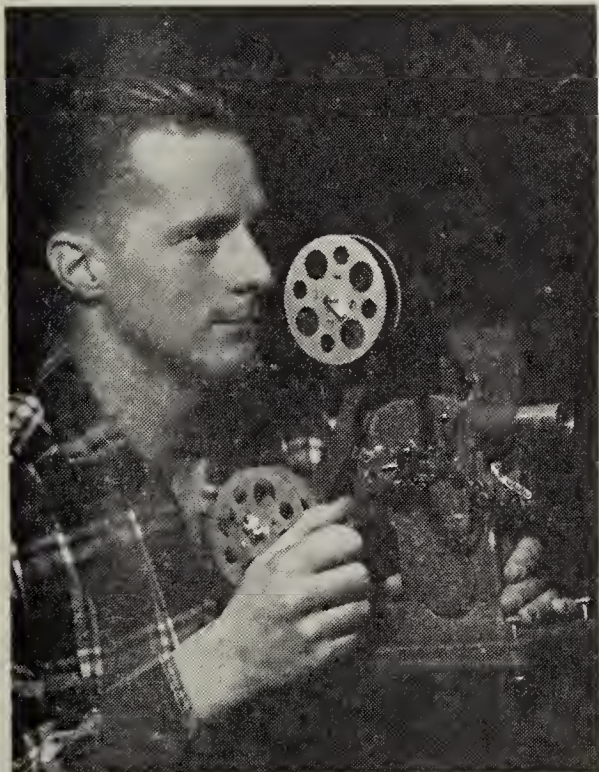
Two Programs

Depending on the type of training desired, two combinations of TV home courses are offered. They are:

Television and Advanced Television—Introduction, cathode ray oscilloscope, cathode ray tube, television systems, standards, transmitting, television receiver R. F. section, television receiver sound channel, video channel, synchronizing and deflection circuits, picture tube and power supply circuits, theatre television, color television, wired television, facsimile, UHF generators, transmission lines, test equipment, receiver alignment, installation and trouble shooting.

Television and Radio Servicing—Trouble shooting, general diagnosis, continuity testing, circuit tracing, voltage analysis, television receiver service, general service, application, etc.

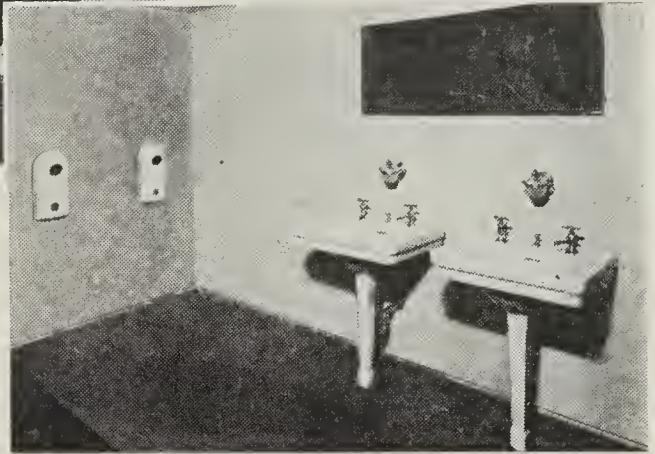
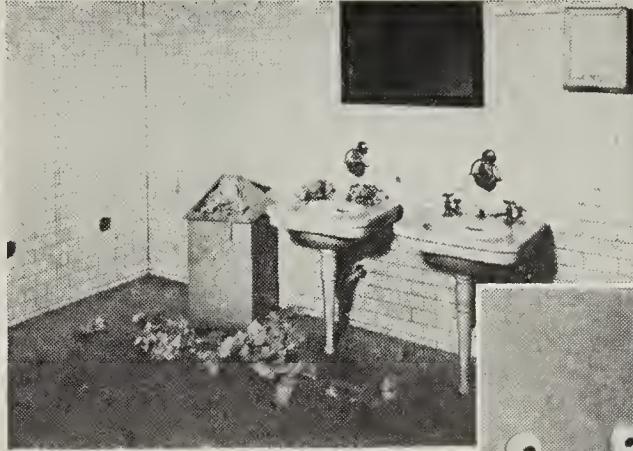
A course at the school is enlivened by the loan of twelve reels of animated movies plus a tiny, manual, sixteen millimeter DeVry projector. In addition, radio students are lent radio-electronic parts with which to build basic circuits.



Manual, sixteen millimeter projector designed by DeVry for correspondence students of DeForest's Training, Inc., of Chicago, a technical institute.

Which Is YOURS → ?

OR



This modern washroom is kept "spic and span" with ELECTRIC-AIRE SERVICE.

Equip your theatre with this new improved Electric Hand Dryer for:—

- CLEANLINESS — Eliminates litter and a dangerous fire hazard.
- PATRONS' SATISFACTION—because it's sanitary, dries thoroughly, prevents chapping, leaves hands soft and smooth.
- PATRONS' CONVENIENCE—it's AUTOMATIC—no "end of towel" or empty paper dispensers.
- SAVINGS—of 85% to 95% quickly returns Electric-Aire's initial cost.

Write or phone for illustrated catalog sheet, price and deliveries.

ELECTRIC-AIRE ENGINEERING CORP.

209 W. JACKSON BLVD., CHICAGO 6, ILL.

Phone: Webster 9-4564

REGULAR THEATRE or DRIVE-IN

You'll find the BEST SERVICES advertised in PHYSICAL THEATRE



WASTE YOUR MONEY . . .

HURT YOUR BOX OFFICE

Pictures grow dimmer as the reflectivity is lost. Gradual deterioration of a screen, which finally ends its economically useful life in 9 to 24 months, is accompanied by a constantly increasing cost in wasted current and carbons. Losses of between three hundred and a thousand dollars annually are not unusual.

For the guaranty of a beautiful picture, perfect sound transmission and faithful color reproduction use the world's finest screens.

Super-Site

white vinyl plastic coated

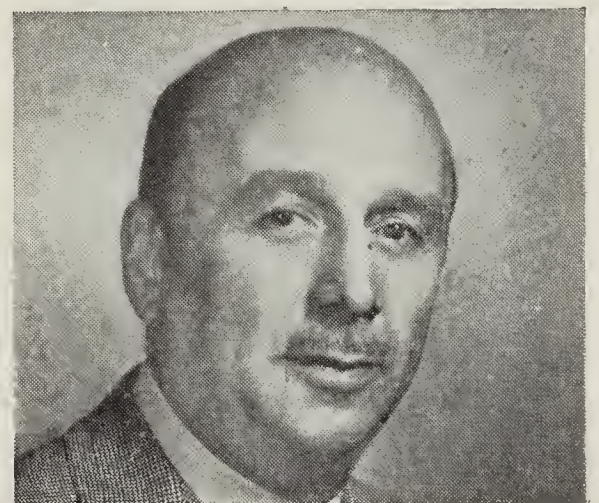
DIFFUSIVE SCREEN

Assures picture brilliance for every seat. Mold and fungus-proof.

Vocalite
CRYSTAL BEADED
SCREEN

Increases picture brilliancy 33 1/3%. Flame-proof.
Write for free literature.

VOCALITE SCREEN CORPORATION
ROOSEVELT, N. Y.



J. M. SUTTON—Partner, Galston and Sutton Theatres, Hollywood, Calif.—says:

"Of vital importance to every theatre owner is the maintenance of sound equipment. RCA Sound and Service is the heart-beat of our business."

To get the benefits of RCA Service—write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, N. J.

See the
PRE-FAB
 • All-Steel
SCREEN TOWER

IN
Booth No. 24
TESMA
SHOW

JEFFERSON HOTEL
 ST. LOUIS
 SEPT. 27 • 28 • 29 • 30

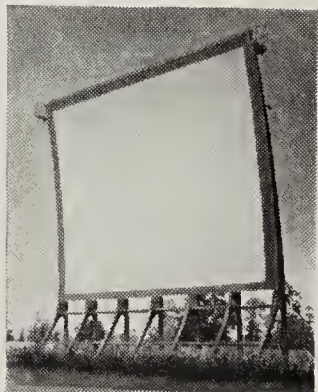
★
 Inspect the Model
SCREEN TOWER

Accurate in Every Detail.
 Scaled to 1/2 Inch Per
 Foot. Accurately Detailed
 and Shown in Application.

**THIS IMPORTANT
 DEVELOPMENT
 DESERVES YOUR
 ATTENTION.
 MAKE IT A
 "MUST"
 AT THE SHOW.**

BOOTH 24

*The most IMPORTANT development
 for Drive-In Theatres*



**PRE-FAB
 SCREEN TOWER***

IMPORTANT for 8 big reasons

1. Exclusive—"SEE-LINE" Vision!

Sloped right, for correct sight! Maximum right angle sight line eliminates "keystone".

2. Erected in 6 Days!

No construction bugaboos. No guesswork. Erected on location in 6 days or less.

3. Dependable Construction!

All steel rigid frame, engineered and designed to withstand a 100 M.P.H. gale!

4. Streamlined and Sturdy!

Tall, slender tapering, esthetic lines that harmonize with any landscape. A distinctive marquee.

5. Costs Less!

Compare! All steel, permanent construction is more economical. No rotting or warping parts to be replaced.

6. Minimum Maintenance!

Walkway at top and back of screen. Monorail system simplifies scaffolding and servicing. Saves 2/3 on annual painting costs.

7. Portable!

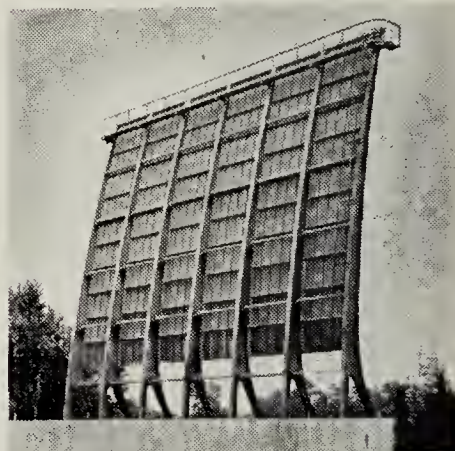
May be taken down and reassembled inexpensively if location is changed.

8. Available in 3 Sizes!

Overall Surface (Including Masking)	Car Capacity
No. S38—38 x 49 ft.	350- 400
No. S44—44 x 60 ft.	450- 650
No. S52—52 x 72 ft.	650-1000



Going up! Note slender, tapering supporting members—1/8" steel plate. Shop-welded, field-bolted construction.



Rear view. Note sturdy but graceful construction. A strikingly beautiful structure. A distinctive modern "face" for any drive-in.

TESTED, PROVED and PRAISED.

Recent purchasers of PRE-FAB SCREEN TOWERS—

Riverview Drive-In, Dayton, Ky.
 Eastern Drive-In, Totowa, N. J.
 Eastern Drive-In, New Brunswick, N. J.
 Loew Drive-In, New London, Conn.
 Loew Drive-In, Springfield, Mass.

Reade Drive-In, Woodbridge, N. J.
 Shore Drive-In, Collingswood Park, N. J.
 Starlite Drive-In, Gloucester, N. J.
 Starlite Drive-In, Chicago, Ill.
 Wometco Drive-In, Miami, Fla.

*PRE-FAB SCREEN TOWER—an EXCLUSIVE product of—



ELIZABETH IRON WORKS

STRUCTURAL STEEL

ENGINEERS—FABRICATORS—ERECTORS

Mailing Address: P. O. Box 360, ELIZABETH, N. J.

DRIVE-IN THEATRES SECTION

IN anticipation of the imminent shutdown of drive-in theatres up north, and of their operators heading south with the robins, this magazine hurriedly called on one of the most conscientious people in the business to sketch the physical changes that these spots will have to undergo when all activities cease for the winter.

The significance of what will have to be accomplished in the next five to six weeks to put roadside movies in shape for the bleak months ahead, was fully developed by the operator in question, Albert Bernstein, manager of the Bellwood Drive-In at Richmond, Va.

It is a big job, shutting up shop under the stars—one that starts from three to four weeks before the actual shutdown. In-car speakers, for instance, are taken up and stored, one by one, until by closing day the manager is on the homestretch of this undertaking. Bernstein saved all the cartons in which the manufacturers packed his speakers and junction boxes, hence has something to keep them in of a winter.

The Virginian spoke of the need to cover with tape the cable ends of the dismantled speakers in order to preserve during the last few weeks of operation sound volume in those that are left standing. The speaker poles themselves may be either capped or covered with heavy felt tarpaper, held in place by wire. The former, requiring the removal of the flange which holds the junction box in place, would be the more expensive of the two.

Beware of Floods

Speakers and junction boxes may be piled up for the winter on the counters of the concession stand, a dry enough place ordinarily. But in regions where floods have been known to occur, they most certainly should be carried from the premises for storage in a safer spot.

This recommendation, of course, applies also to projection and sound heads, which in addition should be well oiled and greased in preparation for their period of inactivity. As for projection lamps, they may be left setup, but must be well protected. Most any projectionist should be able to take the necessary precautions.

In order to prevent dirt from seeping into lamp housings and projection booth, all lamp exhaust vents should be taken down and holes plugged. It is imperative that projection lenses be carefully packed and advisable that they be locked up in the office safe.

Bernstein specifies as a condition of his shutting down an ozoner the summoning of a sound engineer, who might have



THE IDEAL SPOT FOR THE WAGE SLAVE WITH A FAMILY WHO LIVES NEAR NEW KENSINGTON, PA.

Closing a Drive-In

How To Shutup Shop Under The Stars For The Winter Sketched By Virginian

additional precautions to suggest relating to the booth and sound equipment. For one thing, to eliminate the possibility of the booth's being broken into during the winter, all booth shutters should be securely closed. For another, the projection room must be cleared of all equipment sensitive to cold and moisture.

Anti-Freeze Imperative

Care of water services entails the disconnection and drainage of all lines, and the pouring of anti-freeze into all water traps. Further, sewer trenches and drainage ditches should be cleaned up before the theatre is considered properly closed for the season.

At the concession stand, such holdover equipment as freezers and cold-storage boxes should be applied with a lubricating agent, possibly vaseline. In order to permit air to circulate freely about them, they must not be covered, however. Such other items as coffee urns, griddles, and hot boxes must be taken to where more or less of an even temperature is kept throughout the winter.

To thwart those who picked up unauthorized keys while the place was still open, additional padlocks should be hung on all doors. Glass preservation is a problem. Bernstein suggests that a carpenter be hired to cover glass at the boxoffice, store-room, concession stand, and office so that

the possibility of weather and theft breakage be kept at a minimum.

Spotlights and floodlights will have to go. It is advisable, however, to leave neon and other lamps in their receptacles. This to prevent corrosion of the sockets. Other items that will have to be stashed away, more than likely in the concession stand, include ticket machines, office equipment, lawnmowers, cleaning gear, paper, and so on. Should it be unfeasible to store them in the refreshment stand, a place might be found in a nearby city where everything could be stored together—a distinct advantage.

Weekly Inspection

About ten days before the shutdown the utility companies will have to be notified, since it often takes that long to get telephone and light services disconnected. Arrangements should be taken up with someone to go over the property at least once a week during the winter months.

So that no amount of hammering on the entrance of the dark theatre will let anyone through, all entrances and exits should be shored up with a barricade at least six feet high. Confronted by an obstacle as high as that, any motorist hoping to get his car into the theatre will become discouraged and drive off.

Attraction boards may be set up to keep passersby posted on the grand reopening.



TELESEAL CUTS MATERIAL AND CONSTRUCTION COSTS ELIMINATES CONDUIT

Teleseal is making a big hit with Drive-In theatre owners and contractors from coast to coast. Years of research and development now make possible this low cost communications cable which can be safely buried without transmission loss. Teleseal will last for years underground without added protection against wet or damp grounds. Neoprene jacketed #14 gage bronze conductor is treated by the Whitney Blake famous Teleplate* process to insure superior adhesive qualities of the rubber insulation to conductor.

*copyright

**TELL THE WORLD IT'S TELESEAL
FOR ECONOMY AND EFFECTIVE,
LOW COST, UNDERGROUND
SOUND TRANSMISSION**

See your Local Graybar
Distributor or send coupon



THE WHITNEY BLAKE COMPANY

BOX K

HAMDEN, CONNECTICUT

SEND ME TELESEAL INFORMATION

NAME

COMPANY

ADDRESS

CITY STATE

WELL BUILT WIRES SINCE 1899

A BIT ABOUT BERNSTEIN

A little over a year and a half ago, a dark-haired, bespectacled young man with an energetic manner landed a job as assistant manager of the Colonial in his home town at Richmond, Va.

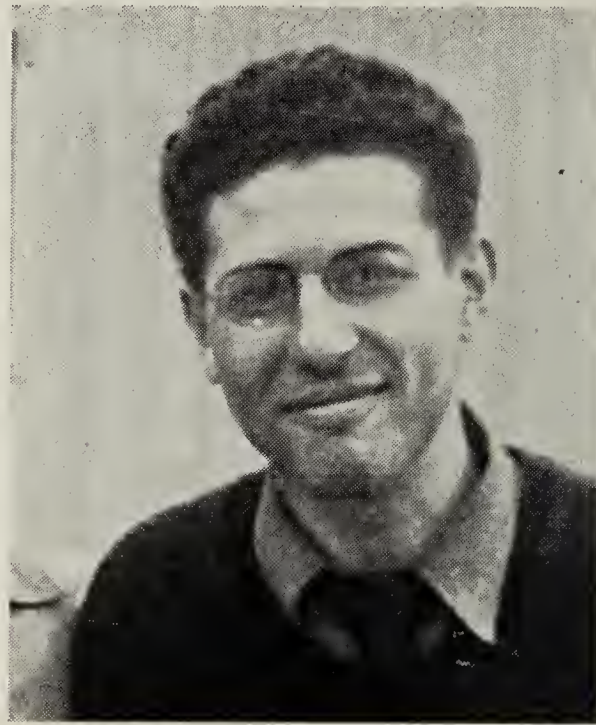
The house belongs to the big, up-and-coming Fabian Theatres organization. The young man, Albert Bernstein, didn't remain in this lowly office for long, however. Six months later, he was picked by the Fabians for schooling in drive-in theatre operation at their Mohawk in Albany, N. Y.

Bernstein was an exceptional pupil. Within a period of days, he was assigned the task of opening the new Lincoln Drive-In at Philadelphia, Pa., a formidable undertaking. The newcomer worked incessantly and with high enthusiasm. There was a grand opening in August, 1947.

In Philadelphia, Bernstein so endeared himself to the Fabians that they invited him to help open the new Staten Island Drive-In. Bernstein, for three months manager of the Lincoln, enthusiastically accepted the nod, and there was a second grand opening.

The young Virginian moved home to Richmond and in May opened the new Bellwood Drive-In, and then on to Norfolk where one month later he inaugurated the Norfolk Drive-In.

This routine was broken last June by Albert Bernstein's settling down as manager of the Bellwood. In ten months—from August, 1947, to June, 1948—the recent assistant manager of the Colonial was the on-the-spot boss of the inaugurals of four Fabian drive-ins.



TOUGH WIRE DEVELOPED FOR DRIVE-INS

Product Goes Underground Without Conduits

Since drive-ins employ between fifteen and twenty thousand feet of underground wiring, their operators might well be interested in a wire that can be dropped underground with more than average resistance to wet weather.

The wire has an insulation which envelopes and is adherent to the conductor. This jacket comprises an electrolytic lead plate for corrosion resistance and brass plate over the lead for adhesion.

A substantial increase in telephone talking transmission is claimed for the product, Teleseal, by the makers, the Whitney Blake Company. Wet and dry weather transmission equivalents are practically the same. This when during wet weather the transmission loss of other so-called weather-proof wire can be more than fifty percent.

Teleseal is available in two conductor sizes, namely number sixteen and number fourteen AWG hard copper. Both sizes are offered in twisted-pair or single construction. When twisted, the conductor lay normally is five inches. One conductor bears raised tracers for identification.

The special low moisture types of GR-S, the Teleseal insulation composition, are said to be equivalent to deproteinized rubber in regard to resistance to moisture, in electrical stability, and probably superior in physical aging.

The number sixteen wire is made with a nominal insulation wall thickness of forty-five hundredths of an inch, and the number fourteen with a wall thickness of fifty-two hundredths of an inch.

The tough neoprene jacket, incidentally, is highly resistant to abrasion, acids, oil and grease, the makers say. Teleseal is distributed by the Graybar Electric Company.

Tough Stuff

The compression resistance, in pounds, of Teleseal wire is as follows:

	No. 16	No. 14
Unaged	1050	1150
Aged two days		
(70 deg. C., 300 lbs.)	940	1030
Aged four days	900	980
Aged seven days	880	960
Aged ten days	850	940
Aged seven days		
(70 deg. C., in air)	1010	1010
Aged fourteen days	1080	1100

The physical stability of Teleseal, as shown by these strenuous accelerated aging tests, gives evidence of long service life.

Generally, compression resistance tests are made with two-inch compression jaws.

**OUTDOOR
REFRESHMENT
CONCESSIONAIRES**

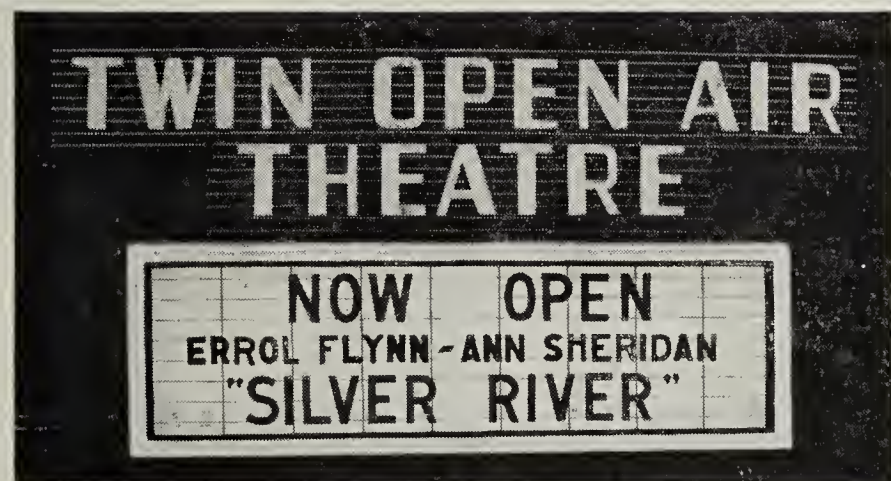
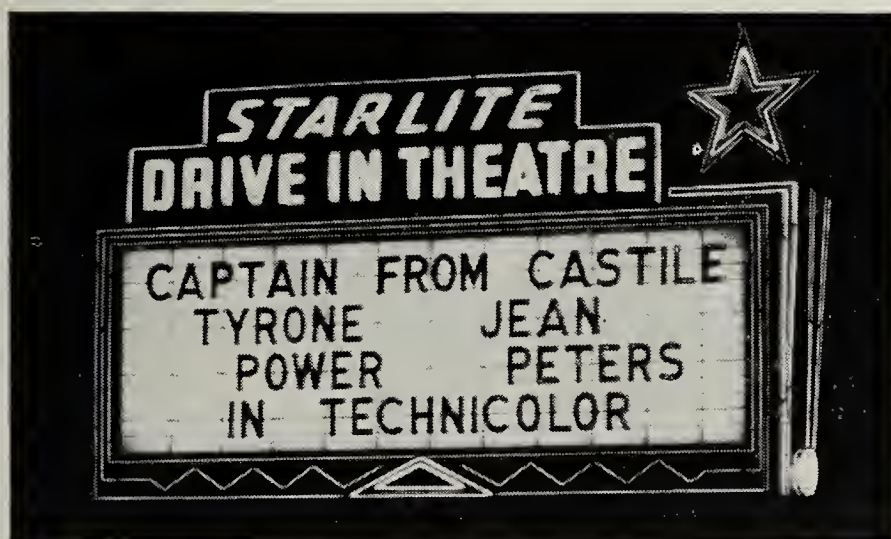
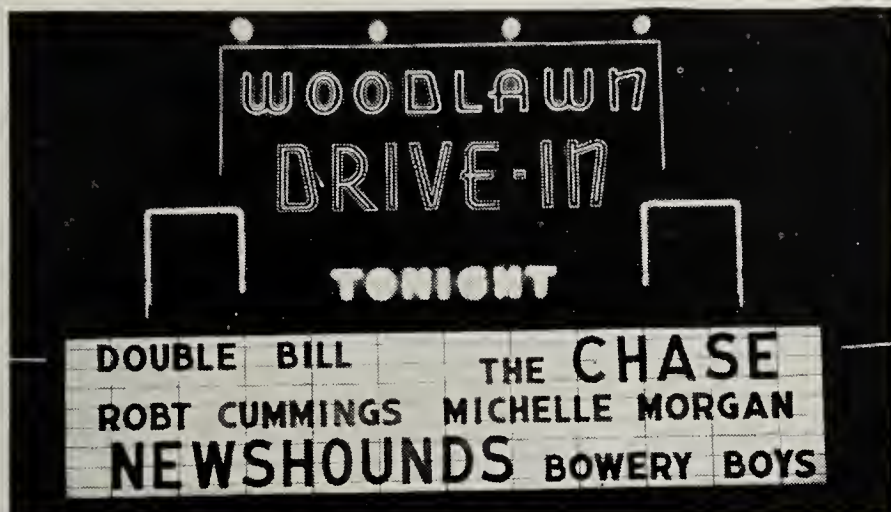
from Coast to Coast
over 1/4 Century

**Now Specializing
in Refreshment
Service for
DRIVE-IN THEATRES**

SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

WHY

WAGNER LETTERS AND FRAMES ARE PREFERRED ABOVE ALL OTHERS



WAGNER TRANSLUCENT PLASTIC LETTERS

Exclusive Patented slotted method of mounting prevents freezing to sign, assures complete safety. Shock-Proof. 60% stronger.

Wide range of sizes, 4", 8", 10", 17", permits doubling effectiveness of display.

Gorgeous, deep, jewel-like colors . . . red, green, blue, amber, black . . . go all the way through. No maintenance.

WAGNER WINDOW-TYPE FRAMES

Permit openings of any dimensions in ONE panel, make it unnecessary to join together a series of small signs.

Most economical maintenance. Lamps, neon and glass replaced in any section without disturbing other portions and without removing frames.

WAGNER SLOTTED ALUMINUM LETTERS

More sizes than offered by any other line, 4", 6", 8", 10", 12", 16", 24", 30". Many styles and colors.

WAGNER LOBBY DISPLAY UNITS

24", 36", and 48" sections combine to make any length.

WAGNER LETTER MOUNTING STRIP

Stainless steel. No wiring required.

WAGNER TRANSPARENCIES AND FRAMES

Full colored photos of all stars, in any size, for marquee or lobby.

Wagner Sign Service, Inc.

218 S. Hoyne Avenue
CHICAGO 12, ILL.

USE
COUPON
FOR BIG
CATALOG
ON EFFECTIVE
SHOW SELLING

WAGNER SIGN SERVICE, INC.

218 S. Hoyne Avenue Chicago 12, Ill.

Please send big free catalog on Wagner Theatre display equipment, the largest line in the world.

Name.....

Theatre.....

Street.....

City and State.....

SEE OUR EXHIBIT

at the
TESMA SHOW
Jefferson Hotel
St. Louis, Mo.
Sept. 28-29-30
Booth Nos. 47 & 48



Simplex

*7-in-4-Car Speakers
are Everywhere*

International Projector Corporation

Stamford, N. J.

NEWS OF THE

Territory

BRANCHES

Atlanta

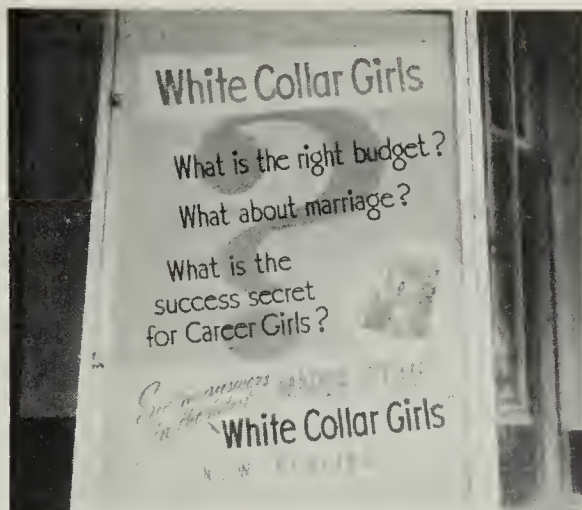
Robert W. Tarwater, who joined Eagle Lion as salesman in the Atlanta branch on Sept. 1, has been promoted to the position of branch manager, replacing Norman J. Colquhoun, resigned, it was announced. Tarwater, who entered the industry in 1942 as Atlanta booker for Paramount, was shortly afterward promoted to the position of Atlanta salesman for that company. He remained with Paramount until his resignation to join Eagle Lion.

J.E. McLeory, Monogram's Charlotte sales representative, paid a visit... Jimmy Hobbs, Monogram, checked in after a visit to Miami.

Merritt Davis, Republic branch manager, returned from a business trip from the city... Among those seen on Film Row recently were: H.T. Butler, Lakewood, Ga.; Louis Hutchinson, Ritz, Austell, Ga.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; W.W. Mobray, Royal, Blue Ridge, Ga.; Mr. and Mrs. John Carter, Brookhaven, Ga.; Mrs. Cleo Shingler, Buena Vista, Ga.; J.S. Tankersly, Chatsworth, Ga.; J.E. Jerrell, Commerce, Ga.; R.H. Brannon, Holly, Dahlonega, Ga.; Wendel Welch, Strand, Dallas, Ga.; Ellison Dunn, Olive, Donaldsonville, Ga., and Joe Hackel, Florida and Georgia theatre owner.

Mrs. A.C. Bromberg, wife of A.C. Bromberg, president, Monogram southern exchanges, is back home after a hospital checkup.... Jimmy Bello, Astor special representative, has a new book, "Eat and Reduce". He is showing it to all film folks, but doesn't follow it himself.... Sid Reans, newly appointed Republic salesman, was in.

William Sarratt, Columbia, who has shown promise as a baseball player, will start playing professionally next year.... George Haupt, Columbia home office special representative, was visiting. Charles Bishop resigned from



Ed May, manager, Wometco's Lincoln, Miami Beach, Fla., recently used this lobby frame to publicize The March of Time entry, "White Collar Girls."

Columbia, while Fred Post left to go with the Army Air Force... Reba Adams, Republic, was off on a vacation.

Walter Morris, Pike, Knoxville, Tenn.; Abe Soloman, Chattanooga, Tenn.; Hap Barnes, Montgomery, Ala., and Formal Rogers, Montgomery, Ala., were all booking.... Pete Rosini, southern district manager, U-I, came in... Marguerite Stith, formerly with Wil-Kin Theatre Supply Company, is now with Wilson and Moore Enterprises.... Back after a vacation in St. Petersburg, Fla., was J.M. Waters, controller, Walters Theatre Circuit, and wife.

W.B. Jones, branch manager, Blevins Popcorn Company, returned to his post here after attending a meeting at the home office in Nashville, Tenn.

Last of the regional sales meetings for the current George Dembow Tribute Drive, honoring George Dembow, National Screen Service vice-president in charge of sales, was recently held here. Heading the conclave was William Bein, eastern drive captain. Attending were: from Atlanta, district manager Charles P. Lester; and George Hoffman, Robert Langer, and George Tarrant, salesman, from Charlotte, branch manager R.M. Simril, and salesman Charles Gregory and Murray Starr, and, from Memphis, branch manager Al Rothschild and salesman Jack Lustig.

Mrs. Ray Collins, secretary to Ralph McCoy, branch manager, Film Classics, returned from a trip to Florida.... Film Classics branch

manager Ralph McCoy was called to Springfield, Mo., due to the illness of his father.

Back from New Jersey was Film Classics booker Claudia Linker.... Forman Robert, general manager, "Jack Pot Quiz Night", and owner of theatres in Alabama, was seen on Film Row after a spell of illness.... The suit filed by The Alma Amusement Company, Alma, Ga., vs L.A. Stein, various film companies, etc., was set for hearing on Sept. 25 before U.S. Judge Scarlett in Brunswick Ga.

Grover Parsons, southern district manager, Eagle Lion, checked in after a trip.... Ed Stevens, president, Stevens Pictures, was visiting in Florida.

Off for a vacation to Daytona Beach, Fla., was O.S. Barnett, office manager, Monogram, and Florence Chamblee, head, accounting department, Monogram, was off on a Florida vacation.

Charlie Clark, general sales manager, "Jack Pot Quiz Night", was off to Jacksonville, Fla., on business.... Charles E. Richelieu, Tarpon Springs, Fla., was a welcome visitor.

Wil-Kin Theatre Supply Company added to its sales force Jim Daly, Paul Dawes, Harold Williams, and John Youngblood... Mrs. Anne McKelvey, all-around girl at Wil-Kin Theatre Supply Company, returned from her vacation.... Charles McLean, Wil-Kin Theatre Supply Company, was back from a trip to South Carolina, where he made several installations.

Mrs. Pat Atkins, Wil-Kin Theatre Supply Company, was back on the job after illness.... The annual outing of Variety Club, Tent 21, Atlanta, held recently at Brookhaven Country Club, in Georgia's capital city, was one of the most successful affairs of its kind ever staged by the tent. Some 200 barkers and their families turned out for the fun, which lasted from 1 p.m. until midnight. The outing was purposely planned for a Monday so that all traveling barkers could attend. Entertainment, handled by a committee headed by Harvey Smith, included a gin rummy tournament, swimming, golf, movies for the kiddies, a cocktail hour, dinner, "bingo", and dancing. Barker Jimmy Hobbs handled



The recent outing of Atlanta's Variety Club. Tent 21 included a golf tourney, "Bingo" party, and, of course, refreshments. Seen, left, left to right, on the golf course, are: Sam George, Bob Goldsmith, Cooper Welch, and Johnny

Harrell; center, the "Bingo" game, and right, the people who won door prizes, among them barkers Barney Ochs, A.C. Bromberg, Roy Avey, and Bob Goldsmith, and Mrs. Fay McLeroy. Naturally, everyone enjoyed themselves immensely.

A Page from LEW HERB'S SCRAPBOOK



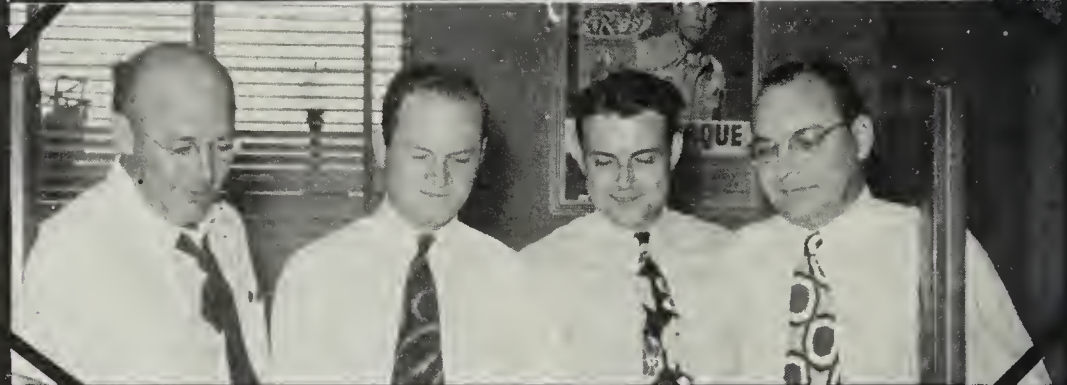
In Gray, Ga., I ran into J.C. Balkcom, owner, Gray, who was formerly a schoolteacher.



While in Macon, Ga., I stepped into the office of Lamar Swift, right, Georgia Theatres Company district manager, who was conferring with city manager Herman Hatton. Swift's office is in the Capitol.



Working hard here is Marion D. Adams, city manager, E.D. Martin Circuit, Americus, Ga.



I snapped this happy quartet in Paramount's Memphis exchange. They are Bob Kilgore, booking manager; Fred Curd, booker; Ray Carter, booker, and Travis Carr, office manager, all looking over bookings.

golfing plans, and awarded the prizes for the top scores.

R. Graber, Monogram home office representative, was off for New Orleans after paying a visit.

Altec Service announced that the following theatres signed sound servicing contracts: Neil, Lithonia; 10th Street, West Point; Grand, Waynesboro, and Woodbury, Woodbury, Georgia; Alabama-Star, Bessemer; Strand, Montevallo, and Florida-Drive-In, West Palm Beach, and Kingston, Daytona Beach.

It's happy birthday to Jimmy Hobbs, one of the Film Row's most popular branch managers, and P.M. Savin, vice-president, Monogram Southern Exchange....Butler Gora, former Florida theatre owner, is now traveling with state right pictures, and rented the Hanger, which opened with "This Nude World", "Rama", and "Strange People".

CHARLOTTE

Charlie Leonard, former head booker, Warners' Charlotte branch, accepted a position with Astor in the sales department. He is succeeded at Warners by Harry Gussett.

Competing with 26 exchanges, Film Classics' Charlotte branch won fifth prize, \$500. B.A. Slaughter, Jr., who manages the exchange, says that already another sales campaign is under way, and will end on Dec. 3.

Dick Pitts, The Observer's dramatic critic, who knows a few things about

Hollywood, is answering the many critics of filmdom's capital in a series of column articles entitled "What's Right With Hollywood". Pitts, who just left Charlotte on his annual vacation, says that he got fed up on reading so much about "What is Wrong with Hollywood", and decided to answer in a series of 20 articles, to be published daily in October, telling some of the many good things he learned about the film capital of the world.

Miss Martha Ann Patrick, employed at the 20th Century-Fox office was married on Sept. 6 to James Hudson Crowell, Raleigh, N.C. They will make their home in Raleigh.

The Little, after being enlarged, both in the auditorium and box office, and with the addition of a business office for director Tom Humble, opened its 1948-49 season.

Altec Service announced that the following theatres signed sound servicing contracts: Salisbury, Summer-ville, S.C., and Aberdeen, Aberdeen, N.C.

B. and L. Enterprises announced plans for the construction of drive-in theatres at Florence, S.C., and at Raleigh, N.C. The Florence theatre will be built on a 15-acre tract on the Darlington Highway, and will accommodate 500 automobiles. Completion date is set for Nov. 1. The Raleigh theatre is being built on Highway 1 near the city, and also will accommodate 500 cars. The firm recently

opened drive-ins in Danville, Va., and High Point, N.C. It operates theatres in the Carolinas, Virginia, and Georgia.

MEMPHIS

Altec Service announced that the following Tennessee theatres signed sound servicing contracts: Youngs Drive-In, Cookeville; Drive-In, Skyway Drive-In, Fountain City.

Patrons even came on horseback to the grand opening of the Summer Drive-In, operated by John Reid and Kemmons Wilson. The equestrians hooked the speakers to their saddles, and, along with their horses saw U-I's "River Lady". The 670-car drive-in had more than 1800 paid admissions on its opening night.

NEW ORLEANS

Altec Service announced that the following Louisiana theatres signed sound servicing contracts: Lee, Harmentown; East End, Baton Rouge; Joy, Welsh, and Joy, Kaplan. The Rex, Greenville, Miss., also announced the signing of such a contract.

Mrs. Henry Lazarus, Center, Coliseum, Cinema, Circle, and Crown, flew to Bryan, Tex., for the reopening of the remodeled Palace. She was joined several days later by her son, Isador Lazarus. Mrs. Lazarus and her sister-in-law, Mrs. Edna Schulman, are partners in the operation of the Palace, a 785-seat house. Several houses of the locally-owned Lazarus Circuit have been undergoing remodeling. New seats, air-conditioning, marquee, and

lobby have been added to the Crown, which seats 800. The Coliseum has been given a complete exterior redoing including lobby, signs, seating, and re-carpeting.

Mary Becker, MGM exchange accounting department employe, is back at her desk after a look-see at the home office in New York, where she vacationed.

The past week saw a number of other vacationists back at their desks on the row. Severine Harris, inspectress, Republic, spent several weeks in the Texas Panhandle....Columbia office manager John Granger was back from hiatus in Memphis....On vacation were Jean McDonald, 20th Century-Fox cashier, and Mary Lou Crenshaw, Paramount office force....New Columbia cashiers are Margaret McWaters and Iris Adams.

Recent visitor to the row was Mrs. Margaret Kaiser Webster, a former Columbia exchange employe, now residing in Mississippi....Theatre circles are wondering what the advent of television in New Orleans will have on the box office.

Harold F. "Babe" Cohen purchased a partnership in Screen Guild's local exchange, joining Ernest Landaiche, who recently bought out Joy Houck's interest in the franchise. Cohen is a veteran New Orleans film salesman and former Monogram of Georgia district manager. Jerry Jernigan will continue as Landaiche's Screen Guild partner in Memphis....The Laurel, Laurel, Miss., has been purchased by Roy Lombardo from Mrs. Ruth Weingreen...The Grand, Stonewall, Miss., shuttered for repairs, owner Phil Murphy said. He plans extensive alterations and improvements.

The recent hurricane which struck New Orleans and the Gulf Coast area did only minor damage. A few trees were uprooted, some small craft swamped by waves on Lake Pontchartrain, and a few signs blown down, but, otherwise, the town was unscathed. Theatre property suffered no damage whatsoever.

The storm and its several days of attendant rains knocked the boxoffice for a loop, and theatre men felt that it would ruin the Labor Day holiday business. But the day following the storm, and Labor Day, itself, turned up nice and sunny, with cooling breezes, and found the theatre turnstiles singing a merry tune.

STATES

Alabama

ANDALUSIA

Martin Theatres announced it has started work on its new theatre here, and which it hopes to have open by the first of the year

HUNTSVILLE

Five Points, a 200-seat house, has been opened by Younger Ellis at the road junction five miles from Hazle Green, Ala. Ellis said if this venture proves profitable, he will open other theatres in Madison County.



Cornel Wilde and Anne Baxter are seen in one of their happiest moments in the 20th-Fox picture, "The Walls of Jericho", which also stars Linda Darnell.

Florida

JACKSONVILLE

A building permit for the construction of a new drive-in to cost an estimated \$150,000 was issued in the county engineer's office. The theatre will be operated by Tropical Drive-In Theatre, Inc., with Richard E. Beck listed as president. The site for the new enterprise is a 33-acre tract with frontage on Normandy Boulevard, and lying west of Cassat Avenue. The theatre will be a double-screen affair, with pictures shown on both sides, permitting twice the usual number of cars parked to view the show. The company's headquarters are in Chicago. It operates another Florida theatre in Daytona Beach, Fla.

MIAMI

Wometco Theatres recently entertained the staffs of the Ace, Lyric, Ritz, and Harlem, and their families at Virginia Beach. Booker T. Washington memorial half-dollars were distributed among those staff members as a gift from Mitchell Wolfson and Sidney Meyer, in appreciation for the work given during the past few years.

Opening date of the Boulevard Drive-In theatre is expected soon, since rapid progress is being made on one of the newest Wometco theatres. Franklin C. Maschal is the engineer in charge of construction of the newest addition, which will accommodate 1000 cars.... The Miami, in conjunction with "That Lady In Ermine", had a lady dressed in ermine parade up and down Flagler Street. Her royal robes became hot and bothersome, but she kept the pace.

George Hoover, Paramount owner, was

due home from a New England sojourn, but, before coming home, was to stop in Washington, D.C., to attend the Variety Dinner.

The Circle, Miami Springs, will open about December 1....The Claughtons will go to New York about Oct. 20 for a week, combining business and pleasure....Trailers were being shown in Wometco theatres on WMIE's debut. Bob Venn is manager, and Ted Anthony, program director, Wometco's AM station....Charlie Saffer, Wometco art department, left to work in his own shop, doing television advertising... Frank Maury will be manager, new Miracle, Coral Gables, Fla., upon his relief at the Parkway....A screening of "Cry of the City" was held at the Mayfair for managers and their assistants.

Sonny Shepherd, manager, Miami, is proud of the new push-back seats installed in his theatre by Kroehler Company. The entire theatre was done in sections at night....The Old Guard, announces Bill Goller chairman, will give mass blood donations to the Dade County Blood bank soon, when the mobile unit will come to the Wometco premises.

Entertainment and membership committee spokesman Jack McKinnon, Miami Troupers Club says, a Hallowe'en party at Variety headquarters is on the agenda, following the splash party at South Beach. Ralph Fackett, also of the Miami, will assist McKinnon.

Labe Mell, president, Troupers, returned from his honeymoon in Connecticut. Mrs. Mell, formerly of New York City, and Labe were married on Labor



Kirk Douglas is shown here encouraging Linda Darnell in the courtroom scene of the recently released 20th Century-Fox production, "The Walls Of Jericho".

TRADE SCREENINGS

ATLANTA

Warners (197 Walton, N.W.) Sept. 27, 2:30 "Johnny Belinda".

CHARLOTTE

Warners (308 S. Church) Sept. 27, 10:00 A.M. "Johnny Belinda".

MEMPHIS

Warners (151 Vance) Sept. 27, 10:00 A.M. "Johnny Belinda".

NEW ORLEANS

Warners (200 S. Liberty) Sept. 27, 1:30, "Johnny Belinda".



Cornel Wilde and his rough-looking companion seem to know that there is trouble coming in this scene from the 20th-Fox film, "The Walls of Jericho".

Day. He will replace Joe Fryer at the Rosetta, temporarily....Frank Rubel, Wometco offices, is on his time-off hoping to get a rest before the giant season starts....George Leonard, formerly assistant publicity man for Claughton Theatres, Tampa, Fla., and manager, Cinema there, has been transferred here as publicity manager for Claughtons, and is temporarily manager, Trail....October 31 will be the opening date of the Boynton, part of the Claughton group, in Boynton Beach. Al Shook, owner, when seeing the ranchlike interior of the newly-opened Trail, decided to fashion the Boynton's interior the same way. Claughton Circuit will manage the theatre for him.

MORE HAVEN

Fire which started in the booth destroyed the Glades, and spread to other buildings. The theatre was owned by Lake Theatres, Inc., and was leased by Jack Burtette, who has several other houses in Florida.

ST. PETERSBURG

The revised occupational tax costs motion picture theatres \$25 per 100 seats or fraction thereof, while drive-ins are taxed \$100 flat.

W.A. Boardman and Horace Williams, Playhouse, started work on their new \$60,000 Negro house, to seat 736. They hope for an Nov. 15 opening....A patron filed suit against Florida Inland Theatres, Inc., claiming he suffered injuries when he tripped over a carpet, asking damages of \$495.

TAMPA

Elmer Hecht, manager, Park, had quite a time getting a suitable Confederate bill that would reproduce as a herald on U-I's "Tap Roots", but fortunately found one in an old trunk

in the attic of the president of the United Daughters of the Confederacy chapter. It was in excellent condition, and reproduced quite well. Twenty thousand were distributed prior to play date, and none was thrown away. Hecht claims people even asked for them. The novel herald created plenty of talk, and was well worth the effort involved in searching for the \$20 note of the pre-Civil War south.

Georgia

IRWINGTON

The new Irwington, owned by G. Fred Everett, opened.

MACON

Jack VanLloyd, former manager, Weis Savannah and Bibb, resigned from the company to join Park-In Theatres, Camden, N.J.

NORCROSS

Mr. and Mrs. Ray Ziebelle, Brookhaven, Ga., are the new owners of the Swan, having purchased it from Mr. and Mrs. William Aiken.

ROME

D.O. Brantly has been appointed by Martin Theatres as manager, Joy, Dawson, Ga. He was formerly with the Lam Amusement Company here and Wilby-Kincey, Birmingham, Ala. He succeeds J.B. Brady at the Joy, with Brady to take over another Martin post.

TIFTON

Thomas G. Wortham, former manager, Martin, has been transferred to Roanoke, Ala., as manager, Martin theatre.

VAL DOSTA

The new theatre to be built here by Martin Theatres will be located at Five Points.

North Carolina

AHOSKIE

The Earl, under construction for the past year by Ahoskie Theatres, Inc., held its formal opening. W.H. Howell is president of the corporation, which owns and operates the Earl, and also is president of Howell Theatres, Inc., which operates state theatres at Smithfield, Selma, Wake Forest, and Zebulon. In addition to the new Earl, the company has operated the local Richard since 1937. The Richard also will continue in operation. The new

theatre is located at the corner of Main and Catherine Streets, with a frontage of 30 feet on Main Street, where the main entrance and foyer are located. It has an auditorium 102 feet deep and 50 feet wide, with a total seating capacity of 775. A balcony for Negro patrons reached from Catherine Street, also is included in the building.

DURHAM

American Theatres, Inc., Greensboro, N.C., has been named defendant in five suits seeking damages totaling \$133,000 filed in Forsyth County Superior Court, Winston-Salem, N.C., by adjoining homeowners who claim their properties have been damaged to that extent by the operation of the Skyview Drive-In, Winston-Salem. The suits allege the drive-in is a nuisance, being noisy and dusty, that it was negligently constructed and operated, that its light is thrown on their houses at night, and that patrons are blocking the streets. Plaintiffs in the suits are Edward M. Kelly, Robert O. Cobler, R.H. Cunningham, H. Clarence Reaves, and Samuel M. Gilbert, and their wives.

GRAHAM

Sunday night movies have been approved by the City Commissioners, and for the first time in history this town now has movies on Sunday.

GREENSBORO

Spencer F. Wester, manager, Carolina, Wilmington, N.C., for the last several years, has been made manager, National succeeding Clyde Wooten, leaving the post because of illness. Wooten had been National manager since 1945.

Tennessee

NASHVILLE

This city's first drive-in to be operated by Crescent Amusement Company is being readied at nearby Murfreesboro.

OLD HICKORY

The Old Hickory has been acquired by Crescent Amusement Company, Nashville, Tenn., from E.I. Du Pont de Nemours, and has reopened after complete renovations.

WARTBURG

The Pioneer, owned by Mr. and Mrs. Frank Heidel should be ready to open within the next 30 days.

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STATEMENTS**

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NEWS OF THE

Territory

Chicago

La Vezzie Machine Works, manufacturer of movie equipment and parts, closed the plant two weeks to give a holiday to employees...Will Scranton, Ampco, Inc., advertising and sales promotion manager, received congratulations on the 93rd birthday of his mother, Mrs. David Scranton, Roanoke, Va.

Jack De Wiggins, Uptown assistant manager, took low net prize in the B and K Employees Club golf tournament. Will Holden, insurance department, won the door prize, and every player received a souvenir with compliments of Film Row donors. Les Walrath, Uptown manager and president of the club, presided at the evening dinner.

Wayne Brown was named to the Warner exchange staff....Arthur O'Toole was named to the Paramount exchange sales department....National Screen Service appointed Irving Stacil successor to the late Roy Alexander.

Jack Wohl, Great States booker, is the dad of a new baby girl...Manager-ship of the Capitol, Whiting, Ind., went to Wayne Singer....A B and K house organ is making a hit with patrons.

41 Drive-In, named from U.S. route 41, was newly opened...Berne J. Ellis, Film Row veteran, was elected president, newly formed Music Of The Month Club.

The Oriental, Essaness house in the Loop, went back to a straight 98 cent admission price after 1 p.m. starting on Sept. 2, with the 50 cent charge up to 1 p.m. still in effect. Recently, the theatre adopted a 65 cent charge between 1 and 5 p.m. The Woods, Essaness Theatre, is the only downtown house with a straight 98 cent admission all day, with other center city houses run by Balaban and Katz and RKO continuing with lower prices up till 5 p.m.

Dearborn Popcorn Company was formed by Irwin S. and Alberta R. Brody and Myna R. Traub with offices at 134 North La Salle Street...Mrs. Anna C. Peterson, mother of Larry Burndahl, B and K executive, died at her home in Michigan City, Ind....W.I. Brotman was appointed manager, Menri Drive-In, Milan, Ill.

Irving Helfent, home office assistant to Burtus Bishop, Jr., midwestern MGM sales manager, attended conferences.

Tom Flannery, head, White Way Electric Sign and Maintenance Company, was awarded the contract for a large vertical illuminated sign for the Palace, to take the place of the one salvaged

for metal during the war. He was also installing new signs for the Englewood, Empress, Milda, Ramova, Royal, and Yale.

Dallas

Oscar Ray, who operated theatres and other amusement spots in the territory for 10 years, was buried here recently. Ray, 57, was sick for a year.

The last of the regional sales meetings for the George F. Dembow Drive, honoring the National Screen Service vice-president in charge of sales, was recently held. In charge of the conclave was western drive captain Ben Ashe, and attending were: from Dallas, F.W. "Doc" Allen, branch manager; Wallace Walthall, special representative, and Russ Baker, Milton Lindner, and Larren Nutley, salesmen; from New Orleans, J.L. Boyer, branch manager, and Charles Lamantia and Curtis Matherne salesmen, and from Oklahoma City, Gilbert Clark, branch manager, and Bud Benjamin and Haskell Robinette, salesmen.

Now under the management of Roy L. Kinder, formerly of St. Louis, the Gay reopened. The house was redecorated throughout...The Parkway, a 450-seat, stadium-type movie house, opened. The theatre, costing \$50,000, is owned by Roy Lumpkin.

Denver

An overflow crowd of more than 300 attended the annual picnic, golf tournament, dinner, and dance of the Rocky Mountain Screen Club, held at Park Hill Country Club. The door prize, a Chrysler auto, went to Fred Brown, film buyer and booker, Black Hills amusement Company. Claude Newell and Walter Ibold copped first and second prizes in golf; the men's exhibitor-distributor baseball game ended in a 6-6 tie; the distributor ladies beat the exhibitor ladies in their softball game 13-3, and Fred Zekman and Robinson won at horseshoes.

Bill Williams resigned as Film Classics salesman to become general manager for the newly-formed Santa Fe Theatre Corporation, headed by Don Beers, automobile dealer, which is



Willis Shafer, Orpheum, Atchison, Kans., is shown with his wife as they recently visited Brian Donlevy on the set of his latest picture, "The Lucky Stiff", being released by UA. The Shaffers stopped on the coast on their way to Honolulu, where they will visit.

building the new Santa Fe, Santa Fe, N.M., an 850-seat \$185,000 theatre, to open on Oct. 17.

Charles Fogle, in charge of Metro exchange maintenance, spent a few days looking over the exchange.... Otto Bartusch, who recently resigned as assistant, Paramount, is now managing the Oriental....Frank Jenkins, 20th Century-Fox publicity man, went, to San Francisco and Los Angeles for his vacation.

B.J. McKenna, executive vice-president, Manley Popcorn Company, Kansas City, and C.P. McConnell, superintendent, Manley processing plants and farms, spent a few days conferring with Arlie Beery.

Lee Orr, staff photographer, Fox Movietone, headquartering in San Antonio, Tex., was in Denver a few days.

Sam Rosentahl, owner, Bison, Buffalo, Wyo., was in serious condition in a Sheridan, Wyo., hospital, suffering with pneumonia.

Cinema Amusement Company bought the north Denver Drive-in, the Moterena, from Irving Gilman.

Seen on Film Row were: Frank Aydelotte, Ft. Collins, Colo.; Mr. and Mrs. B.H. Dickson, Dickson, Neb.; Mr. and Mrs. Fred Hall, Akron, Colo.; Leon Coulter, Loveland, Colo.; Claude Graves, Albuquerque, N.M.; Elden Menagh, Ft. Lupton, Colo.; Robert Smith, Steamboat Springs, Colo.; Lloyd Greve, Eagle, Colo.; Sam Reed, Fairplay, Colo.; Dr. F.E. Rider, Wauneta, Neb.; Dave Warnock, Johnstown, Colo.; Fred Anderson, Eaton, Colo.; L.F. Flowers, Estes Park, Colo.; R.D. Ervin, Kremmling, Colo.; Joe H. Gray, Dexter, N.M. and John Merhege, Espanola, N.M.

Des Moines

J.L. Kennedy, new owner, New Rialto, Adel, Ia., appointed Jack Kennedy, Adel, as manager, and Marion Hesselink, former manager, New Rialto, has been transferred to the Iowa, Winterset, Ia., also operated by Kennedy... James L. Gillespie, assistant manager, Orpheum, Davenport, Ia., was married to Shirley Hartkop on Sept. 11.... E.W. Kugel, State, Holstein, Ia., is building a new quonset type theatre to replace the old house...The Campus opened at Storm Lake, Ia., the third house in the city. Manager is W.L. Hill who announced first-run pictures will be shown at evening performances, with no matinees.

A review committee of nine men and nine women to review questionable motion pictures or publications has been named by Mayor Dan J. Conley, Sioux City, Ia. Naming of the group followed the recent banning of three books by Chief of Police Julius Myron.

Herman Wolf, who purchased the Strand, Ackley, Ia., a year ago, sold it to Walter Cowell, Farmington, Minn.... Earl Manbeck, Jr. purchased the Forest from the Iowa United Theatres, and redecorated and modernized the

house at a cost of \$20,000. Manbeck formerly operated the Carlisle, Ia., theatre....Floyd H. Wall, Missouri Valley, Ia., purchased the Iowa, Hopkintown, Ia.

The Iowa, Swea City, Ia., was sold to the Svendsen brothers, owners of a group of theatres in Iowa, Minnesota, and South Dakota....Iowa United Theatres acquired a half-interest in the Majestic, DeWitt, Ia., from G.L. DeNune. The theatre will be operated by the DeWitt Amusement Company. The Iowa United Theatres now has an interest in 23 Iowa theatres.

The annual Tri-States and Central-States Theatre Corporation golf stag was held at the Hyperion Club with over 100 film men attending. Harrison Wolcott, Eldora, Ia., son of Leo Wolcott, board chairman, Allied-Independent Theatre Owners Of Iowa and Nebraska, captured the golf tournament with medalist honors.

Central States Theatre Corporation is still planning on building an open air theatre at Burlington, Ia., although the city zoning board denied an application for construction of a house on Roosevelt Avenue in the city. Jerry Greenebaum, district manager for the circuit, said the company planned to continue its effort to secure an open air theatre.

Kansas City

The third in a series of regional meetings preceding the George Dembrow Tribute Drive, honoring George F. Dembrow, National Screen Service vice-president in charge of sales, was recently held here. Presiding over the meeting was western drive captain Ben Ashe. The rally was attended by Louis Patz, district manager, and Charles Brenner and Andrew Winningham, salesmen, Kansas City; from Des Moines, Milton Feinberg, branch manager, James Parsons and Richard Shields, salesmen; from Minneapolis, Jay McFarland, branch manager, and Jack Greenberg, salesmen, and, from Omaha, Izzy Sokoloff.

Los Angeles

The El Rey recently cooperated to good results in a local safety campaign for children. A slogan campaign was held, with presentation of awards made from the stage of the theatre with manager E.D. Harris taking an active part. Sponsoring the campaign were the Miracle Mile Association, Police Department, National Safety Council and The Mercury, a home newspaper.

Fox West Coast closed down local offices a half day to enable all employees to enjoy the picnic....Charles P. Skouras and other National Theatre executives as well as FWC toppers, planed to New York for a series of business sessions with 20th-Fox officials. Aboard together were George Bowser, FWC general manager, Dick Spier, Northern California supervisor, Harry Cox, treasurer, John

Bertero, counsel and Tom Page, aide to Skouras.

Members of the Southern California Theatre Owners Association set a meeting with Service and Maintenance employees, Local 399, to act on contract negotiated by the SCTOA Labor Committee, Harry Vinnicof, chairman.

Harry Brilliant, New York exhibitor, bought the Mission, South Broadway... Alex Schreiber, Detroit circuit operator, was here to discuss plans for three theatres he plans to build in Los Angeles area. He has architect Arthur Froehlich busy with blue-prints.

Jules Seder and Howard Goldenson plan the first of a circuit of houses in Encino, Cal., at a price of \$300,000. The duo formed Lee Theatres, Inc. Seder is a Paramount musician, and Goldenson hails from the theatre management field. Charles Menderson will supervise construction, according to plans of W.L. Pereira, who handled the architectural plans. The theatre will have ultra accommodations for a 500-car parking place, an outdoor garden as the lobby, and all seats to be loges.

The results of the sixth Charles Skouras Showmanship Campaign of FWC named Joseph Pietroforte and Campbell M. Meikeljohn as the top showmen, receiving cash awards of \$250 each along with a special scroll from Charles Skouras. Pietroforte manages the Ritz, Hanford, Cal., while Meikeljohn is the manager, Redlands, Redlands, Cal. A total of 36 managers out of 229 won monthly awards, which consisted of a cash prize of \$100 apiece. The 13th annual fall drive started on Sept. 1, and runs through Dec. 14, according to the outline by Dick Dickson, FWC Southern California division manager. Andrew Krappman, merchandise director for the circuit, outlined the concession setup, while Thorton Sargent detailed the campaign for "Youth Month".

The Warner Downtown was redecorated after a two-week shutdown....Irving Feld, who has been assistant manager, Studio City, has been upped to manager in a transfer to the State, Pasadena, Cal.

A new theatre audience participation stunt has been started here, and will be marketed shortly. Allen Weiser is taking on old idea of a photo-quiz for identification. A try-out was held at the Cinema, where photographs were shown, and the audience had to guess correct names of stars.

Bert M. Stern, Screen Guild franchise holder, Pittsburgh, was a visitor during company meetings....Ralph Carmichael, northern branch manager for Republic, was in for a few days.

Funeral services were conducted here for Mrs. Maude C. Shafer, wife of George Shafer, who formerly was a theatre operator here, in Pittsburgh, and in Wheeling, W. Va.

Bill Porter, head, Allied Artists-

Monogram west coast contract department, returned from a two-month tour of the company's mid-west exchanges.

Milwaukee

John Frackman, Republic manager, was given a post as district leader of four zones for the 1948 Community Fund Drive....The Majestic, Plymouth, Wis., operated by Eric Brown, installed new air-conditioning equipment... The fall convention of Fox Wisconsin Amusement Corporation was held at the Varsity building.

Arnold Brumm, general convention chairman, Independent Theatre Owners of Wisconsin and Upper Michigan, convention, to be held on Oct. 14-15 at the Hotel Schroeder, has been a busy man. With the ASCAP question, divorce, and numerous other mounting operational problems before independent exhibitors slated for explanation and discussion at convention business sessions, Brumm and his committees are arranging a full schedule of timely topics. On the social side, two cocktail parties have been arranged. One, on Oct. 13, precedes the convention. The annual convention banquet will attract many on Oct. 15.

F.X. Schlax, district manager, Standard Theatres, Racine-Kenosha, Wis., was on vacation.

The Oriental and Tower buildings were bought by an eastern firm, St. Cloud Amusement Corporation of New Jersey, operating 17 theatres in New Jersey and Pennsylvania. Both buildings and leases for operation of the Oriental and Tower has been operated under lease by the Warner Brother Circuit Management Corporation. The leases expired on Aug. 31. Reports, both theatres are to be operated by Joseph Hafner, Milwaukee representative for the family of the late M.L. Annenberg, Philadelphia publisher, until Oct. 1, and then turned over to St. Cloud. The theatre buildings are part of a multi-million dollar real estate transaction involving sale of seven properties. This sale is the initial entry in Wisconsin of a large corporation competing with Warner Brothers Circuit Management Corporation and Fox Wisconsin Amusement Corporation. In addition to the Oriental and Tower, Warners operate 16 theatres in Wisconsin, seven in Milwaukee. Fox Wisconsin operates 60 theatres in the state, 30 in Milwaukee, under leases or in conjunction with partners.

Following a mounting number of polio cases in the area, the health department, through Dr. E.R. Krumbiegel, city health commissioner, and cooperating city and county officials, tightened voluntary quarantine of children under 12 in an attempt to prevent spread of polio. Under the edict, all children under 12 were forbidden attendance at movies as well as all other public gatherings.

Minneapolis

A polio scare in southern Minnesota

was reducing theatre grosses in the Albert Lea, Minn., area....Stanley Kane, NCA director, was to appear before the small business committee of the House of Representatives on Sept. 20-21. Kane was to register complaints against alleged monopolistic and unfair trade practices, and to offer a prepared statement in behalf of independent theatre owners.

Clement Dahlheimer, Anoka, Minn., is the new owner, Cozy, Morning Sun, Ia....Fred Anderson purchased the Norden, Lake Norden, S.D., from Guy Abbott....Ted Hamre and Mel Hamre opened their new 240-seat Lake, Willow Lake, S.D....Wayne Marx, who operates the Ironton, Ironton, Minn., leased the Star, Pierz, Minn., from John Bollig....Clarence Morris has been named manager, new theatre being built at Morgan, Minn. Morris formerly managed the Park, Braham, Minn.

A full field of archers competed recently in the "Black Arrow" archery tournament staged by the Minnesota Archers Club in conjunction with the RKO Orpheum's engagement of Columbia's "The Black Arrow". Prizes for the tournament were promoted by RKO Orpheum manager Robert Whelan.

Mayors of both Minneapolis and St. Paul, Minn., set a new precedent when they issued proclamations urging the people to see "The Search" at the World. The picture also received wide support from the press of Minneapolis.

Oklahoma City

Burglars recently broke into the Agnew, and escaped with 700 candy bars and movie projection tools worth \$75. When manager C.R. Hudson entered his office the following morning, he found more than 20,000 tickets scattered around, while the lobby floor was covered with popcorn from a pillaged dispenser. Police detective Mark Bain described the robbery as an amateur job, probably done by youngsters, with the intruders entering through the skylight. The office safe was beaten out of shape, but was too sturdy for the burglars to open.

The "Curt Gowdy Knothole Gang" radio broadcasts moved from the Ritz to the Capitol. The change from one theatre to another didn't affect the interest in the aircasts one bit.

omaha

Virginia Berry, RKO contract clerk, was to quit to join her husband in New Jersey. He went back into the army....Irene Burger is a new inspectress for Modern Sound Service....The RKO-Brandess staged a "Good Sam" contest....Ken Weldon joined Monogram as a salesman. He formerly was MGM head booker in Des Moines.

The Stella, Stella, Neb., is back on its fall schedule of Saturday night showings, said LeRoy Miller, manager. Merchants sponsored free films on Wednesday nights during the summer....Walter Bradley, Neligh, Neb., exhibitor went to Minnesota on

his vacation....Agnes Keller became an inspectress at 20th Century-Fox....New on the inspection staff of MGM is Barbara Rasmussen....Lena Robarge, Columbia inspectress, was to quit to be married....George Capers sold his State, Hurley, S.D., to Vincent Van Eren....Arden G. Davidson is building a 225-seat house, the Virginia, at Bridgewater, S.D., to replace his Nancy, which burned....A.J. Anderson, Sloan, Ia., exhibitor, returned after an eastern trip....Irving Sherman has become assistant manager, Columbia exchange.

Phoenix

A new drive-in is being constructed in Yuma, Ariz., by W.P. Wickersham, Phoenix contractor. The ozoner, which is expected to open in November, is being built on a 15-acre site, and will be called the Mesa Drive-In. Construction and equipment costs are expected to hit \$130,000. When completed, the theatre will have a 700-car capacity.

Manager Louis Bilbao, Star, Nogales, Ariz., is donating all proceeds from Saturday matinees to the Santa Cruz County chapter, Infantile Paralysis Foundation.

Arizona theatres joined in to assure the success of "Youth Month". "Report for Action" was screened in many of the state's theatres.

Portland

Eddie Walton, western divisional manager, Republic, was in....Jack Kloepper, Favorite Films representative, was in from Seattle....Lew Pressler, Warners, was in to book....Dale Palmer, Canyon, Bingen, Wash., was seen on the row booking.

Film Row held its second annual picnic at Avalon Park. The prizes were awarded at the Film Club later....Hamrick-Evergreen held its picnic at Blue Lake Park for theatre managers, executives, and wives....Larry Doyle, SRO, supervised moving to National Screen Service....Willard Coughlin, UA exploitation, was in to work on "The Time Of Your Life"....Dale Fawyers, Metro assistant cashier, left on an extended trip in the east....Donna Caba, bookkeeper, RKO, returned from a vacation trip to San Francisco Al Oxtoby, manager, Warners, returned from a trip to Canada....Mel Keller, Warners, salesman, was on a trip to New York....Lloyd DeVoe, Warners shipper and wife, were vacationing at Lake Oswego, Ore.

Salt Lake City

The new Intermountain Theatre Supply Company building is now under way. Situated next to Paramount, plans call for an up-to-date two-story structure....Lee Clayton, Loew's, received his 20-year service pin from that company.

The Motion Picture Club's fall golf tournament brought a number of exhibitors in. Top winners in each of the four flights were Hugo Jorgenson.

Rigby, Idaho; Nelson Soehlke, Eagle Lion, and Kay Swanson and Bob Herman, non-industry members. A buffet dinner was served at the clubhouse....Jean McClean, Favorite, resigned to return to Seattle.

San Antonio

Harley Kier, local producer, plans filming a motion picture based upon the miracles performed by the Negro faith healer, Rev. Elder Bonds. Film will be released through Astor....Alma Garcia and Stella Rodriguez joined the office staff of Glasscock Theatres Circuit....Sol Sachs, RKO branch manager, Dallas, was in calling at the office of International Enterprises....The Obrero, local Latin-American house, boasts of the lowest weekday admission price of any local theatre, 12 cents for adults for subsequent double bill programs.

Wallace Blankenship, head of the circuit bearing his name, and his two sons were recent visitors to the Mexican film exchanges. Others booking included E.B. Wharton, Rogue, Rogue, Tex., and W.J. Chesher, Rio, Littlefield, Tex....Callers at Interstate city office included Emile Coleman, Metro exploitation man for the southwest, with headquarters in Dallas; Edward Bremer, manager, Interstate's Majestic, Houston, Tex., and Jimmie Lederer, U-I newsreel cameraman, with headquarters at Austin, Tex.

An unsuccessful attempt was made to break into the safe of the Palace, El Paso, Tex. According to the police, the would-be burglar must have hidden in the theatre until after closing hours, and then tried to break into the safe.

John Browning, city manager, Interstate Theatres, Galveston, Tex., was recently elected president, Galveston Lions Club, and attended the national convention in New York....Joe Hackney, owner, Plaza and Texas, Canton, Tex., has been elected a director of the newly organized Canton Chamber of Commerce....A \$50,000 remodeling program has been announced for the Lindsey Theatres' Palace, Lubbock, Tex. Clark Abbott was expected to return as manager of the house after being on an eight-month sick leave....A 50-year charter of incorporation has been granted Leo Theatres, Inc., Texarkana, Tex. Leo Bounds, C.C. Bounds, and Lawson D. Powers were the incorporators.

Preston Smith, Texas representative of Lubbock, added the Five Points Drive-In to his other holdings here. He already operates the Tech, Plain, and State, Lubbock....Announcement has been made by C.O. Fulgham that two more drive-ins will be built by the Griffith Circuit, one at Pampa and the other at Borger, Tex. Clyde Young will manage at Pampa, while Tom Davidson will handle the one at Borger when completed....Robert B. Montgomery, 56, veteran Dallas exhibitor, died in Wichita Falls, Tex., following a lingering illness. His body was planed to Hasbrouck Heights, N.J., for

burial. His widow and Jack McCullum, his partner for many years, accompanied the body.

San Francisco

Roy Cooper, film buyer, Golden Gate Circuit, recently elected president, California Theatre Owners Association by its board of directors, traveled to Chicago to attend the annual convention of the Theatre Owners of America.

The fall selling campaign for Screen Guild releases was studied here recently during the organization's regional sales meeting conducted by Frances A. Bateman, general sales manager. Arthur Greenblatt, eastern sales manager, accompanied Bateman. Those attending the session included Samuel K. Decker, franchise holder, Los Angeles; Frank Schmilder, manager, Los Angeles; Harold Goldstein, Los Angeles booker; Joseph Naressian, Salt Lake franchise holder; Mat Bramson, Seattle and Portland operating manager; Chet Roeler and Lew Goldstein, salesmen, and Al Grubstreet, local Screen Guild head.

San Francisco's all right, but why should it be the scene of so many movies? This question is being asked by Joseph Slough, representative, Pittsburgh Chamber of Commerce, on a western trip to catch interest with film makers for his Pennsylvania city.

Eleven San Francisco newsboys were sent by a local morning paper to visit Hollywood as awards for meritorious service....Celebrating nine years of presenting news and factual short subjects, Charles E. Shutt, manager, Telenews, averred that his special anniversary program recently was an answer to prophets who gave the Telenews less than a year's survival. Shutt highlighted a special documentary, "20 Years of History", on his commemorative bill.

San Francisco's musician's union, Local 6, is "relenting" in its stipulation that a full orchestra must be in the pit with all personal appearances of stars. According to union officials, the long-term policy of "musicians with every stage appearance" has relaxed to allow motion picture people a walk-on and stage chat.

Ann Curtis, queen of the Olympic games, is considering a series of swimming instruction short subjects for the films under direction of M.R.S. Productions, the new company, of which Irving M. Levin, divisional director, SF Theatres, Inc., is chief stockholder.

Public subscription opened here for funds to provide a nursery home for blind babies which the Variety Club is sponsoring. The philanthropic organization of the motion picture and entertainment industry here is already caring for a number of blind babies, and has subscribed \$20,000 toward the nursery building fund, leaving \$130,000 to be raised by public subscription.

Herbert Scheftel, founder and board chairman, Telenews Theatres, was here on tour....Ronnie Davi, secretary to Ned Toppin, architect and contractor, Golden State Circuit, retired for a new secretarial position....Spencer Tracy, MGM star, and Louis B. Mayer, executive, MGM, were here....C.E. McDonald, manager, Fox, was surprised to find an authentic and rare old master painting hanging in the men's room lobby.

With more freedom than is presently allowed the exchange of films in foreign markets, Hollywood can play a bigger part in creating better understanding between people of the world, said Walter Wanger, producer, while here to accompany the Western premiere of "Tap Roots", Orpheum....Guy Cherney, popular singer and Variety Club member, who recently closed a singing engagement at the Fairmont Hotel, turned over his second night's proceeds to the VC.

L.A. Gillespie and family, after a vacation on Camano Island, returned to their home in Okanogan, Wash....Mike Barovic, exhibitor in Puyallup, Sumner, and Tacoma, Wash., completed a new building in Puyallup, for the J.C. Penny Company.

Charles P. Skouras, president, National Theatres, and Fox West-Coast Theatres, arrived to attend wedding of Joan Wobber, daughter of Herman Wobber, 20th-Fox, and Marshall Naify, son of Michael Naify, United California Theatres, Inc....Ralph Carmichael, branch manager, Republic, returned from Los Angeles....William MacFettridge, head, building service union, and George Hardy, local union leader, were feted at a Variety Club luncheon.

Seattle

William Edris, who, a few months ago, purchased the Jensen and von Herberg interests, leased the Roxy, Ballard district, to Frank L. Newman, Jr. Newman also operates the Ballard, the same district. The Roxy lease is for 19 years...Wayne Christy, formerly on The Row and recently night manager, Ingelwood Golf Club, has joined the Northwest Automatic Candy Company as its Eastern Washington representative....Frank Graham, former exhibitor



Shown here is R. Hilton, Chicago district manager, Altec Service Corporation, who recently announced the opening of new and larger offices in the Transportation building, Chicago.

at Auburn, Wash., has been confined in the Tacoma General Hospital for the past two months, reported as improving.

W.C. "Bill" Stober, general sales manager, General Register Corporation, was here on a trip to the Coast. Before going east some years ago, he was on Seattle's Film Row. He was accompanied by P. Dignan, west coast manager, from Hollywood. Before returning East, Stober vacationed in Idaho....Guy and Ruth Petersen are parents of a baby daughter born in Swedish Hospital. Petersen is with the B.F. Shearer Company....Mr. and Mrs. Frank L. Newman, Sr., returned from a trip to New York.

Herbert Kaufman, western district manager, SRO, was here conferring with Max Hadfield, branch manager....Mrs. Ray B. Lehrman, wife of the head booker, Sterling Theatres, went to Minneapolis with their two children, Stephanie and Richard, for a visit...Dwight Spracher and Ed Johnson, with their families, returned from a vacation. Spracher and Johnson operate several drive-ins in the Northwest....Members of the executive offices of Evergreen Theatres gave a farewell dinner for Irving Barry, district booker, who left for Los Angeles to serve as booker, Mike Rosenberg Theatres.

H.H. Wheeldon opened his new Rosalia, Rosalia, Wash., replacing the house destroyed by fire. Wheeldon operates six theatres-four in Washington, the Rosalia, St. Johns, Oaksdale, and Endicott, and two in Idaho, the Spirit Lake and Rathdrum....Benjamin F. Shearer, Jr., and Wanita Ekholm, United Air Lines stewardess, were married in Montevideo, Minn. They will live in Seattle, where the groom is an employe of the B.F. Shearer Company.

Resignation of Scott Morris as assistant manager, 5th Avenue, caused considerable shifting among the Evergreen Theatres personnel. James Kendall, assistant, Coliseum, succeeded Morris at the 5th Avenue; Robert Turner, Music Box, succeeded Kendall at the Coliseum, and Bob Tullis stepped in at the Music Box. He had been a swing-shift assistant at the Coliseum....Warren Butz has been appointed manager, State, Spokane, Wash.

Buck Stoner, western district sales manager, 20th-Fox, was here for a sales conference with Chilton Robinette and his sales staff. Ray Ackles, Eastern Washington salesman, was over for the meeting, which closed with a dinner given by Stoner for the sales and booking department.

State out-of-town exhibitors included: Joe Rosenfield, Spokane; Francis Glanfield, Tacoma; Sal Walyer, Selah; Al Fernandez, Clallam Bay, and Rex Thompson, Port Orchard.

U.S. Naval officers were out in numbers for the trade screening of "The Secret Land", MGM's Technicolor release of the Navy's Antarctic Expedition, a really thrilling historical document.

NEWS OF THE

Territory

BRANCHES

Cincinnati

The Albee, RKO's 2,300 seater here now playing straight films, starts a combined stage show and film policy on Sept. 30.

Midwest Theatre Supply announced the opening of a new office in Columbus, O., at 862 West Third Avenue. Harold Stegmiller, well-known to exhibitors in the Columbus territory, will be in charge. The new office has a complete stock of supplies, carbons, tickets, lamps, repair parts, and accessories. It will also maintain a supply of loaner equipment for emergencies. Midwest held open house on September 14 and 15, during the Ohio exhibitors' convention in Columbus.

The Hamilton Outdoor Theatre, Hamilton, O., owned by Louis J. Olt, was completely equipped by Midwest Theatre Supply....On Sept. 11, the Bressler Enterprises opened the Riverview, Dayton, Ky. The theatre accommodates 750 cars, and is completely equipped with RCA speakers and Brenkert Projectors. Midwest also handled remodeling and redecorating of the Wabash, Terre Haute, Ind. This was formerly the old Hippodrome Opera House. Now everything in the building is new, including 1,000 yards of carpeting and 1425 International chairs.

Midwest Theatre Supply has been named sole distributor for the Seeburg Electromatic, which plays records 14½ hours straight, with a time clock to set at whatever time music is to terminate. The contrivance should appeal to clubs and theatres.

The RKO Palace, Columbus, O.; the RKO Lyric, Cincinnati, and RKO State, Dayton, O., recently ran successfully Realart's "Mummy's Tomb" with "Mummy's Ghost" and "The Captive Wild Woman" with "Drums of the Congo".

Miss Dolly Dick joined Popular as a contract clerk....Popular sales manager, Donald R. Duff, spent a week in the Indianapolis territory.

Joseph B. Rosen is spearheading the Spyros Skouras 35th Anniversary Celebration campaign here and in Pittsburgh, Buffalo, Cleveland, Detroit, and Indianapolis. He is working under the supervision of the east's executive assistant division sales manager, Howard G. Minsky.

The Norwood opened on Sept. 2 following a period during which it was closed for extensive redecoration.... Another theatre temporarily closed is the Eden, Peebles Corner. Universal is having it completely remodeled so that it may become the city's latest art theatre. Work began immediately following the signing of a lease.

Jane Rich, stenographer, 20th Century-Fox, will begin her vacation on Oct. 10. Together with her husband, she will travel to Arizona, visiting in various spots along the way, and spending some time with her husband's parents in Arizona.

Walter Watkins, formerly a booker at RKO, is Film Classics' new booker. He replaces Al Hope, who now works for RKO....Miss Barbara Schaefer is new at Film Classics....A visitor along Film Row, stopping at the Film Classics Office, was Vernon Berg, Little, Yellow Springs, O....Martin Seed, formerly with UA and 20th Century-Fox, is a new salesman for Film Classics.

Miss Margeret Moss is the new secretary at the Schine Circuit booking office.

J.H. Kelly, branch manager, National Theatre Supply, was in Columbus, O., for the convention of Ohio theatre owners.

Bill Stanforth, booker, Columbia, is the proud papa of a baby boy, born on Sept. 6.

September 21 was the date for "The Loves Of Carmen" dance contest on the stage of the RKO Albee. The contest was sponsored jointly by the RKO Albee and the Arthur Murray Dance Studios. A \$500 dance course was first prize.

Willis Vance, Dixie Gardens outdoor theatre, Dixie Highway, announced that his theatre's facilities are being offered for outdoor religious services.

Thieves made an unsuccessful try at robbing the safe of the Americus, As Ben Howard, janitor, came into the front, the burglars hurriedly left the rear of the building.

Two patrons of the Twentieth Century repaired to the restroom after the show. Ready to leave, they found the theatre closed, doors locked. Telephones, however, were in service, so one of the ladies telephoned police, who came to their rescue.



Sheriff Roy Schaffer, Center, law enforcement officer responsible for the capture of two dangerous killers, was guest of honor at a recent press luncheon in connection with EL's "Canon City" in Cleveland. He is shown here with Shirley Fishman, RKO publicist, and Howard Hiegley, manager, RKO Allen.

Cleveland

Sound servicing contracts were recently signed with the following area theatres by Altec Service: Pexton, Bainbridge, O.; Knox Auto, Mt. Vernon, O.; Lake Drive-In, Colina, O.; StarLite, Delphon, O.; Starlite Auto, St. Henry, O.; Saioto Drive-In, Columbus, O.; Drive-In, Mt. Vernon, O.; Kingman Drive-In, Delaware, O.; Skyway Drive-In, Springfield, O., and the "V", Dayton, O.

Lou Marks, MGM salesman, is in New York attending a four-week home office executive training course. Jack Sogg, branch manager, is back from a brief home office conference.

E.J. Stutz, Realart, represented the Cleveland Variety Tent 6 at the midseason Variety International meeting in Washington, D.C. He was appointed by Chief Barker Milt Mooney as substitute for Nate Schultz, canvassman, who was unable to attend.

Robert Snyder and E.J. Stutz sold their interest in the Moreland to Sam Mendelson, a third partner....Don McGregor, former local RKO public relations representative, has joined the Carl H. Schwyn Circuit, Bowling Green, O., as assistant to general manager Jack Armstrong. The circuit owns and operates in Toledo, O., Bowling Green, and Napoleon, O., and also has built the first of Drive-In theatres near Bowling Green.

The Warner Club fall dinner dance, set for Sept. 14 at the Hickory Grill, was postponed to Sept. 21. Only members were invited.

Bob Haley, RKO exploiter, was back in town from a tour with Frank Buck, who made personal appearances with "Bring 'Em Back Alive" in Detroit and St. Louis....Charlie Deardourff, MGM publicity director, is now in charge of the Pittsburgh area as well as Cleveland and Detroit. J.E. Watson, who formerly handled Pittsburgh and Cincinnati, is covering Cincinnati and Indianapolis.

Ohio Theatre Service Corporation, formed about six months ago by Tony Stern and Lou Ratener to buy and book for theatres in the Cleveland area, is now servicing upward of 30 theatres, and announced the appointment of Arthur Isaacs as a second booker to assist Marvin Samuelson. Isaacs resigned as Republic salesman to join Ohio Theatre Service Corporation.

Nat Wolf, Warner Theatres' Ohio zone manager, announced that Julius Lamm has returned from the west coast and has resumed as manager, Uptown, a position he held for 15 years until he took a leave of absence to go west. Harold Friedman, who took over at the Uptown for Lamm, is back at the Vogue, succeeding Guy Ellis, who resigned to take over the management of another theatre.

Joe Rembrandt, Center Mayfield, Cleveland, is back from a trip up the lakes with his two sons. During the

trip, he stopped off in Mackinaw City, Mich., to see George Aylesworth, former Cleveland theatre manager who now owns a prosperous gift shop and dairy bar there. Aylesworth tipped them off to a good fishing location, with Rembrandt's youngest son hauling in the biggest catch.

F. Arthur Simon, who was with Universal before joining RKO's foreign department, stopped over for a short visit from his present home in Mexico City en route to an RKO home office meeting in New York.

Jimmy Wright, son of Dick Wright, Warner theatres' assistant Ohio zone manager, was given a clean bill of health at Huron Road Hospital the other day where he was taken after having been hit by an automobile while riding his bike....Irving Field, Oliver Theatre Supply Company, held a housewarming at his Gates Mills home to celebrate completion of repairs following a recent fire....Bill Levy, United Artists branch manager, states that he is about to release "Henry V" for the first time at popular prices \$1 top.

Paul Beder sold his Ace to two newcomers in the field, Al Eisenberg and Sanford Zass, who contracted with Ohio Theatre Service Corporation for a buying-boiling service....James Levine, Paramount exploiteer, previously covering Detroit and Cleveland, had Cincinnati added to his territory, an area covered by the late Charles Perry.

Detroit

The Fox celebrates its 20th anniversary on Sept. 30.

Altec Service announced that the Star, Elkton, Mich., had signed a sound servicing contract.

William Flemion joined the Albert Dezel Productions organization as branch manager. Flemion will have complete charge of the sale of Screen Guild, Masterpiece, and Favorite product. Until recently, Flemion was interested in the Screen Guild exchange in Los Angeles, and sold out to Samuel Decker in order to reestablish his residence in Detroit. For many years, Flemion operated the PRC exchange locally, where he was associated with Miss Ann O'Donnell, until they disposed of their interest when PRC was absorbed by Eagle Lion. Miss O'Donnell has been affiliated with Dezel for the past three years in the operation of his six exchanges, and has been in charge of branch and home office operation.

A six-city search to find a "Miss Venus", from among contestants from Chicago, Indianapolis, Detroit, St. Louis, Louisville, Ky., and Cincinnati was conducted by Universal-International and the Mutual Broadcasting System network program "True Or False", in connection with "One Touch Of Venus." The winning contestant in each of these cities was brought to Chicago for the final selection of "Miss Venus", featured in the "True Or



Wendell Holt, currently manager, New Star, Richwood, W. Va., has been active in the industry for over 30 years, and is president, West Virginia Theatre Managers Association, an affiliate of Allied. He has been a member of the Virginia legislature and a member of the National Allied board of directors. If he could do it all over again, the veteran exhibitor declares, he would like to play golf like Ben Hogan.

False", salute to "One Touch Of Venus", originating from the Eighth Street.

Indianapolis

The following area theatres signed sound servicing contracts with Altec Service: Lebanon Drive-In, Lebanon, Ky.; Shelby, Shelbyville, Ky.; Lyric, Carlisle, Ky.; Shelmar, Louisville, Ky.; Bell, Ravenna, Ky.; Bard, Louisville, Ky.; Rivoli, Emerson, Sheridan, Esquire, and Rodeo, all in Indianapolis, and the Starlight Drive-In, Michigan City, Ind.

Trueman Rembusch, prexy, ATOI, Inc., announced the construction of a new radio broadcasting station, WWNI, Wabash, Ind. The new project will be finished and ready by Dec. 1. The transmitter is located four miles south east of Wabash, and the studios will be housed in the Eagle building....James T. Victory, formerly with 20th-Fox, New York City, where he spent two years in the sales organization, has been added to the local sales force.

Donovan Underwood, shipper, 20th-Fox, and Bess Louise Harris were married on Sept. 4, in Greenfield, Ind....Roy T. Barnett has taken over the Gala, Sacramento, Ky., formerly operated by Audrey Vanover and Clinton Simson....The Mary Jane, Caneyville, Ky., is erecting an additional building to house a heating plant....Iva Moore, who operates the Orpheum, Mitchell, Ind., took time out to visit friends in Detroit....Karl Herzod, Select, Howesville, Ky., moved into his recently acquired home overlooking the Ohio River.

A series of east-side molestings and reports of sex incidents at a school and in a neighborhood theatre touched off a police campaign to prevent such incidents. All pupils of city's schools have been warned about such persons making such improper advances. The police particularly emphasized that parents should not send small children to theatres unaccompanied. Theatre managers have agreed to flash notices on their screens

urging patrons to report any suspicious behavior.

Tom Baker, Affiliated Theatres, Inc., acquired the Ohio and Madison, Madison, Ind., from Herbert H. Johnson. Johnson disposed of his interests and holdings and will go to Arizona to reside...Delores Hill, contract clerk, Warners, is recuperating after an appendectomy at the Methodist Hospital....Carl Kemp, Republic salesman, is the proud possessor of a new car....Joan Chapman, RKO, secretary to the office manager, was vacationing in Detroit....David Warner was the new addition to the clerical staff at National Theatre Supply.

Tom McCleaster was attending the annual convention of 20th-Fox division and exchange managers in Los Angeles....Tom Baker, Affiliated Theatres, Inc., sold his home, and will reside in Madison, Ind....Harold Marshall, exploiteer, MGM, resigned his post, and entered the mercantile business. He will operate surplus army goods stores in Alliance and Mansfield, O....William Carroll, executive secretary, and Trueman Rembusch, prexy, ATOI, attended the annual convention of the ITO of Ohio at Columbus, O.

Visiting exhibitors on Film Row were: Harry Van Noy, Van Noy, Middletown, Ind.; John Allison, Dana, Dana, Ind.; Robert L. Hudson, Sr., Hudson Circuit, Richmond, Ind.; Pete Panagos and Herbert Sullivan, Gregory Circuit, Chicago; John Ochs, Ochs Drive-Ins, Cleveland; K.H. Ball, Royal, Brownstown, Ind., and Walter Weil, Greenfield, Ind.

Shelley Winter made a personal appearance at the Circle in conjunction with "Larceny."....The Fox reopened for another fall and winter season of traveling burlesque road shows.

Morris Blacker, Rio, Cloverport, Ky., and State, Clay, Ky., has been hospitalized, and is under observation....Percy McGary, Lyric, Hardensburg, Ky., was a business visitor in Owensboro, Ky....Kermit Suhre opened the Iris, Lyons, Ind....Andy Anderson, Hartford, Ky., circuit operator, is now flying his own plane. He arrived in Indianapolis early, and returned home in time for noon luncheon. This was his first flight and maiden voyage to this city.

The Marion County Board of Zoning appeals was considering an application for a variance to permit construction of a \$200,000 house at Arlington Avenue and 10th Street. The theatre is a part of a \$500,000 business block to be built if zoning board approval is given.

Lewis Chowning acquired the New Washington, New Washington, Ind....Clyde Brant, Virginia, Terre Haute, Ind., was vacationing....Joseph St. Amond, Flora, Florida, Ind. was vacationing in northern Canada.

Pittsburgh

Out-of-town visitors: Harry Stahl and John Muller, NuLuna and Gable,

Sharon, Pa.; Herman and Morton Stahl, Drake and Lyric, Oil City, Pa.; S.M. Rodnenok and Steve Rodnok, Oaks, Oakmont, Pa.; Austin Interrante, Rowland, Philipsburg, Pa.; Silvio Innocenti, Verdi, Belle Vernon, Pa.; Henry Bernstein, Penn, Ambridge, Pa., and Mrs. P.M. Notarianni, Knox, Knox, Pa.

Altec Service announced that the following West Virginia theatres signed sound servicing contracts: Mason City Drive-In, Mason City; Pioneer, Holden, and Grand, War, War. The following Pennsylvania theatres, Altec announced, had signed similar contracts: Super 71 Drive-In, Belle Vernon; Knox, Knox; Dattola, New Kensington; Skyline Drive-In, Butler; York Run Open Air, Smithfield, and Carol, Broughton.

On Sept. 13, Metro was closed at 1:30 a.m., due to the office employees' annual picnic, held at the Commissioner's Cottage, Allegheny County's South Park.

Leo Wayne is the new head booker at Paramount. He was for several years with Monogram, and his last post before taking up this new position was with the Pittsburgh Poster Exchange as salesman. Congratulations to him and also to Paramount. It is nice to see him back on the Row once more.

The veteran manager of the Schenley recently announced the engagement of his daughter, Dorothy, to James Bailey, Glenshaw, Pa.

Another recent engagement is that of Anita Krumenacker, daughter of Paul Krumenacker, manager, Warners, and Captain Gerry Algier, who recently returned after serving with the army in Germany for three years.

The second feature production by Bert Stearn and Harry Hendel, being distributed by 20th Century-Fox, "The Counterfeiters", played with "Strawberry Roan" on a first-run double bill at the Barry.

Pittsburgh Naval Reserve office sent out special invitations for a screening of the MGM release, "The Secret Land", previewed at Pittsburgh's Buhl Planetarium.

A recent Pittsburgh visitor was Lou Averbach, assistant to Earle W. Sweigert, Md., eastern division sales manager, Paramount, who makes his headquarters in Philadelphia.

The very popular Variety Club Tent 1 "Family Nights" were resumed in the club rooms. Hosts were Joe Wilkosky and Joe Talarico.

Sam Fineberg, Chief Barker, Tent 1, Variety Club, was expected to return soon from Phoenix, Ariz., where he spent several weeks with his family while his son, Jay, was enrolling as a freshman at the University of Arizona.

Johnny Harris' "Icecapades of 1949", which played at the Gardens, got quite

a break in the local newsreels preceding its opening....Teresa Curry, who worked in the Warner Theatres booking department for seven years, was married in Monongahela, Pa., to Gilbert T. Muir. The Muirs are now making their home in Detroit.

Margaret Meisner, formerly assistant manager, Shadyside and Centre, has been promoted to that company's booking department, where she succeeds Willa Drew, resigned.

Ed Levin, West Virginia salesman for National Screen Service, resigned, and departed for Los Angeles, where his mother and sister reside. He has several offers for new connections.

Dave Kimelman's son, Mark, was accepted as a first-year student at Penn State, but will spend his freshman year at that school's branch in Edinboro, Pa. His father is branch manager for Paramount.

The parents of Jack Kahn were late summer visitors from Baltimore, Md., to see the apartment that he and his wife finally secured. Kahn is the assistant to Warner Theatres' Pittsburgh publicity head Henry Burger.

Cliff Daniels, manager, WCAE, and past Chief Barker, Variety Club, returned from French Lick Springs, Ind., where he had been vacationing.

John Walsh, Fulton manager, is back after bringing his family back from Newport, R.I., where they vacationed.

Ben Hanna, head shipper, 20th Century-Fox, is back after his annual vacation....Ed Segal, former Pittsburgh theatre manager, now in the wholesale liquor business in Buffalo, was a visitor. Segal managed the Ritz for many years.

STATES Indiana

CORYDON

The opening of the new Corydon Drive-In was unavoidably postponed because of legal complications and difficulties, George M. Finnegan, president, announced.

PALMYRA

A new theatre is now under construction for Hugh Kessler. The project is in the finishing stages, and an opening date should be announced in the near future.

Kentucky

BARDSTOWN

The new drive-in now under construction for W.H. Hahn and J.F. Burnette is to be called the Gypsy.

EDDYVILLE

Colonel L.B. Fuqua, head, Kentucky Theatre Enterprises, announced the birth of a daughter, Martha Lois, who weighed in at seven and one-half pounds.

HICKMAN

The grand opening of Ruffin Amusement Company's Ritz took place on

Sept. 16. A feature was a half-hour broadcast originating from the theatre stage and auditorium by WENK of the dedication ceremonies and interviews. Prior to the opening, there were 40 separate radio spot announcements used to herald the event, as well as the distribution of 10,000 newspaper-size dodgers. Through the cooperation of friends and business associates, there was an 11-page special edition covering descriptive matter and other facts pertaining to the Ritz, distributed by the circulation of The Hickman Courier.

LOUISVILLE

WAVE-TV has transmitted the first program. From its studio, a short wave transmitter broadcast a program to an antenna atop the Brown Hotel. This program was fed to receivers in a ball room of the hotel. Louisville was introduced to television during the Kentuckian Home Show recently, but at that time programs were relayed along a closed circuit.

Colonel Guthrie F. Crowe, Colonel Henry J. Stites, and Miss Nell G. Borden, Kentucky Association of Theatre Owners, and Miss Katherine Overstreet, Fourth Avenue Amusement Company made reservations to attend the TOA convention at the Drake Hotel, Chicago.

Out-of-town exhibitors seen on Film Row included: Bruce Aspley, Trigg and Plaza, Glasgow, Ky.; Mrs. R.L. Harned, Empire, Sellersburg, Ind.; James and Jack Story, Mary Agnes, Jamestown, Ky.; C.O. Humston, Lyric, Lawrenceburg, Ky.; Grant L. Howard, Bell, Pineville, Ky.; E.L. Ornstein, Rialto, Marengo, Ind.; J.E. Elliott, Lincoln, Hodgenville, Ky., and R.H. Robertson, Majestic, Springfield, Ky.

S.J. Brown, Sr., former owner and manager, Star, West Point, Ky., virtually recuperated from a recent major operation, and was on Film Row visiting old acquaintances.

Something new has been added to the annual convention of Kentucky Association of Theatre Owners to be held at the Seelbach Hotel on Oct. 27-28. For the first time, space has been provided for the exhibition of theatre equipment, accessories, supplies, concession equipment, etc. While the exposition space will embrace quite a large area, many booths have already been applied for. However, there are still a number available for interested parties. From all indications, the coming convention will far surpass any meet the association has held to date. In following a pattern of previous years, W.E. Carrell, Falls City Theatre equipment Company, will again sponsor a cocktail party for all KATO members, their friends, and other visitors at the convention. As usual, the party will be held in the Model Theatre Room of the company's building.

SACRAMENTO

Edgar Barnett's new theatre was completed, and the formal opening was held on Sept. 10. Among those present for the opening festivities were W.E.

Carroll and Frank Riffle, Falls City Theatre Equipment Company, Louisville, Ky.

Ohio

COLUMBUS

Jack Needham, retired salesman, 20th Century-Fox, has been named Columbus chairman in the campaign for funds for the Will Rogers Memorial Hospital. Theatres are asked to run trailers on the project, and sell tickets in the lobbies.

As a step in cutting living costs, the Champion, H. and S. Theatres, reduced its adult admission to 20 cents. This had been the price for the weekly "Family Nights".

The Alhambra has been acquired by Mrs. Lee Bennett from Raymond Quinn....Mrs. Lelia Stearn is celebrating the 17th anniversary of the management of the Southern, downtown subsequent run house, by the Stearn family. The 52-year-old house, which had been a legitimate theatre before becoming a film house in the '20's, passed into the Stearn management on Sept. 20, 1931. Her late husband, Max, managed it until his death. In the past year, the theatre has been given a thorough refurbishing.

Ward Farrar, United Artists representative who has been a frequent visitor, was in preparing a campaign on "Pitfall"...Letters to the local newspapers have been complaining about the policy of several theatres in refusing admission to babes in arms.

Pennsylvania

NEW KENSINGTON

Henry A. Rolnick, manager, Family Drive-In, located on the Leechburg Road, was recently very proud of the fine cover spread given to his drive-in by the West Penn Power Company's monthly house organ, "What's New", which is distributed among West Penn's commercial users of electricity. The article stated that since drive-in theatres have come of age, progressive operators have made outdoor theatres attractive with spectacular electric signs, easily seen and read by passing motorists. In addition to this, other touches of showmanship lighting to create the glamorous atmosphere that movie audiences like have been added. The installation of electric cooking equipment was, of course, also stressed because of its speed and ease and cleanliness of operation. The article also showed pictures of the refreshment stand as well as the beautiful neon-lighted marquee. The same issue of "What's New" also carried a large picture illustrating the lighting technique used by the Super 30 Drive-In on the Lincoln Highway near Irwin, Pa. Three photographs illustrating the method of lighting air-conditioning, as used in the general offices of the Manos Enterprises, Greensburg, Pa., were also in the same issue.

NEW WILMINGTON

E.C. Kaniaris, new owner, Wilmington, formerly owned and operated by

Kalman J. Erdeky, was a recent visitor in Pittsburgh, busily engaged in booking his fall and winter programs. Kaniaris is a former exhibitor from the Cleveland territory.

ROCHESTER

Construction work has been completely stopped on the building of the new theatre here for the Rochester Amusement Company. The foundation has been completed but the reason for the stoppage has not been announced by the Winograd interests, who operate the Oriental.

ST. MICHAEL

Steve Petner arranged with National Screen Service for the installation of double-face banner frames over the marquee of his Strand. Incidentally, the new state highway being built will pass directly in front of Petner's theatre, and he feels sure that when it is completed it should help business considerably.

SALTSBURG

Salesmen and travelers will be interested to know that the detour on Route 80 from this community north to Indiana, Pa., which has been in effect for nearly a year, has been lifted.

SPRINGDALE

The Temple, owned and operated by Joseph Palermo, was recently broken into, and robbed of \$75. He had departed early on a Saturday morning for an automobile vacation trip to the east when he was flagged down by the Pennsylvania Highway patrolman, and notified that he was wanted on the police radio station at Midway, Pa. Naturally, he was alarmed, fearing that some member of his family had met with an accident or suffered an attack of some sort, but when he reached the radio station, was merely notified to proceed to the nearest pay station, and call the Chief of Police in Springdale, who notified him that he had discovered the theatre had been broken into, and robbed the previous night. Palermo was so delighted to find out that the news was not of a more serious nature that, after contacting members of his family, he proceeded with his vacation.

UNIONTOWN

Joe Murdock, new manager, Penstate Amusement Company, recently completed a tieup and promotion whereby he will give away combination radio-phonographs every Tuesday night for seven weeks.

The road from Connellsville, Pa., to Uniontown, under construction for the past six months, was opened. Route 119, however, has not been completed south of Uniontown, and all salesmen are warned to keep this in mind. This road opening, therefore, makes it easier for the patrons of the Star-Lite Drive-In, operated by the Basle-Laskey Circuit, to reach this theatre by means of the Lemont detour.

Bernard Buchheit, assistant to Michael Manos, president, Monessen

TRADE SCREENINGS

CINCINNATI

WARNERS (Palace Building, E. 6th) Sept. 27, 2:00, "Johnny Belinda".

CLEVELAND

WARNERS (230 Payne) Sept. 27, 2:00, "Johnny Belinda".

DETROIT

WARNERS (2310 Cass) Sept. 27, 2:00, "Johnny Belinda".

INDIANAPOLIS

WARNERS (517 No. Illinois) Sept. 27, 1:00, "Johnny Belinda".

PITTSBURGH

WARNERS (1715 Boulevard of Allies) Sept. 27, 1:30. "Johnny Belinda".

Amusement Company and the Indiana County Theatre Company, recently returned from a vacation trip to Birmingham, Ala., where he visited his parents.

WEST VIEW

Jimmy Nash, owner and operator, Gerard, returned from a fishing trip in the Georgian Bay area of Canada. Nash and his party, which consisted of Lee Williams, Bryant-Williams Heating Company, Pittsburgh; Frank Simons, prominent mortician, Pittsburgh district; Father O'Connell, past chaplain, Variety Club, and formerly an assistant priest at St. Mary's Church, North Side district, Pittsburgh, but who is now located at Chicora, Pa., and several prominent business men from the Pittsburgh district, stayed at the Delawanna Inn, Honey Harbor. Nash reports the fishing was excellent, and a good time was had by all on the large Chris-Craft cruiser owned by Simons.

WASHINGTON

"Uncle Louie" Basle, who looks after the Route 19 Drive-In, one of the Basle enterprises, located between Washington and Canonsburg, Pa., was seriously injured in an automobile accident. Basle, at the time of the accident, was driving the cashier for the drive-in to open up for the evening show, from her home in Canonsburg, when his car collided with another car on Route 19. Both Basle and the cashier were severely injured in the crash, and were rushed to the Washington, Pa. hospital. It is reported that "Uncle Louie" Basle will be in a cast for several months.

West Virginia

ELKINS

Dr. Konstantine P. Kostakos, prominent physician in this community and a son-in-law of Michael Manos, president, Monessen Amusement Company, was almost immediately killed in an automobile smash-up. Dr. Kostakos was headed for Elkins and his home when his car left the mountain road, and crashed into a tree. The accident occurred at Haydenville, Pa., near Uniontown, Pa. The automobile was completely demolished, and Dr. Kostakos died from a crushed chest and other injuries after being removed from the wreckage.

NEWS OF THE

Territory

Boston
CROSSTOWN

All actors, films and otherwise, must register their true names with the Department of Public Safety since the Massachusetts "True Name Law" recently went into effect. Anyone not doing so is liable to a \$100 fine.

The following Vermont theatres signed sound servicing contracts with Altec Service: Flynn, Majestic, Burlington; Capitol, Montpelier, and Rutland Drive-In. At the same time, Altec announced that the Fitchburg, Fitchburg, Mass., and the Anchor, Kennebunk, Me., and the Gull, Winthrop, Me., had signed similar contracts.

FILM DISTRICT

Gordon Wilcox, Washburn, Washburn, Me., was observed making the rounds in the district recently. Also seen around the district was a more frequent visitor, Ken Forkey, operator of theatres in Dorchester and Mattapan, Mass., as well as the Park and Greendale, Worchester, Mass.

An installation and dinner dance will be held by the MacAuley Theatrical Post, American Legion, on Nov. 11 at the Hotel Somerset. That tall, dark and handsome salesman for SRO, MacLoed's the name, is in charge of the program. Get tickets early, and avoid any rush.

A private screening of "Urubu" was arranged by publicist Phil Engel for the superintendent of the Boston Zoo and for a feature story writer of The Boston Post in connection with the publicity campaign. The Boston Post will launch a drive for contributions from children for the purchase of either a lion or a tiger, which will be presented to the Boston Zoo. Naturally, the animal will be known as Urubu.

Jim Shannahan, who succeeded the late Joe Di Pesa as publicity director for Loew's theatres had become well-known around the district, as Di Pesa's right hand man, and it wasn't too much of a surprise to all when he received the appointment. Good luck.

"China Joe" Mansfield, EL publicist, held a screening of "The Olympics of 1948" at the Exeter. While others attended, the screening was held primarily for sportswriters, drama critics, and athletic directors of various institutions. This was part of a campaign, which includes a display at one of the large department stores, as well as truck sides posterizing the tie-up with sport magazines. The display at Jordan's Department Store is composed of the various instruments used in the Olympic games, such as a javelin, a hammer, and a shot put. Also

in the window are the Olympic suits worn by some of New England's contestants.

New Haven

CROSSTOWN

Palace, Middletown, reopened with New RCA Sound, carpets, screen, and theatre seats installed by Lou Phillips Theatre Supply. Sal Adorno is managing.

The Bridgeport Globe Ramblers came to New Haven to play a return softball game with Norm Levinson's College All Stars, and the series was evened when the Park City won by 6-4 score....A playoff game to decide the winner of the series was to be played in Bridgeport on Sept. 19. The New Haven game was played at Beaver Pond Park, and the Park City Poli team came from behind to win.

Local managers, members of the Variety Club, are working hard to make charity dance jamboree at the Goffe Street Armory a success....Cameo, West Haven reopens for the fall-winter season on Oct. 6 when "Henry V" is booked in....Rivoli, West Haven, has weekly kiddie shows....The Children's Party at the Dixwell brought a large turnout....Harry Goldstein, Monogram exploitation rep, was working with district manager John Hesse, Warners, and Roger Sherman manager Ed Lynch on "The Babe Ruth Story." Branch manager John Pavone, Monogram, also assisted.

When Mayor Celentano received an autographed "Babe Ruth Story" and baseball, the angle received nice press notices....Assistant manager Ray Flynn, Bijou, returned from the National Guard Encampment at Cape Cod six pounds heavier....Doug Amos, former Paramount assistant, and now manager, Webb, Wethersfield, stops in to see his old Paramount cronies from time to time. He continues to commute back and forth to his Hartford suburb position from Hamden.

All three Loew Poli houses co-operated in sponsoring a "New Movie Season Parade." Complete with various organizations, the three Loew managements also obtained merchants co-operation on the "New Haven Day" promotion, which followed later. The Community Chest also had a float in the parade.

Tony Masella, Poli assistant, was given a surprise birthday party at his home recently. Among those present were Mr. and Mrs. Morris Rosenthal, Mr. and Mrs. Helen Colucci, Mrs. Marie Hamlin, Mrs. Jean Tarbert, Mr. and Mrs. Herbert Colman, Dan Criscuolo, Augustine Scalese, Ray Flynn, Louis Barone, and others.

MEADOW STREET

Former Columbia branch manager Tim O'Toole sent mail up from Florida, where he's enjoying the Southern sunshine. He wrote: "Have been here a month, and it looks okay. Have been reading of the 90's and 100's around

TRADE SCREENINGS

BOSTON

Warners (464 Franklin) Sept. 27, 2:00, "Johnny Belinda".

NEW HAVEN

Warners (70 College) Sept. 27, 2:00, "Johnny Belinda".

New York and New Haven. Funny, I have yet to see it over 90 in Fort Lauderdale. Also some info about theatres down that way". He wanted to be remembered to his friends. He may be contacted by writing 166 S.E. 15th Avenue, Fort Lauderdale, Fla.

Ann Donner, 20th Century Fox, went down to New Jersey for her vacation....Gloria Moalli, 20th Century Fox, planned on spending her time off in New York with her hubby....Sal Popolizio, 20th Century-Fox, was home recuperating from illness....Harry Germain, Price Premiums, was around the territory.

Continental will handle directly all bookings in its territory for "Shoe Shine", "Beauty and the Beast", "The Raven", "A Lover's Return", "Cage of the Nightingales", "Mr. Orchid", "End of a Day", "Man's Hope", and many others. "Shoe Shine" is an Italian film, with English titles. "Man's Hope" is in Spanish, with English titles. The remaining films on the above list are French productions, but also with English titles. Advertising material

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for all Continental's features will be available from its main office. President of Continental is Norton M. Levine, New Haven attorney formerly associated with the New York film law firm of Phillips, Nizer, Benjamin and Krim. David S. Korn, New Haven, has been elected secretary-treasurer.

Caroline Marra, Republic, starts bowling with the Elite Alleys Girls in the Southern Connecticut Bowling League this month....New salesman at 20th Century-Fox is David Skvirsky, from Boston.

A selection of foreign motion pictures has been made available to exhibitors in Connecticut, Massachusetts

and Rhode Island through Continental Films, Inc., newly-organized distributing firm, 185 Church Street.

Connecticut

BRIDGEPORT

Construction of two 1,000-seat theatres has been started by the Fruge Construction Company.

EAST HARTFORD

Tommy Grace, manager, Eastwood, after months of commuting daily from New Britain, rented an apartment in East Hartford.

HARTFORD

Jay Finn, manager, Hartford Drive-In, resigned to resume college studies, and, pending assignment of a permanent replacement, Paul Amadeo, house manager, E.M. Loew's, was managing.

Hartford division manager George E. Landers, E.M. Loew Circuit, and his son, Richard, returned from a three-week vacation trip to California and Canada.

New men's and ladies' rooms have been installed in the Hartford Theatre Circuit's Lyric. Joe Ruggerio is manager.

A special screening of "Mr. Blandings Builds His Dream House" was held at the Avery Memorial by Lou Cohen, Loew-Poli manager, for local building contractors who cooperated with him during "Blandings" ballyhoo by building a "Blandings" house in suburban Wethersfield. Lou Brown, circuit ad-publicity chief, was here visiting Cohen.

Funeral services were held for Morris A. Harris, 64, who died at Mt. Sinai Hospital after a long illness. He had been associated in the operation of the State with his three brothers, Ted, Sam, and Martin.

An application for permission to build a drive-in has been filed with the State Police Commissioner by Arthur and Adrienne Alix, Simsbury. They would erect the open air theatre on the College Highway, Simsbury, according to the application.

First public hearing on the plans of Phil Maher, Bloomfield, to build a drive-in on Blue Hills Avenue, was held in Bloomfield, with the majority of residents present objecting to the proposal.

Mike Piccirillo, manager, Center, on Aug. 27, when local temperature was in the 100's, had a theatre aide walking around the downtown section, dressed in heavy winter coat, wearing a muffler and a G.I. Cap. On the aide's back was written: "Heading for the Center Theatre, where it's 20 degrees cooler!"

Maurice N. Wolf, Boston, public, MGM, speaking before the Kiwanis Club, declared: "The motion picture industry is a business, not glamour; it is a local business, not Hollywood."

Fred Raimo, manager, Circle, Manchester, left for a vacation in Massachusetts with Jack A. Sanson, manager, State, Manchester, handling both houses...Word from Saranac Lake, N.Y., is that Al Michalski, former manager, Circle, is improving at the Will Rogers Memorial Hospital.

Douglas Amos, manager, Webb Playhouse, Wethersfield, has a traffic safety campaign under way, with thousands of Wethersfield children co-operating. The windup, slated for the latter part of September, will have cash and other prizes going to the local youngster contributing the soundest ideas for promoting Wethersfield traffic safety. The Bicycle Institute of America contributed a cup, which will be given to the Wethersfield youngster who has the safest bicycle in the town. Amos has tied up with the police in the town to hold weekly inspections of bicycles. The police department has started keeping permanent records of the bicycles. Amos has been getting numerous commendations from local parents on his new campaign. The Webb Playhouse is operated by the Lockwood-Gordon-Rosen Theatres.

NORWICH

Construction of the new Loew-Poli house is continuing steadily. The theatre will have 1400-seats.

ROCKVILLE

Russ Ordway, owner and operator, Princess, completed redecorations on the theatre building.

THOMPSONVILLE

The lobby alterations at the Perakos Strand were completed. Tom Grogan is manager.

WETHERSFIELD

A new Saturday policy has been started at the Lockwood and Gordon Webb Playhouse by manager Douglas Amos. He substitutes two hours of children's cartoons, comedies, during matinees only.

Maine

LIMERICK

Four sons of Hia Pearl Grossman, who came to Massachusetts from Russia, bought 42 per cent of the town of Limerick, which included the theatre. Joseph, Reuben, Jacob, and Sidney Grossman bought the town to perpetuate their mother's deeds. This American success story is the result of a \$3 investment made by the father to start the Grossman Trust Fund.

OLD ORCHARD BEACH

Frances Langford and Jon Hall recently made personal appearances at the Palace.

NAPLES

The Naples Drive-In, second theatre of its kind in the state open to the public, located on Route 302 near Poland Spring Road. Russell L. Martin was manager. The theatre area covers about four acres, and it can accommodate 100 cars. It is planned to in-

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crease the capacity to 200 cars by next season. Martin is a teacher of industrial subjects at Thornton Academy, and this is his first industry venture. The only other drive-in in Maine is the Saco Open Air Theatre on Route 1 near the Cascadds, which pioneered this type of motion picture entertained in the state.

PORTLAND

Six young women were candidates in the contest being sponsored by the Strand in conjunction with "A Date With Judy".

Three hundred news carriers of The Portland Press Herald, Evening Express, and Sunday Telegram were guests of the management of the Empire to see "Fighting Father Dunn".

Maurice N. Wolf, Boston, a member of the public relations department of Metro, spoke recently at the Rotary Club.

The Civic instituted a new change in policy, opening with a new show on Tuesday rather than Thursday.

In conjunction with "Bring 'Em Back Alive", Empire, a Maine boy was selected to be the guest of Frank Buck at the State YMCA camp at Lake Cobosseecontee two weeks.

Massachusetts

FALL RIVER

The Bay State Drive-In, Seekonk, Mass., is "fogged" regularly during the current season to combat the mosquito nuisance. The spraying, done effectively by the management, won the commendation of the patrons.

Commander Julien J. Edgerly, USNR, a sound technician in local theatres for seven years prior to entering the service in 1941, has been assigned to duty as Electronics Officer at the Navy Supply Depot, Mechanicsburg, Pa.

The Strand, closed since May 1, reopened its doors last fortnight completely remodeled and redecorated. The new Strand is equipped with high fidelity RCA sound. House is air-conditioned, and is featuring new push-back seats. The house was first opened in 1918 and was last remodeled during the summer of 1922. A Nathan Yamin theatre, it is under the supervision of Norman Zalkind, with Herman Duquette as house manager. I.T. Almy, Fall River, was the architect, and William Riseman Associates, the designers and decorators.

General manager William S. Canning, Yamin Theatres, and Strand manager Norman Zalkind promoted two full pages of advertising in connection with the recent reopening of the Strand.

Claud Shaw, Academy assistant manager, his wife, and their two children, Claudia and David, recently vacationed at Akron, O....A small quantity of candy was stolen when someone, believed to be boys, forced their way into the Academy stockroom via a win-

dow....Robert Zitz, brother of manager Carl Zeitz, resumed his studies at the University of Georgia.

Miss Eileen O'Toole, Center, was vacationing in Washington, D.C., replaced by Miss Rita Lawrence....New on the Academy staff are Gerald Horton, Donald Gagne, and Roland Larchevesque....Robert Burns, Academy, returned from his vacation.

Pearley Coates, Academy stage hand, spent his vacation in Atlantic City....Miss Maureen Harrington, Empire, was touring Canada on her vacation.

A cooking school, with sessions to be held mornings over a period of several weeks, will open soon at the Capitol, James McNamara manager.

Ernest Israel, Yamins' Boston office, is sporting a new Chevrolet....Mr. and Mrs. William S. Canning returned from Kennebunk, Me., where they spent their annual vacation...."The Voice at 1400", a quiz show over WALE, put on one of its programs recently at the Durfee, Paul Slayer, manager.

LOWELL

One of the catchiest novelty heralds that has been seen around in some time was distributed in the various department stores. Designed by Sam Torgan, manager, and Frank Boyle, publicist, Keith, as part of the campaign for "Good Sam", the herald was directed at the ladies who have husbands. On one side was a questionnaire

through which the gals could tell whether hubby measured up to a "Good Sam", plus, of course, a bit of advertising for the picture. On the other side was the diploma to be granted by his wife and the degree to which she felt he filled the bill.

NEWBURYPORT

The Premier, owned by R. and W. Theatres, Boston, was the scene of its second fire within three years. Two hundred persons fled the house reluctantly when fire broke out in the rear of the building during a matinee. Firemen soon had the blaze out, with no damage to theatre equipment. Rather than create panic, the children didn't want to leave when the auditorium filled with smoke, and general manager Paul W. Wenzel ordered an evacuation. Andy Fowler, regular manager, was having a day off, and missed all the excitement.

John E. Swanson, daddy of the far-famed Newburyport Plan for fighting inflation through price reductions, came up with a new one, with Paul Wenzel, general manager, Strand and Premier, as an ally. Swanson, who operates the Peavey hardware store, insists that Saturday night is the logical shopping night, although other merchants have switched to Friday. He held out for Saturday, and his store is a blaze of lights on the final week-night, while other marts are dark. The advertising slogan, "Saturday Night Is Peavey Night," has become a byword. Swanson decided to make the byword universal. In a

(Continued on next page)

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TRAVELLING AROUND WITH LEW HERB

(Lew Herb continues with his travels through the New England territory. -Ed.)

Our tour of the Hartford, Conn., theatres started when we dropped in at the Loew Poli-Palace and sat down to chat with Fred Greenway, manager.



Lew Herb

We hit Hartford during a heat wave, and discovered that only a few of the downtown houses were air-conditioned. The Palace not being one of the lucky few, manager Greenway was suffering as much discomfort from the heat, as anyone else, including your correspondent.

In spite of the intense heat, we found that business could have been worse, and if the picture was strong enough, there were still enough people around who wanted to see it, to the delight of the managers of the non-air-conditioned houses. Greenway, who was born in San Francisco, came east around 1932 to join the Loew organization, and has been associated with it ever since. He started his career in Baltimore, after which he moved to Washington where he spent several years before transferring to this section. He has been handling the Palace since before the war, and is currently assisted by Howard Padowitz, who broke into the business as a ventriloquist, and, at one time, was teamed with his mother in a vaudeville act.

After a stint in the service of Uncle Sam, he turned to management and is rapidly learning the many facts of house management and exploitation.

Down the street, we dropped in at the other Loew house, and sat down with Lou Cohen, dean of the Loew houses, who started his career in exhibition back in 1913. He had his first taste of the business in Bridgeport, Conn., and subsequently worked his way up with the old Poli organization. He remained when these houses changed hands, and after Loew's took over, he kept on in Bridgeport until he was transferred to New Haven, and later here to Hartford.

Our next visit took us to the air-conditioned Warner Strand, where we chatted with Charles Atamian, assistant to James McCarthy, who was out-of-town. This was the first time we had visited the Strand since its renovation last December, and we were agreeably surprised to see the changes brought about in a little over three weeks.

The air-conditioning system, however, was installed this spring, just in time for the summer business. This was one of the coolest spots, and we were a little reluctant to leave, but, having only started, we had to carry on, and continued up the street to the Center, where we ran into Mike Piccirillo, who came here a couple of months ago from the New York area,

where he was formerly associated with Loew's.

Although not old in years, he has had considerable experience in exhibition, and is doing a good job in operating the Center, which has a policy of playing three feature pictures on the program every day.

Although many of the pictures he plays have plenty of age, there are many people who take advantage of this policy to catch up on pictures they have missed. He has dressed up the house considerably, and is hoping to soon have a new marquee out in front. The former marquee, which was the old heavy type which pulled away from its moorings, and fell to the street several years ago, was not replaced due to lack of materials, at that time.

We dropped in next at the State, largest house in town, if not in the state, and found it to be operating under the direction of the Harris brothers, with Ted Harris in charge. This house normally operates on a three-day week of pictures, and, during the winter months, hosts name bands and tab shows. The house was exhibiting "The Babe Ruth Story", and as a result had shifted from its former three day policy. This theatre, too, is air-conditioned.

Our next stop was at the old Daly, where we were fortunate enough to be just in time to meet the new owners of this house, which had been operated by M.J. Daly for many years. He retired from the business, and leased the house to John L. Calvocoressi, Bernie Menschell, and Dimitris Petrou, operating under the name of Community Amusements, Inc. All three men were connected with the Skouras organization in the New York area, and are well versed in theatre operation.

They plan a complete revamping of the theatre, starting with the front, and continuing right on through the house. New equipment was installed in the booth, one of the longest "throws" from projector to screen. A new marquee is the next thing to be taken care of, and then carpeting, seats, interior decoration, etc., will follow.

They also took over the Plainfield, Plainfield, Conn., and Daly announced that he is going to take it easy for a while.

Returning to mid-town, we dropped in at the Regal, another Warner house, and chatted with Jim Cotoia, assistant to Francis Morin, on vacation. This house, being the smaller of the two Warner theatres, operates on a hold-over basis, using much the same product that plays the larger Strand. In addition, it is a good exploitation house. The extra profits department, as in many other theatres throughout the country, is an integral part of the business today.

Our next call was simply a matter of going next door, to the Princess, owned and operated by Martin Kelleher, who was pinch-hitting for the cashier. Between ticket sales, we managed to say "hello". Kelleher is one of the old-timers in the industry, and before entering exhibition about 15 years ago, was connected with distribution. His last post in this connection was with First National, in New Haven.

The Princess recently had a face-lifting, with the installation of a new marquee.

Two other houses are the Allyn and E.M. Loew's. The former is an M and P Theatre, under the direction of Walter B. Lloyd, operating the house since 1930, coming here about that time from his native New York.

Dropping in at E.M. Loew's, we found that the manager was on his vacation so we next journeyed out into a few of the neighborhood situations. The first we visited was the Crown, actually a neighborhood house, although still in what is the downtown section. The house is presently being managed by Jim Tuffy, formerly connected with the Comerford Circuit, in the Scranton, Pa., area, and in Hartford only for the past few weeks. The house was undergoing a complete reconditioning.

Out in East Hartford, we visited the Astor, being operated by Howard B. Harris, formerly connected with Jack Eames in Littleton, Ma. Harris and an associate took the house over last spring and have since nursed it along, putting it in good shape, and gradually building up a clientele.

Our final visit in this area took us to Wethersfield, Conn., where we visited the suburban Webb, currently under the direction of Doug Amos, who came here last spring from New Haven, where he was associated with the Paramount for a number of years. He has been in the business for seven years, and is happy in his connection at the Webb, one of the finest small theatres in the territory.

We forgot to mention during our travels in New Haven that at the second shift at Loew's College, we were introduced to Samuel Estrada, a 25-year man, while at the Howard, we chatted with Frank Jones, 20-year man and son of old-timer M.E. Jones, Paramount.

Lew Herb

NEWBURYPORT

(Continued from preceding page)

Daily News advertisement, he put it up to the boys and girls. Write "Saturday Night Is Peavey Night" on a slip of paper, and call it good for a ticket to a special morning show at the Strand." It worked so well the crowd overflowed the Strand, and it was necessary to open the Premiere, around the corner. The youngsters did more than respond to Swanson's appeal. They not only wrote "Saturday Night Is Peavey Night" on slips of paper, but some even carried it through the lobbies on posters and banners.

NEW CANAAN

September 24 was last fortnight date for Eagle Lion and Paramount to file answers in U.S. District Court to charges of anti-trust law violations by the Playhouse, New Cannan, Conn., and Prudential Theatres, Inc. Several other defendants had already been granted such extensions. Prudential and the Playhouse also filed a supplementary complaint adding Paramount Distributing Corporation to the defendants in the \$1,600,000 damage suit. The Case has aroused considerable industry interest.

NEWS OF THE

Territory

Del-mar-va

DAGSBORO

Clayton Theatre, Inc., has been chartered with the corporation department of the secretary of state's office in Dover, Del., stating that its purpose is to operate theatres. Its capital is \$100,000, and the principal office is listed at Dagsboro.

District Of Columbia
Washington

Variety Clubs International last week presented to George C. Marshall, Secretary of State, in the Presidential Room of the Hotel Statler, the "Humanitarian Award" for 1947. The occasion was the ninth annual affair of its nature, and climaxed the three-day midyear conference of Variety Clubs International at the Hotel Statler. The dinner was attended by approximately 600 guests representing the highest levels of government, the armed forces, diplomatic corps, business, the professions, press, radio, and the industry. A two-tier dais accommodated 85 figures of world celebrity, with 45 tables of 12 covers each were on the floor of the banquet room. Invocation was spoken by Reverend Norman Gerstenfeld, Rabbi, Washington Hebrew Congregation. This was followed by an imposing massing of the colors to music by the U.S. Marine Corps Band and Drum and Bugle Corps. With Robert J. O'Donnell, International Chief Barker, Variety Clubs International, as toastmaster, brief addresses were made, among others, by Benjamin M. McKelway, Washington Evening Star, representing the press of the nation upon whom evolves the duty of selecting each year's winner of the award for greatest service to humanity; O'Donnell, Albert K. Roswell, chairman, Variety Clubs "Humanitarian Awards" Committee, and secretary Marshall, ninth recipient of the highest honor within the gift of Variety. Red Skelton was emcee for a brief program of entertainment. In addition to Senators, admirals, and generals, other top government officials, ambassadors, and ministers, plenipotentiary representing 26 foreign powers were in attendance. Industry leaders scheduled to be present included Barney Balaban, Spyros P. Skouras, William White, George Skouras, Charles Reagan, Leonard Goldenson, William F. Rodgers, Abe Montague, Ben Kalmenson, Ned E. Depinet, Abel Green, Nate J. Blumberg, Jack Alicoate, Chester B. Bahn, George F. Dembow, Herman Robbins, Si H. Fabian, Jay Emanuel, Tom Connors, George Schaeffer, James R. Grainger, Max Cohen, S. Barrett McCormick, J. Robert Rubin, Joseph Bernhard, Andy W. Smith, Martin Quigley, Earle W.

Sweigert, Dave Palfreyman, Arthur Mayer, and Fred Schwartz.

Under the local chairmanship of Carter T. Barron, eastern division manager, Loew's Inc., and first assistant chief barker, Variety International, and Nathan D. Golden, chief, motion picture division, U.S. Department of Commerce, an executive committee was in active charge of the event.

Captain Eddie Rickenbacker's "Air Power is Peace Power" had its Washington premiere at the Hotel Statler on Sept. 13 before one of the plushest audiences seen in these spots in many a moon.

The Trans-Lux resumed its Saturday children's matinees. The show features the regular programs plus cartoons and comedy.

Washington drama critics are keeping a close weather eye on the Baltimore legit theatre since the nation's capital no longer has a legit house. The National, erstwhile legit, is still undergoing face-lifting preparatory to bowing in as a film house. The Ford, Baltimore, Md., is expected to get a big play from Washington legit-goers this season.

The Hippodrome, the Sidney Lust art operation, decided to play more revivals since it had a terrific play out of "The Lost Horizon".

One of the busiest gals around (in and out) Washington is Bess Davis Schreiner, local director, Theatre Guild. She is shuttling between Baltimore, Md., Wilmington, Del., and Richmond, Va.

William Kurtz, a New Yorker, is supervising the local National and its film bookings for the United Booking Office. He once was with Arthur Mayer at the Rialto, New York City.

20th CENTURY-FOX: C.G. Norris and Bill Michaelson were in Los Angeles for a sales convention....The Family Club held a picnic at Shadyside, Md....Mary Daily resigned for a new job....Mrs. Carney Mahaffey is new in the booking department. She is the new secretary....Mrs. Eileen Olivier,



Lee Brody, Eagle Lion publicity manager, is shown here in New York as he recently received the official "Olympic Games of 1848" from hostess Valerie Sauk. EL is the American distributor of the technicolor sports film.

as a result of a serious operation, is working only part time these days....Mrs. Hope Labonde has transferred to the cashier's department. Evelyn Feinman transferred to the E-50 desk.

PARAMOUNT: The branch had the largest number of film shipments for Paramount Week in the branch's history....Fred Von Langlen has been promoted from ledger clerk to booker on Jack Howe's staff, succeeding Pat Newbury, who resigned recently....Hazel Jarosik is now a clerk....Since veteran salesman Harley Davidson resigned to operate an independent booking combine, Jack Bryan takes over Zone 3. Sales manager H.C. "Tommy" Thompson pinch hits for the present in Bryan's former territory....Mrs. Evelyn Jones, formerly secretary to the branch manager, became the mother of a bouncing baby boy on Sept. 8....A sneak preview and trade showing of "Miss Tatlock's Millions" was held at Loew's Palace.

METRO: Barbara Weber is the new gal in the contract department, and nice, too. She is an old Loew's site, having transferred from the Smoky City, Pittsburgh.

FILM CLASSICS: "Drums" was playing at Loew's Valencia, Baltimore. It transferred to the Parkway on completion of the current run....Manager Cohen was down Charlottesville, Va., way....Salesman Mendelsohn was on a trip to the Clinch Valley...Harold Levy was in Baltimore, Md....Miss Goldblatt, Gert Epstein's sister, dropped in on her for a surprise visit from New York with her four children on the latter's birthday.

SCREEN GUILD: Barry Goldman is now associated with Screen Guild in Washington and Baltimore, Md....Don Chaban was in the Tobacco Belt...Ross Wheeler prepared for a trip south-way.

RKO: Joe Brecheen is back from his vacation raving about the big mountains he saw. You can tell he doesn't see those peaks often...Agnes Turner, one of our favorite reporters for the Exhibitor, was on a real merry-go-round social whirl during her vacation in Williamsburg, Va....Helen Paulson spent her vacation learning about the Canadians....Jesse Smith, head booker, reports that fishing was excellent on the Chesapeake, on just what part of the Chesapeake he won't say because he wants to keep it a secret. Afraid it might be fished out, no doubt. He also spent some time at North Beach on vacation....Ralph Collett, head shipper, spent his vacation moving into a new house, and doesn't think that that is such a bad way to spend a vacation.

REPUBLIC: Claire Cunningham, booker, was at Atlantic City. When Joyce Kriss, bookkeeper, heard that she had a fine time, she proceeded down there on the following weekend....Albert Landgraft was keeping very mum about Sept. 22. It happens to be his birthday, Happy birthday.

U-I: Eddie Potash, out of Detroit, is the new booker. He'll handle the

TRADE SCREENINGS

WASHINGTON

WARNERS (13th and E, N.W.) Sept. 27, 10:30 a.m., "Johnny Belinda".

Baltimore, Md. accounts...Ike Ehrlichman, who used to book the Clinch Valley, is now a salesman. How does it feel to get out of that chair? Leonard Saver steps into his spot....The new boy in booking is Eddie Trivvett, former shipper.

UNITED ARTISTS: Jerry Price was on a trip....Folks are mighty happy with the business "Red River" is doing. They were also getting ready to go down to the Variety Club-sponsored Redskin game...Margaret Stant, office manager, was betting that the Washington Senators will be in the second division. She knows her baseball, it seems....Jane How, booker, is looking for an assistant. She spent her vacation in St. Louis....Virginia Hughes went home to Callao, Va., for her yearly "now I lay me down to rest, and I won't think of work."

K-B THEATRES: September 10 marked so many years that Frank Boucher, general manager, has been in the theatre business that some of the folks seem to think that he is entitled to some Humanitarian Award....Ben Coleman, manager, Senator, was vacationing with parents in Little Falls, N.Y., but the doubting Thomases seem to think that there is an attraction there "what wears skirts"....Jack Biben can go on record as being a Washington columnist. He took over Arnold Fine's Daily News column one day and talked about press agents. He should know what he's talking about since he was one himself.

LOEW'S: Russell Stewart was in from the New York office helping to jell matters on "The Secret Land." The picture was previewed on an LST at the Naval Gun Factory. Stewart, during his stay, arranged for 80 press previews at naval installations with the Navy Department. The picture opens in Washington during Navy Week, Oct. 20....Gene Ford left town so fast after the "Going Native" show came off the boards that no one knew what direction he took. Our spies report that he is taking a busman's vacation, having caught "The Lost Colony" at Roanoke Island.

JACK SEIDMAN ; : : BERNARD SEIDMAN

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DILLWYN THEATRE

DILLWYN

VIRGINIA

N.C., and the show being present at Williamsburg, Va. He just can't seem to get away from the show. He just loves 'em....Bert Wheeler, Capitol headliner, made a special appearance at the Touchdown Club with publicist Jack Foxe. The latter helped plug the Variety Club football game. He appeared with Dick McCann and Wade Pearson on WMAL-TV

WARNER THEATRES: The Variety Club golf tournament found the clansmen walking off with some top prizes. George A. Crouch, general manager, Washington zone, won a handsome clock; an RCA radio went to Louis Ribnitzki, and Charles McGowan took glassware. Rodney Collier, manager, Stanley, Baltimore, Md., carried an electric toaster back to the Mounumental City. Al Pratt also won a prize, but investigation failed to determine what it was....Heliodoro Maya, formerly of the art department, The Evening Star, took over the drawing board and the India ink in the advertising and publicity department. Gordon "Zeke" Lombard, who formerly held the post, left for a position in the government...Peggy Andrews, contact department, left for a position in the Better Business Bureau....Jane Zink, advertising and Publicity, resigned in order to go to New York to study for a modeling career. Lyle Selby, same department, is heading off to the opposite end of the continent, returning to California....George Larkin, last of the vacationists, returned to the contact department after a New York holiday....Sue Robey returned to her desk, but her absence was no holiday. She underwent a week's siege of illness.

U-I's "Hamlet" opens on Oct. 20 at two downtown houses, on a two-a-day schedule, seven days a week, at \$2.40 evenings and \$1.80 matinees in the Little and Playhouse, which seat about 750 between them. U-I has taken over the theatres with a guarantee of a minimum plus a percentage of the gross over a fixed figure.

VALLEY ENTERPRISES: Harry T. King did a bang-up campaign on "The Fuller Brush Man" in Harrisonburg, Va. Not only did he decorate his theatre with Fuller Brush Company-loaned mops and brooms, but he also obtained a full window in a vacant store....Charles Freer, accountant, sat in at the box-office of a theatre for two or three minutes. That night, for the first time in weeks, the tally was 20 cents short....John G. Broumas, general manager, circuit, reveals that a major manager's meeting is planned in the very near future, held in Washington....Reba Smith, bookkeeper, has a new coiffure....The office is strangely quiet now that school is in session. President Sam Roth moved the office to a more or less residential section some years back as it made for easier parking problems, etc., for his employees. It also made it simpler for the wives and children to drop by when on shopping expeditions....A.F. Horton, Capitol, Lawrenceville, Va., called in that a feature was missing. We solved that quickly

KEY CITY

First Run

BALTIMORE, MD. (12) Mayfair, "Texas, Brooklyn, and Heaven" (UA); Keith's, "One Touch of Venus" (U-I); Hippodrome, "Canon City" (EL); Stanley, "Two Guys From Texas" (WB); Town, "Good Sam" (RKO); Century, "A Date With Judy" (MGM); New, "The Luck Of The Irish" (20th-Fox); Little, "The Mikado" (U-8); Times and Roslyn, "The Shanghai Chest" (Mono.), "Man From Texas" (EL).

BALTIMORE, MD. (19) - "A Foreign Affair" (Para.); Stanley, "Beyond Glory" (Para.); Century, "Tap Roots" (U-I); New "The Luck Of The Irish" (20th-Fox); Hippodrome, "Race Street" (RKO); Town, "Good Sam" (RKO); Little "The Mikado" (U-I), Mayfair, "Urubu" (UA); Times and Roslyn "Jinx Money" (Mono.). "Timber" (U).

RICHMOND, VA. (7) Byrd and State, "That Lady in Ermine" (20th-Fox); Loew's, "A Date With Judy" (MGM); National, "Embraceable You" (WB); Capitol, "Good Sam" (RKO); Colonial, "Beyond Glory" (Para.).

RICHMOND, VA. (14) - Byrd and State, "The Babe Ruth Story" (AA); Capitol, "Panhandle" (AA); Colonial, "Canon City" (EL); National, "Four Feathers" (FC); Loew's, "The Paradine Case" (SRO)

via air express, a pony-express-like dash in a company car, and a complete disregard of traffic speed limits. The two speed tickets went on the expense account....Tommy Pitts, T.I. Martin, Roy Richardson, and Harry Roth were in to the Variety tournament.

Maryland

BALTIMORE

The following Maryland spots signed contracts with Altec Service: Hiway, Middle River; Biddle, Baltimore; Naval Academy, Annapolis; Leader, Cumberland, and Washmont Drive-In, Elkridge. The National Advisory Committee for Aeronautics, Langley Field, also signed such a contract, as did the following Washington spots: St. Elizabeth's Hospital; U.S. Soldier's Home, Stanley Hall, and U.S. Soldier's Home Hospital.

Edward F. Perotka, president, Victory Theatre Company, purchased from the Stansbury Estates, Inc., the Aero and Aero Shopping Center, both built in 1941 by the Glenn L. Martin Company. Surrounded by five acres of attractive grounds with a canopy over the walks of the entire center, there are 13 stores and shops, with a group of professional offices and a large shirt factory. Perotka takes possession on Oct. 1.

Barry Goldman, Fulton, Diane, and Lenox, has become associated with Screen Guild, and will represent that company in the Baltimore territory.

Sol Goodman, Ideal, and president TEP fraternity of his class when at University of Maryland, visited with the president of the national fraternity in New York, and went to Schroon Lake, N.Y., for a vacation.

One of the most extensive promotion campaigns ever given a picture at Keith's was recently staged by Fred Schanberger with the assistance of a U-I representative on behalf of "One Touch of Venus". Newspapers, radio, and television were all employed in the overall campaign, which was launched with a press-radio party and sneak preview of the picture a week in advance of opening. In cooperation with The News-Post, the theatre conducted a contest to find the local "Miss Venus", the girl whose beauty and figure measurements most closely resembled the famed Anatolian Venus statue featured in the film. This contest ran six days, with daily newspaper breaks, and the winner was given a free weekend in New York. She also appeared on one of the local television shows, with the theatre and picture receiving full credit. a second newspaper contest was conducted in The Home News on the subject of the "most interesting marriage proposal", with winners getting free passes. Utilizing aspects of the national promotion arranged by U-I with Venus Foundations, leading manufacturer of ladies' undergarments, Hochschild Kohn, and Company, one of the city's largest department stores, devoted a full page advertisement in The Sun to the film, and also set a window display in connection with the Venus promotion. The music from the film provided opportunities for many radio plugs, with five stations featuring the music with theatre credits. The Bill Dyer Sports Show featured a special interview with Al Horwits, U-I eastern publicity manager and former sportswriter, while U-I representative Jerry Evans appeared on two disc jockey shows to help promote the picture. Many other window displays were obtained, including hat stores on the national Dick Haymes-Stetson Hat Company, and a tieup was made to aid the U.S. Navy's recruiting drive with 30 posters being used in the downtown area and on other boards through city.

Two companies have just been formed. The Maryland Theatrical Enterprises, Inc., and the Maryland Theatre Company, Inc., both at the same address, 312 Equitable building, to engage in theatrical business. Incorporators of both companies are Isador Roman, J. Bernard Carrick, and Alexander Stark.

Meyer Leventhal, eastern regional vice-president, Allied, called a meeting of the eastern regional board members of that organization on Oct. 7.

Ford's opened for the season with "For Love or Money"....I.K. Makover installed larger display frames in his New Albert....To promote interest in "Canon City", James Gladfelter, Hippodrome, arranged a contest tie-up with The Baltimore News-Post.

The former Guild has been taken over by the newly established Parlet Productions, Inc., and has been completely renovated for the work of producing ad commercial films for television broadcasts. -Jacques Shellman

CUMBERLAND

There were further developments recently in the Sunday movies issue. State's Attorney Morgan C. Harris invoked a local ordinance prohibiting the operation of theatres on Sundays to close two theatres here within a short time of each other. The first, the Potomac Drive-In, was closed when Kenneth R. Baker was charged with having violated the Sunday law. Baker claims that he requested an interpretation of the law from the state's attorney, and was told to ask his own lawyer for such advice. "I was never advised not to open on Sunday", Baker said. The other house, located at Mt. Savage, and operated by George and Yolanda Bishields, was warned to close on Sundays. The two operators appeared at a protest hearing, and asked why they had been allowed to operate on Sundays till now. The County Commissioners advised Miss Bishields that they had no power to act since the law definitely states that motion pictures may not be shown on Sundays, but they suggested that the Bishields, and also Baker, get in touch with the Allegheny county delegation to the Maryland legislature, and press for the passage of a law that will permit the regulation of Sunday movies in unincorporated towns. It is now feared that all seven theatres may have to close on the Sabbath.

Darnell's Maryland, managed by Ray Light, offered the entire gallery of the theatre to Negro patrons only for the one-day stand of Duke Ellington and his orchestra. The usual policy calls for opening of gallery at 6 p.m. to the general public.

HAGERSTOWN

Plans to propose a referendum on legalizing Sunday movies at the next session of the Maryland Legislature in January were announced by State Senator David K. McLaughlin. Explaining he has been approached by "dozens of responsible" citizens who urged legislation permitting Sunday movies and auto races, Senator McLaughlin asserted "there is widespread sentiment for repeal of the antiquated blue laws of Maryland." Several Washington County members of the Maryland House of Delegates have told him they favor such legislation, McLaughlin said, adding that he believes the county's voters should have an opportunity to decide the question.

HOLLYWOOD

The Hollywood, formerly operated by Ike Weiner, is now a night club and bar, and is being operated by Walter Norris.

LEONARDTOWN

The New announced that it is going to start "Food Store Nights" with tie-ins with local food stores and a

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It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

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Don't put your return film in the lobby until all your patrons have left after the last show.

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THE EXHIBITOR, 1225 Vine Street, Phila. 7, Pa.

large basket of foodstuffs given away....The new assistant to manager Ray Trumbule, New, is Val Lyons, Marion, Ind., a navy veteran, 20 years old. Harry Mattingly, whom Lyons succeeds, returned to a former business occupation....Paul Hampton, new New projectionist, finally got his Maryland license tags, and can now whirl around the local roads to his heart's content....Johnny Mattingly is back at the extra profits stand at the New....George Morgan Knight, area correspondent for The Exhibitor, has been named first vice-president, United Amateur Press Association, amateur journalistic group, which just held a convention in Milwaukee.

Virginia

RICHMOND

Eddie Weaver, popular organist, Loew's, was the subject of a special

feature story in The Times Dispatch....Horace Freeman, assistant to A.O. Budina, architect, Neighborhood Theatre, Inc., says that he not only visited Bristol, but spent the greater part of the last month there supervising the remodelling of the two theatres in the circuit. Virginia Sturm, secretary to Budina, returned from a vacation in Augusta, Me....Thelma Carroll, Bob Eagan's "Girl Friday" at the National, has been out sick, with Virginia Jessie helping out.

George Ingham, former Richmonder, who was connected with the Venus and Brookland, flew in from California to visit his parents. He is film buyer for a circuit in California.

With the return of Benjamin Harrison from his vacation, manager Lay-

ton Ives, Park, says that all vacations at his playhouse are now over until next summer....Walter Nunnally succeeded Harvey Trevillian at the Park, and Charlie Cox and William Gibson have also been added to the staff.

Several exhibitors of the territory are expected to be on hand when the Theatre Owners of America hold the annual meeting in Chicago next weekend, Morton G. Thalheimer, Neighborhood Theatre, Inc., president, will be prominent in the Windy City goings-on.

Willie Pierce, Byrd, returned from his Bermuda cruise, but A.L. Burton is still confined to the hospital....We hear that Jimmy Ritchie, popular Church Hill manager, again went fishing with wonderful results, though we did not get any real proof.

With service staffs all over town shot with the opening of school, we know that Ober Boyd, Capitol manager, is glad to welcome back Thomas Jeter, who has been out sick....Sall Fentress, Brookland staff, fractured her sacroiliac (hope we spelled it right).

Stewart Tucker Jr., son of the State manager, who is getting in some post-graduate studies at John Marshall High School, is helping out on the State staff....Melvin Walton resigned from the Brookland staff.

Jimmy Horne, Carillon, took off a day to go sightseeing with his wife....Gordon Culley, Bellevue manager, took a week of his vacation resting up at home, and was overseeing the installation of a new oil tank in his theatre.

Earl Bergener, Highway local manager, went to Washington for a periodical business meeting with company officials....We visited with Mr. and Mrs. Pete Trent in Farmville....Sarah Shahinian is the new Berlo candy girl at the State. -S.J.

West Virginia

KEYSER

Bernard Kuhn, relief projectionist, Keyser and Music Hall, started raising chickens, and has a contract with a cooperative organization whereby just as soon as the flock reaches eight weeks old, they are sold. His hatchery will maintain 2000 chicks...Remodeling of the Music Hall front is progressing nicely.

MOOREFIELD

The Moorefield Drive-In, owned and operated jointly by James M. Miley and H.D. Bensenhaver, local businessmen, is the only such installation in the immediate territory showing first-run attractions.

PIEDMONT

Leslie "Bud" Fisher, projectionist, Newton B. Carskadon's Majestic, is proud of his new booth equipment, consisting of Motiograph AA's, new Strong lamps, and screen. Installation was handled by Dusman Theatre Supply, Baltimore.

WEEKLY PETTY CASH SYSTEM

(SPECIFY ITEM NO. B.S. 9)

The illustration shows two forms. The top form is a 'PETTY CASH SUMMARY' envelope, which is a 3 x 5 inch slip. It has fields for 'Theatre', 'Paid by Check No.', 'Form No. 9', and 'AUTHORIZED BY'. It also has a section for 'For the Week Ending' and 'Petty Cash Voucher No.'. The bottom form is a 'PETTY CASH VOUCHER', which is a 3 x 5 inch slip. It has fields for 'Theatre', 'Date', 'Received the sum of', 'For', 'Change', 'By', and 'Approved by'. It also has a section for 'This Voucher must be dated and signed by the person receiving the cash, and the amount must be entered in the "Received" column. The voucher is numbered 5203.

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NEWS OF THE

Territory

New York City

CROSSTOWN

Joseph L. Citron, 49, manager, Loew's Olympia, died last fortnight of a heart attack. He had been connected with Loew's theatres for 10 years. Funeral services were held at Riverside Memorial Chapel, with interment in Beth David Cemetery, Elmont, L.I. He is survived by his widow and two daughters.

Cinema 16, Inc., only group in the country devoted to the presentation of documentary and experimental films, which started in 1947 on a modest scale, last week completed plans for its forthcoming second winter season, with performances to be held at the spacious and modern Hunter Playhouse.

Brandt's Flatbush, after another summer season presenting Broadway plays, last week reverted to its double feature movie policy, with vaudeville added on Fridays, Saturdays, and Sundays....Brandt Theatres last week announced the addition of an advertising and publicity department to coordinate all such functions of the circuit. The new department, which will be located in the Lyric building, is to be under the supervision of Arthur Rosoff and Henry Yusen.

Mike Todd takes over the Winter Garden for legit on Sept. 30 when the U-I lease ends.

Negotiations between the SPG and SOPEG took a new turn last fortnight when eight distributors, Columbia, Loew's, Paramount, Republic, RKO, RKO Service Corporation, 20th-Fox, and Warners, notified the two units that their failure to sign the non-Communist affidavit provisions of the Taft-Hartley law made further negotiations impossible. UA had taken the same stand before that time. U-I and Eagle Lion are not parties to the action.

John P. Byrne, MGM eastern sales manager, moved his headquarters last week from the local exchange to the home office building.

Several managerial promotions were announced last week by Joseph R. Vogel, Loew's Theatres. Martin Gallagher, Jr., assistant, Capitol, was named acting manager, Loew's Willard, Queens; Sigmund Schwartz, manager, 46th Street, Brooklyn, moves to Loew's 175th Street, succeeding Archie Adlman, resigned, and Paul Swater, manager, Willard, moves into the 46th Street post.

Mrs. Robert Nashick, wife of a member of Loew's Theatres publicity department, was recovering last week in Meadowbrook Hospital, Meadowbrook,

L.I., from injuries sustained in an auto crash...Victor Volmar, publicity director, Monogram International Corporation, left last week for a combination business and vacation trip to Hollywood....A new portrait of Ingrid Bergman, in the actual armor she wears in RKO's "Joan Of Arc" went on exhibition in the Metropolitan Museum of Art last week.

Frederick Brisson, executive producer of Independent Artists' "The Velvet Touch", arrived last week for conferences with RKO home office executives....Lois Butler, 'teen age star of Eagle Lion's "Mickey", left for the west last week....The Warner Club held its annual golf tournament on Sept. 17 at Vernon Hills Country Club, Tuckahoe.

David Griesdorf, general manager, International Films, Ltd., Canadian distributors of Eagle Lion Films, arrived last week for home office conferences with William J. Heineman, EL vice-president in charge of distribution, and Max E. Youngstein, vice-president in charge of advertising, publicity, and exploitation.

Doris Mishler, secretary to G.E. Blackford, Warners home office publicity department, and Jerome Black announced their engagement last week....Realart prexy Joseph Harris arrived last week from a month's European business trip....The Elysee launched the new season with the American premiere of Sacha Guitry's "Private Life Of An Actor."

Harold Eskin and Herb Fenton have been making almost daily trips recently to the two new houses recently added to the Eskin Circuit, the Middlesex and the Capitol, Middletown, Conn.

The third in a series of regional meetings preceding the George Dembow Tribute Drive, which honors George F. Dembow, National Screen Service vice-president in charge of sales, was held last week. The meeting was presided over by eastern drive captain William Bein. In addition to Bein, the meeting was attended by Leo Abrams, district manager; from New York, Harold Bennet, branch manager; Joe Katzoff, Jack Levy, and Henry Reiner, salesmen; from Boston, Harry Kirchgessner, branch manager; Maynard



T.E. Hunting, city manager for Walter Reade Theatres in Red Bank, N.J., recently used one-time vaudeville star Bobby Barry for a novel bally in connection with the run of 20th-Fox's "Give My Regards To Broadway", Carlton.

Sickels, and Fred Stoloff, salesman, and from Buffalo, Jack Goldstein, branch manager; Sam Geffen, salesman, and Adolph Edman, representing Albany and New Haven.

Police last fortnight booked Robert Paul DeFuller for assault and robbery, violation of the Sullivan Law, and possession of burglary tools after the prisoner was charged with entering the Superior, and breaking open vending machines. DeFuller was reported to have confessed a recent \$400 holdup at the 68th Street Playhouse.

Paul Graetz, producer of "Le Diable Au Corps", returned last week from France, where he just completed a new film, "Vincent Van Gogh."

New York State

ALBANY

The Daily Film Renter, London, England, had this to say recently about C.J. Latta, who used to be WB Theatres zone chief here: "Made my first acquaintance with C.J. Latta, new managing director of Associated British, in company with Jack Goodlatte, over a most pleasant lunch just before the weekend. Very much impressed with his personality, who spent his working life in the theatre field in America and a great number of years with the Warner theatres. Found him charming and a very keen theatre executive. Was telling me



The Rivoli, New York, recently had 10 of its prettiest aides wear gloves inspired by the design of those that Rosalind Russell wears in the RKO picture "The Velvet Touch", in connection with the run of that picture there.

that, in company with Jack, he visited many of the corporation's theatres, and it was obvious was greatly impressed with the way in which they are run and with their maintenance. One of the very best types of American executives. I should say, nothing at all bombastic about him, just a good businessman who thoroughly knows his job. The rain was pouring down, and yet, despite all the inconveniences of our climate, it was easy to see he finds it no hardship to take up residence in this country, for which he has always had an immense liking. I had the feeling that ABPC affairs were in the hands of a really understanding personality. I shall look forward to meeting him again in the not far distant future."

Condolences were being extended to Neil Hellman upon the death of his father, Harry Hellman on Sept. 6. The firm which bears his name now operates seven theatres.

B.G. Kranze, vice-president and general sales manager, Film Classics, Inc., was a recent visitor to the Warner Theatres' office....The theatre opened by George DuBois two years ago at St. Regis Falls was recently destroyed by fire....Leo Rosen, formerly manager, Strand, Albany, and more recently assistant general manager with Hellman Theatre Enterprises, has been appointed promotion manager, WROW.

It is reported that Bernard Lydamore has purchased the interest of his partner Joe Payment in the Star, Star Lake.

A great many Variety Club members, wives, and friends enjoyed the first Variety Club, Tent 9, clam bake held at Picard's Grove, New Salem....The Family, Watervliet, and the Regent, Cohoes, both of which have been closed about two years, are expected to reopen soon under new management.

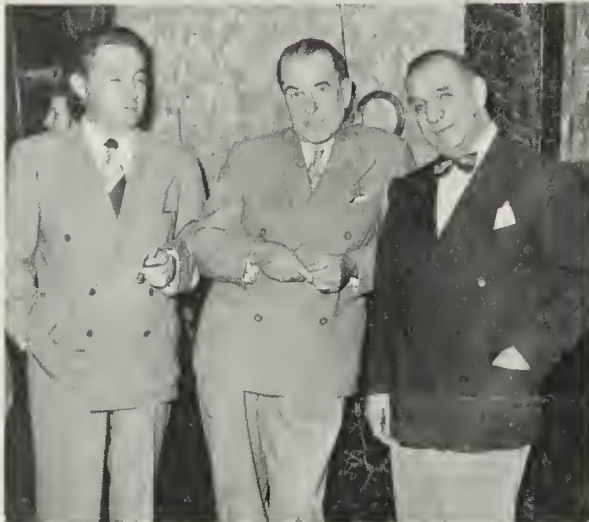
Carl Bovey, Strand assistant, was spending his days off at Gloversville, where he started with the Schine Circuit....Dick Dennigan has taken over the Crescent, Philadelphia, in the North Country....Bennett Goldstein, Loew's booker and office manager and family were spending a week's vacation in New York.

Eagle Lion's new employee is Marilyn Allen, contract clerk, replacing Mary Quigley, resigned....Arthur Price, Monogram, was in town to exploit "The Babe Ruth Story"....Maury Pessaro, Classic, New York, was another visitor. -M.E.B.

BUFFALO

Merritt A. Kyser, president, Motion Picture Theatre Owners, urged members to attend the Theatre Owners of America convention in the Drake Hotel, Chicago, on Sept. 24 and 25, with expediting sessions on Sept. 23.

A.J. Rademaker, branch manager, Altec, was in from New York....Leo Murphy, Price Theatre Premiums and Farmer Boy Popcorn, celebrated a



Seen at the recent New York premiere of RKO's "The Velvet Touch" were, left to right, Harold Holt, S. Barret McCormick, and M. Salmon, manager, Rivoli.

birthday. Wife Ruth, roasting a large turkey and all the fixin's, had a surprise party at Grand Island to celebrate.

Lew Leisler is now sales representative for Eagle-Lion, handling the Buffalo territory....Matthew V. Sullivan, for many years branch manager, United Artists, and more recently with the Wurlitzer Music Company, resigned to join Film Classics as branch manager in Milwaukee. Many friends wish him luck.

Pearl Sherwood, Film Building, was off to New York on her annual vacation during which time X-rays were taken to determine the cause of her leg ailment.

Gus Basil, president, Basil Brothers Circuit, was in New York to bid "bon voyage" to his wife Mary, who sailed with her brother, Gus Anthony, for South America to visit their sister in Montevideo, where they will remain until Christmas.

Western New York theatres are co-operating in the Community Chest by running trailers from Oct. 7-21. Charlie Taylor, Shea's ad chief, is motion picture chairman.

Meyer Fox resigned from Columbia as Buffalo sales representative after five years, moving his family back to



Shown above is one of the sample illustrations which the Cinema Stamp Collectors Club of New York submitted to the Postmaster General recently with the suggestion that it be made into one of a series of stamps about motion pictures and the industry. The subject is Rita Hayworth, and Columbia's "The Loves Of Carmen", isn't overlooked.

Boston....Phil Fox, Columbia branch manager, returned from a vacation spent in Boston....Beverly Lehman, Eagle Lion, was taken to dinner by her fellow employees, and presented with a Toastmaster for a wedding gift.

Frank Quinlivan, Gammel Circuit, celebrated a birthday, with cake, candles, and all the trimmings.

Charlie Baron, Eagle Lion exploiteer, hopped off one plane from Pittsburgh, and had no sooner hung up his hat when he was notified he was to return to Pittsburgh and open the new S. Manos theatre in Wheeling, W. Va., with Eagle Lion's "Ruthless" and "The Spiritualist"

Miss Jennie Labus was named Buffalo's "Teen Queen", and entered in the finals for the national "Teen Queen" crown in a contest conducted by Shea's Great Lakes and the E.W. Edwards and Son Department store in conjunction with "A Date With Judy"

President Merritt A. Kyser, MPTO of New York State, Inc. held a board of directors meeting prior to his departure for the National Convention at the Drake Hotel, Chicago. -M.G.

ELMIRA

Resignation of two managers in R.E. Crabill's Buffalo district of Warner Theatres caused several changes in the managerial line-up. Ken Rockwell, manager, Steuben and Strand, Hornell, resigned because of his wife's health, succeeded by Horace Robinson, formerly at the Regent, Elmira, where Jack Burns takes the helm. Burns had been an assistant at Hornell and Olean. No successor has been appointed to succeed Mike Belloma, Strand, Elmira, resigned.

Bill Leggiero, former Warner manager, who now operates his own business in nearby Horseheads, has been ailing....John Osborne was in for conferences with Colonial manager Tom Roberts....R.W. Crabill, Jr., son of the Warner district manager, was a visitor after a summer working as a Department of Agriculture expert....Jules Curley, Keeney, is back from a vacation in which he played a lot of golf, but still failed to break that 110....Fritz Schweppe, Capitol, was very proud of his new air-conditioning system, which he put in operation late this summer....Paul Sahy, Keeney, New York State secretary, IATSE, spent a month's vacation at the lake, with time out to arrange the banquet for the national IA convention at Cleveland....Irving Fried, Tri-State Candy Company, was in

Two new theatres are under construction in the immediate vicinity of Elmira. Ground was recently broken at Elmira Heights for a new 700-seat theatre being built by Fritz Schweppe, owner, Capitol, Elmira. A drive-in on the Elmira-Conning Road is being built by the Berinstein interests, expected to be in operation next summer. Screen framework is up, and grading under way. The Berinsteins operate three theatres in Ithaca, and, at one

time, operated the present Warner Theatres in Elmira, the Keeney, Regent, and Strand.

Elmira's newest radio station, WELM, which has been in operation about a year, has been sold by Robert Meacham to The Corning Leader, pending FCC approval. The situation is rather unusual, with a newspaper buying a station in a larger city, 20 miles away.

R.E. Crabill was in Albany for confabs with WB Theatres zone manager C.A. Smakwitz and zone officials.... John Speen, Keeney assistant, was acting manager at the Regent for six weeks during the summer while Horace Robinson went the rounds as vacation relief manager.... Warner Theatres sound engineer Dave Broadhead was on vacation.

JAMESTOWN

Two members of the company of Willard, the magician, were injured in an auto accident enroute from Batavia to Jamestown, and manager Gus Nestle was tearing his hair when the show was unable to make the matinee at the Palace. Carrying on in show-business tradition, however, Willard presented his show for evening performances.

PHELPS

Kermit and Helen Suhre, former exhibs here, recently announced the purchase of the theatre building and equipment at Lyons, Ind., and the theatre, renamed the Lyons, opened on Sept. 12. The Suhres, along with their eight year-old son Stephen, moved to Lyons from Westfield, Ind.

ROCHESTER

The arrest of Mike Carr, World, on an alleged racial discrimination charge was followed by a meeting of independent exhibs and managers in the Regent to discuss organizing a new theatre executives association. Some 15 were present, including Max Fogel and Bill Tishkoff, officers of a former association; Lester Pollock, James Eshelman, Francis Anderson, Gus DePauw, and Howard Carroll. Carr described the incident that led to the action against him.

The Barn, amusement center given by publisher Frank Gannett to the youth of Rochester, installed new projection equipment, and will give film shows



Judy Gainford, recently chosen "Miss Australia", pins an orchid on Eddie Cantor upon her recent arrival in New York while wife Ida watches.

Sunday evenings in the Cabaret theatre.

Stewart Adair, new manager, Embassy, and bridegroom of two months, found an apartment within three days after transferring from Ithaca.... There's romance in the air at the RKO Palace. The always busy and charming Sylvia Flaxman revealed her engagement to Gilbert Rosenbaum, Plainfield, N.J., who will be a junior at U. of R. this year. Her many friends wish her luck.

Amy Croughton, The Times-Union film critic, was vacationing in Boston.... Hugo Paris, assistant manager, RKO Temple, was in New York... The beautiful Josephine Grande Lipton, former theatre aide, is the mother of a baby brother for her year-old daughter, Margaret.

Lester Pollock, Loew's, arranged an attractive lobby display of five coming films featuring a popularity contest, with patrons invited to vote for their favorite.... Hank Howard, RKO rep, was in from Buffalo conferring with Palace manager Francis Anderson.

The Canandaigua Messenger is feuding editorially with James Martina, head, Martina Circuit, over delay in clearing the Main Street site of fire debris and erecting the proposed Martina. The Schine Circuit operates the two present theatres in Canandaigua.

Hav Nash again is handling the advertising for the Embassy, where continued improvements are rapidly transforming this former burlesque house.

Manager Anderson, RKO Palace, literally plastered the town, including the ballpark, with "The Story of Babe Ruth" posters, conducted a radio contest for the best essay on "What was Babe Ruth's best contribution to his time?" with autographed baseballs, statuettes, and copies of the book as prizes, and also featured a tie-in with White Tower hamburgers.

Frank Cunningham, Loew's, celebrated his 48th wedding anniversary.... Harmon J. Smith was acting as chief projectionist, Embassy. -D.R.

SCHENECTADY

Schenectady's summer program in its playgrounds and parks came to a recent finale, with the curtain-closer free movies "Up In Central Park"... Eddie Cantor slipped into the city recently for a UJA drive banquet and meeting.

Gloria Dawson, Erie, is in the process of finishing up her duties there, readying a dress-shop here, where she will do her own designing. The replacement is Arlene Voegtling, a member of one of Schenectady's police families.

A bit of showmanship is entering the city's plans for its United Nations festival marking its sesquicentennial observance. The "Sultan of Bah-Ruba" recently journeyed into a City Hall meeting with his coterie of harem girls. All theatre men in the city denied a part in the gag, and who's kidding?

Phil Rapp, manager, State, reports new faces among the aides' ranks, what with some of the summer-only help whisking back to public schools.

Moe Klein's son, Russell, celebrated his second birthday, and H.L. Truax, Strand, took a little time one day to watch his 70th year enter the picture. Bruce Rapp, year-and-a-half-old son of Lou Rapp, manager, Strand, was "doing fine", his pop reports, after his initial vaccination... Henry Gagne

(continued on next page)

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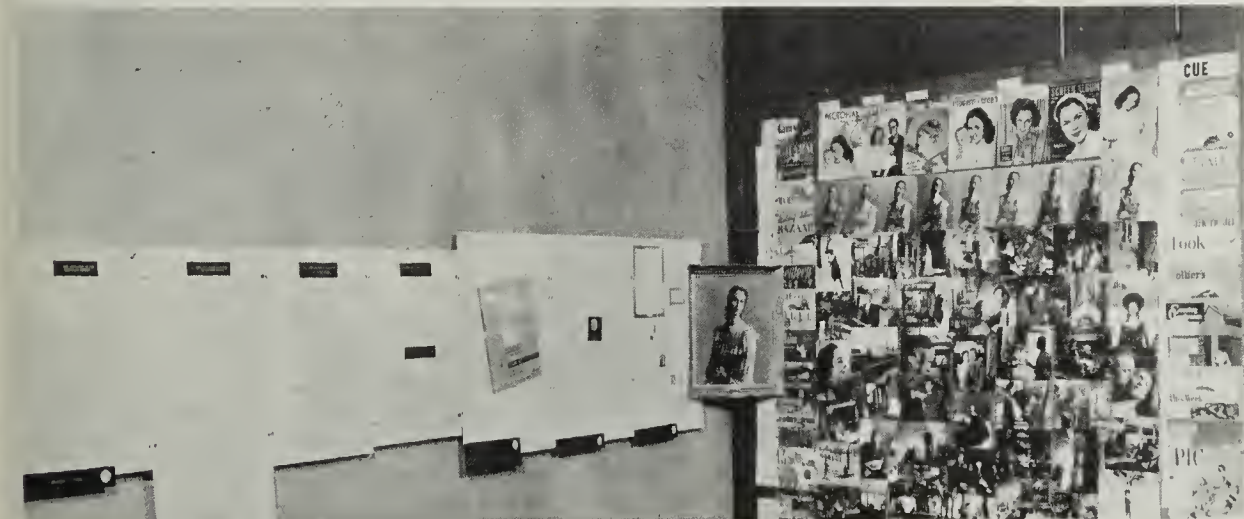
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To spark a special exploitation session on the SRO lot, the sales department recently had all publicity and exploitation material assembled on one stage to make for easier discussion of campaigns on SRO's latest, "Portrait of Jennie."

EYEING THE

Exchanges

NEW YORK: Extensive plans are being made in the promotion of the Will Rogers Memorial Fund Drive at all the exchanges. Various prizes including radios, appliances, and tickets to first-run Broadway houses are being set. Active are David A. Levy, Nathan Cohn, Leonard Gruenberg, Henry Randel, J.J. Bowen, Nathan Furst, Clarence Eiseman, Seymour Florin, and Jack Ellis. Robert J. Fannon has been appointed captain of the local film carriers.

MGM: Helen Levy, booker's clerk, returned from Atlantic Beach, L.I.... Lou Allerhand, Jersey salesman, was welcomed back after a half-month up at Cape Cod.... Dave Klein, booker, was back after a week at the Jersey shore.... Suzanne Armand, secretary to branch manager Ben Abner, celebrated her birthday on Sept. 17. Ethel Lewis, cashier, and Carmen George, shipper, were a year older on Sept. 19 and 21, respectively.... Harry Margolies, Long Island booker, got two for three in a losing game against 20th Century to wind up the season with a Ruthian batting average of .647.... Rose Gellis, biller, joined the staff.

U-INTERNATIONAL: Sadie Cohen, contract clerk, Lenny Rudman, print booker, and Johnny Cronin, film room, returned from vacations.... Harry Krantz, office aide, resigned.... Hal Rosen's famous son, Jerry, recovered from chicken pox in time to get the mumps.... Harry Tissot was back from vacation.... Mel Sherman was out for a week with a bad back.... The former Esther Lockowitz, ex-billing clerk, now Mrs. Daniel Gross, is expecting in December.

EAGLE LION: Lillian Dollard, secretary, returned after a vacation at Cape Cod.... Edith Stamm Feibisch, booking department, returned from her honeymoon. Lou Wexler returned after spending his vacation moving from New Rochelle to Great Neck, L.I.... Sol Konecoff returned from vacation tanned as an indian.... Evelyn Gottlieb, secretary, resigned to go back to Texas University.

UNITED ARTISTS: Pat Macrone, office manager, was back from his vacation in New Hampshire.... Harry Newman, head shipper, was back from his vacation in Red Bank, N.J.... Elizabeth Brewer, statistical clerk, was vacationing in the Poconos.... Ike Levy, Greenwood, Trenton, N.J., was a visitor.... Mary Bolnick, film room inspectress, celebrated a birthday.... Ira Mainhardt, Tacme Film Delivery, celebrated his first wedding anniversary on Sept. 5.... Violet Fucci, telephone operator, resigned to work for Brandt.... Dick Perry, upstate salesman, brought in a large amount of playdates, to the satisfaction of booker Ben Levine.



Cesar Romero inspects the day's catch while Dana Andrews settles a bet with Dean Stockwell in the interesting 20th Century-Fox production, "Deep Waters".

NATIONAL SCREEN SERVICE: The company finished second in the softball league with a 6-2 average.... Florence Breslau, personnel, returned from her vacation.... Amelia Respol, accounting department, left for a month to get married.... The office was shocked by the recent passing of the husband of Goldie Galinger, tabulating department.... New employees were Margaret Ehrenberg, contract clerk; Marie Schaffer, billing machine operator; Ann Hayes, secretary; Leonard Kirtman, clerk; Marie Bevacqua, typist; Stella Russo, clerk, and Edward Weingast, Jr., accounting.

20TH CENTURY-FOX: Bill Ahrbecker returned from his vacation as did Bob Anderson, shipper.... Ann Buchdahl, broker's clerk, celebrated her birthday.... Moe Kurtz, Jersey salesman, became a beaming grandfather.... Alice Norvilla, typist, joined the staff.... Illness claimed George Blenderman, head booker; Henrietta Barnes, bookkeeper, and Alex Arnsvalder, booking department.

PARAMOUNT: Mrs. Helen Wentzel and Gloria Genovese, ledger clerks, were on vacation.... Richard Schultz, contract clerk, was upstate on vacation.... Ruth Richardson, billing clerk, who was recovering from an illness, visited.

RAMBLIN' 'ROUND: At RKO, Dot Post, Long Island booker, returned from her vacation, and Joyce Gastworth, typist, resigned to return to college.... Toby Rosenthal, secretary, Columbia, was on vacation.... Gloria Sheldon, secretary, Republic, was engaged on Sept. 4.... Screen Guild moved its offices on Sept. 13 to the 11th floor in the

Film Center building.... Roslyn Schwartzbach joined Astor as bookkeeper.... Sylvia Tarloff, Bell secretary, celebrated another birthday on Sept. 24.... Larry Kulick, Bell, returned from Connecticut on business, and booker Lou Solkoff joined his parents in celebration of their golden wedding anniversary.... John Constantino joined the Film Classics staff as office manager.... Famous is releasing "Submarine Base" and "Waterfront" during September.... Jerome J. Cohen, insurance specialist, was on a Caribbean cruise.

SCHENECTADY

(continued from preceding page)

was back at the Strand's door after a five-year lapse at one of the city's major industrial plants.

After 10 years with Fabian houses here, his last spent as assistant manager, Strand, Nick Pintavalli resigned to become an accountant at Burtiss Motor Sales.... Guy Graves, Fabian city manager, reported things quiet as usual at Proctor's.

Bob Griffeth, assistant manager, Plaza, worked like mad trying to pull a lucky number from a box on the stage at the weekly luggage give-away program. He dipped into the box about 40 times before he pulled out a number for which someone had the mate. Manager Dick Murphy watched the work from the back of the house.

Sam Sigman, vice-president, United Automatic Vending Company, Inc., Albany, recently was in the Plaza checking up on his soft-drink machine.



Cornel Wilde is taken to the hospital while Linda Darnell, deeply worried, looks on in this scene from the 20th Century-Fox production, "The Walls of Jericho".

NEWS OF THE

Territory

Philadelphia

Crosstown

A neighborhood theatre was doing "fair" business last week. At one time, standing room developed, and the aides were holding the crowds back with their arms. The ropes were not available. A lady (?) patron bit one of the lads on the finger, saying at the same time, "C'mon open up, make with the seats already!" (Name and address on request.)

Frederick Brisson, executive producer, Independent Artists releasing through RKO, was in town to attend the opening of the musical "Where's Charlie?", in which his company is financially interested, at the Forrest.

Twentieth Century-Fox's "Apartment For Peggy" was given a sneak preview at the Fox last week.

Vine Street

Plans for the film industry to play a prominent part in a coordinated national "Food For Israel" Drive were set at a recent luncheon which took place at the Locust Club, when theatremen met with Zionist Organization of America officials. The luncheon was actually called to arrange a "Food For Israel" week on a local basis, with theatres serving as collection centers for contributions from the public. However, the scope of the idea was broadened at the suggestion of Everett Callow, Stanley-Warner publicity head, who felt that simultaneous collections all over the country would be most expedient. Callow, along with Michael Egnal, exhib and Philadelphia ZOA president, and Max Slep, ZOA, were to go to New York for a ZOA executive committee meeting, to propose the idea. If this is adopted, then leading industry figures as well as other prominent personalities will spearhead the drive, using a "Philadelphia Plan" for collections as a basis for collections all over the country. Other theatremen attending the luncheon were: Martin Ellis, A. M. Ellis Circuit; Harry Botwick, Paramount Theatres city manager; Lewen Pizor, UMPTO head, and Mike Felt, Felt Circuit and Variety Club Chief Barker.

Leon Behal, one of the Street's real old-timers, who has been sick for quite some time, had a relapse. However, his friends will be glad to learn that he is resting comfortably at home again, where he would like to have some visitors.

Paramount mid-eastern division sales manager Earle W. Sweigert announced the appointment of John E. Kane as salesman in the Scranton and Wilkes-Barre territory. Kane's rise at Paramount has been consistent with the company policy of promotion within the ranks. He came to the local branch as an assistant shipper in 1946, after being honorably discharged from the Marine Corps. Later, in 1946, he advanced to shipper, and, when his abilities were recognized, he was again advanced to the post of office manager in training. He remained in that position until the present promotion. Kane is married, and lives in Camden, N. J.

Twentieth Century-Fox is inaugurating one of the most important drives in its history, "A Fox Subject Every Day In November." Exchange chairmen are Frank

Kelly, Nat Rosen, and Lillie Rosentoor, while exhibitor chairmen are A. R. Boyd, John Nolan, and Jay Emanuel, publisher of THE EXHIBITOR. The whole-hearted co-operation of every exhibitor will be appreciated.

Sam Diamond, branch manager, 20th Century-Fox, announced last week that dates were being accepted on "Report For Action," for which the exchange is handling physical distribution. This is the official "Youth Month," Sept. 1-30, two-reel subject on juvenile delinquency, designed for showing during non-operating theatre hours by local groups representing schools, churches, children's courts, youth organizations, and social welfare agencies. Lewen Pizor, UMPTO board, is exhibitor chairman in this area.

The Molivers ("Mom and Dad") were happy over Hygienic's picture breaking records at the Towers, Camden, N. J. They also celebrated their 11th wedding anniversary last week.

Monogram's sales manager Sam Palan was recuperating last week. . . . Alice O'Donnell, Eagle Lion bookers' stenographer, suffered an appendectomy. She is in St. Agnes Hospital. . . . The local Eagle Lion branch is in first place in the J. Arthur Rank division of the Bill Heine-man Drive. . . . Grace Ambrosini, Eagle Lion contract department, was on vacation. . . . Sarah O'Brien and Jackie Munn, Clark Film, were also on their time off last week.

Maury Schwartz is no longer associated with Principal Films. . . . Milt Young, Columbia exploiteer, was busy working in Syracuse, N. Y., last week. . . . Marie Blank, Columbia assistant cashier, left to be married on Sept. 18.

Columbia office manager Walt Donahue's son, Walt, Jr., was married on Sept. 11. He is a former paratrooper, now attending Villanova College. . . . Esther Rudo, Columbia secretary, and Pauline Shuster, National Screen Service, will soon be New Orleans-bound for a vacation in the southern city.

Estelle Weiner, SRO secretary, will celebrate another birthday on Oct. 14. . . . Marie Schaeffer, 20th Century-Fox booking department, was an Ocean City, N. J., vacationist. . . . Joyce Rosenberg, 20th Century-Fox cashier's department, was also on vacation. . . . RKO office manager Addie Gottshalk finally got some of his vacation time off.

Irene Goenner, secretary to the Warner branch manager, was on vacation last week. . . . Clark Film supervisor Dave Rosen returned nice and tanned from his vacation, and was welcomed back to the street by certain open arms. . . . The local



Ted Schlanger, Stanley-Warner Theatre zone head, is one of the men who has been doing such a good job for the Will Rogers Memorial Hospital drive in this area. At the present time, Stanley-Warner Theatres is \$3,000 over its quota, originally set at \$12,500.

MGM exchange has on display an attractive 40x60 on the Will Rogers Memorial Hospital Drive, asking for exhibitor contributions.

Lou Formato, MGM branch manager, one of the men originally announced to take the company's executive training course at the New York home office, will be unable, because of business obligations in his territory, to take the course at this time. . . . Nelson Wax, Boxoffice Attractions, attended the Realart Pictures convention in New York this week. . . . The National Screen Service branch was all decorated with pennants for the Dembow drive. The slogan is "Do It For Dembow." . . . National Screen Service office manager Moe Koppelman was due back from Detroit, where he had been assisting in straightening out some matters at the NSS branch there. . . . Among enthusiastic Vine Streeters last week were Republic branch manager Max Gillis, who claimed he had several big 'uns coming up.

In a bulletin issued last week, Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., commented on the recent decision of Federal Judge Nordbye in Minneapolis in which ASCAP suffered "a mortal blow"; exhibitor members were urged to get behind the celebration of "Pennsylvania Week," Sept. 26-Oct. 2, and support was urged for "Youth Month" and "Hire The Handicapped Week" starting on Oct. 3.

Charles Zagrans, RKO branch head, became a grandfather for the third time when on Sept. 17, at 2.15 a. m., a second daughter, weighing seven pounds, six ounces, was born to his daughter, Mrs. Leonard Melnick. Dad, mother, and babe are doing fine. It was reported that the child would be called Nedda, after the RKO company head, Ned E. Depinet.

Circuits

Stanley-Warner

Frederick Brisson, producer of "The Velvet Touch" and husband of the star of the picture, Rosalind Russell, was a visitor along with Bill Ruder, press representative. Ruder will be remembered for the job he did when he had Virginia Mayo in town for the opening of "The Secret Life Of Walter Mitty." Ruder, head of exploitation for Samuel Goldwyn Productions for the past several years, resigned to form his own publicity and exploitation firm, with offices in the Hotel Lombardy, New York, in association with David Finn, formerly with the American Artists group.

Elmer Risley, Grange manager, has been transferred to the Lindley. Robert Anderson, former assistant, Orpheum, becomes manager, Grange.

The Warner Club's Board of Governors met to elect officers for the coming year.

Harold Polin, billing department head, returned from the Labor Day weekend down at the shore with a slight cold that now has him bedded with a bad case of bronchitis. . . . Rosie Schneider, booking office, and her husband, who returned to the states for a vacation from his job in Japan, were both in the Woman's Homeopathic Hospital last week.

Bernice Herman, A. J. Vanni's secretary, was surprised with a birthday cake, when she returned from lunch, by the other secretaries on the fourth floor. . . . Ted Schlanger and John Turner were in New York last week attending the zone managers' meetings. . . . Glamour girl Jerrie Greenberg, out-of-town booking office, is wearing a lovely new watch these days but she isn't doing any talking about the significance of the gift.

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By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

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Robert Rosenwald is the name of the new bookkeeper, and Bert Wolfman is the new secretary in Iz Litwin's office. Dave Starr, same office, was married last week, and the office crew presented him with a miniature shower of kitchen utensils besides some lovely sterling pieces.

Everett Callow spent two days in New York attending the advertising meeting in the home office presided over by Harry Goldberg. . . . Elizabeth Lamont, fourth floor receptionist, left the office in preparation for her coming wedding to Al Allen, out-of-town booker. The entire office presented the couple with a lovely wedding gift.

George Gomperts, former 20th Century-Fox exploiteer in this area, was in the publicity office to say "Hello" to Ev Callow and Irv Blumberg. Gomperts now operates his own publicity office in New York City.

Mike Weiss, 20th Century-Fox, was up and down the hall saying "good-bye" before he left for the west coast on a business trip.

Delaware

Wilmington

John Scope, 215 Trainer Street, Chester, Pa., took out a building permit at the office of New Castle county building inspector Hugh M. Smyth for a \$49,500 theatre at the DuPont Highway and Franklin Street in suburban Wilmington Manor, south of Wilmington. Harry Wolf, Philadelphia, is consulting engineer, and Charles E. E. Wagner, Philadelphia, is architectural consultant for the project. The contractor is W. S. Johnson and Son, Garden City, Chester.

Mr. and Mrs. Hercules Kalmer left for Elkins, W. Va., to attend the funeral of Dr. K. P. Kostakos, Elkins, who was killed in an automobile accident between Morgantown and Fairmount, W. Va. Dr. Kostakos managed the 750-seat Hippodrome and the 500-seat Manos, Elkins, W. Va., and was about to remodel a newly-leased house in Grafton, W. Va. He was a son-in-law of Michael Manos, president, Indiana County Theatres Company, Inc., Greensburg, Pa., operator of 22 theatres. Dr. Kostakos was best man at the wedding of Mr. and Mrs. Kalmer and godfather of their 11-month-old-son, Michael.

The Rialto marquee and outer lobby were repainted, and the Park was also doing clean-up-and-paint-up work on the front. . . . Jimmy Reed, Rialto, went to New York on his vacation. . . . The Park resumed a policy of Sunday matinees. . . . Nellie Curry, rejoined Loew's Aldine while Norma Ware was in the Wilmington General Hospital. . . . John R. Waller, chief projectionist, S-W Warner, and business manager, Local 473, returned from the IA convention. . . . Wilma Koczak, Earle, New Castle, plans to visit Hollywood studios during her trip to California at the end of this month. . . . Bill Page, projectionist, Earle, New Castle, was off for a couple of nights while his father was being operated on. Clayton Hunt substituted. . . . Mrs. Elsie Tompkins, assistant manager, Crest, Woodcrest, was on vacation, and Ina Graham, Crest, was on the sick list. . . . Dan Cudone, district manager, Merfalk Amusement Company, was in to see William Leute, manager, Edge Moor. . . . James Scott, assistant manager, S-W Grand, is completing his commercial art course through veterans' training at the Brown Vocational School. . . . THE EXHIBITOR correspondent contributed a theatre-

behind-the-scenes story to The Sunday Star.—HENRY L. SHOLLY.

New Jersey

Trenton

Paramount is featuring the famed band leader Paul Whiteman in a picture designed for the teen-age trade. The locale is nearby Lambertville, N. J., in which typical American town Whiteman has sponsored a recreation center for youth and other activities in behalf of the boy and girl teen-agers. Whiteman has a featured role in the picture which devotes one big scene to Lambertville, the buildings, schools, recreation halls, historical landmarks, etc.

Vin Henry, manager, Stacy, is back from a week's seashore vacation along the Jersey coast. Conley George handled affairs during Henry's absence.

The Sunday morning religious services in the Mayfair auditorium during August, conducted by the First Methodist Church congregation, were largely attended. Pictures were taken by cameraman Mike Fonda during the closing day's services. House manager Charles Sweet, a member of the church, arranged for the services.

Pennsylvania

Allentown

Lehigh County court, in an opinion by Judge John H. Diefenderfer, last week ordered operation of Leon M. Male's outdoor drive-in theatre in Whitehall township to be discontinued. The decision was based on the premise that operation of the theatre violated certain restrictions contained in the deed for the property on which it stands. The opinion was in the equity suit brought by George E. and Marguerite Rupp, Allentown R. 1, who reside only 250 feet from the theatre's sound screen. The theatre is located on R. 145, the North Seventh Street Pike. Defendants, in addition to Male, are Brighton C. Diefenderfer and Fred W. Diefenderfer, also of Allentown, who leased the land to Male. The Diefenderfers are executors of the will of the late Charles P. Diefenderfer, owner of a large tract of land on which the Rupp residence and the theatre are located.

Gettysburg

Mainly through the efforts of Sydney Poppay, S-W Majestic and Strand, Burgess C. A. Heiges issued a proclamation for the observance of "Youth Month." Residents were urged to cooperate in every way possible in the observance of this "Salute To Youth," and all programs planned in conjunction with this observance. The proclamation was heralded in local newspapers, and was reprinted in full.

Harrisburg

In connection with "The Babe Ruth Story," manager Jack O'Rear, Colonial, presented a memorial trophy to the Keystone, the area championship Junior American Legion baseball team. The presentation was made to the captain of the Keystone in the presence of Coach Bob Dugan and Robert Ogilvie, commander, Legion Post 27. A picture of the presentation was reproduced in The Evening News, and the trophy was displayed at the post home. O'Rear also promoted a special window featuring Baby Ruth candy and stills from the picture. A "Babe Ruth" sundae was advertised on large cards resembling baseballs, posted at a lunch counter.

To exploit "Harrisburg — My Home Town," State, manager Gerry Wollaston

included the local short subject in his copy for bus cards, and obtained plugs over WHGB by "Red" McCarthy and WCMB by Harriet Rothman. Four of the seven firms sponsoring the film cooperated in special newspaper advertising. . . . City Council has passed on first reading an ordinance to widen Aberdeen Street. If approved, this measure would cut 17½ feet off a three-story garage and parking lot now leased by Loew's Regent to a department store. . . . The hit tune, "This Is the Moment," from "The Lady In Ermine," State, was exploited by manager Gerry Wollaston at five music counters.

. . . Capital Hospital Service sponsored a special screening at the State of The March of Time's "The Case Of Mrs. Conrad." Doctors, hospital leaders, and social service workers attended. A lobby display also was arranged by the Capital Hospital Service. . . . Albert Conrad, student assistant, State, was among the September vacationists.

Hummels Wharf

Melvin Spigelmeyer, Roxy, Paxtonville; Star, McClure, and Keystone, Meiserville, opened his NuWay Drive-In. The spot has a 300-car capacity.

Lancaster

Exhibitors last fortnight were still opposing the proposed amusement tax bill, to become effective the latter part of October. The bill would put one cent tax on every 10 cents of admission, which, City Council claimed, was better than a straight 10 per cent tax. The tax would become effective on all forms of entertainment in the city for which admission is charged or paid, with the exception of charity affairs and a few others. In a 30-minute interview with City Council, representatives of exhibitors protested that they had kept their prices down when everything else was going up, and complained that they were now being penalized for it. They hinted that in the event the tax bill goes through, they will have to raise their prices.

Lebanon

Net loss in the big entertainment fiasco resulting from an attempt by the Lebanon Police Pension Fund Bureau to stage a benefit in the Hershey Arena,*covering a whole week, with radio, screen, and other stars as entertainers, is reported to be down to \$6,000, after reports had originally fixed it at \$22,000, an amount later revised downward to \$15,000. Mayor William Focht and members of the Pension Fund Bureau refused to talk after a closed session, but reports said the Arena had settled for several hundred dollars, instead of the \$3,000 rental contract price, and that \$7,500 of the \$10,000 for which the Tex Beneke band and Jane Russell, film star, had been engaged, had been paid. Another report said the "Truth or Consequences" radio show had reduced its price from \$11,500 to \$9,000. Government ticket tax charges of about \$2,500 have been paid.

Norristown

Acting on a petition signed by 237 voters in Plymouth Township, the Montgomery County Commissioners ordered placed on the November ballot a space for a vote on Sunday movies in Plymouth Township. The commissioners also enacted regulations establishing a no-parking area on both sides of Ridge Park, from Caldwell Lane to Chemical Road. Parking on Caldwell Lane for a distance of 1,200 feet off Ridge Pike also is prohibited, the several measures being passed to protect

motorists coming into or leaving the Ridge Pike Drive-In.

Borough Council here has amended its amusement ticket tax to relieve school children of tax payments. The exemptions, in an amendment to the tax ordinance, are thus listed: "That the provisions of this ordinance shall not apply to student tickets sold by bona fide school authorities to bona fide public, parochial, and private school students, covering school activities, nor to activities conducted by said students as students of such institutions." Thus far, Norristown's borough treasury has been enriched by more than \$51,000 this year through the amusements tax and the parking meter laws. The amusements tax, which went into effect on March 20, brought in \$20,465.61 in a five-month period. May was the best month, bringing in \$4,599.19. Part of this May report covered part of April.

David R. Sablosky is chairman of a general committee here in charge of the local observance of "Pennsylvania Week," Sept. 26-Oct. 2. Sablosky, of the Norris Amusement Company, has working with him the following other theatre executives: J. A. King, Jr., Elkins Park; Al Fisher, Glenside; Frederick Leopold, Ambler; Otis Kyger, Pottstown; Melvin Katz, Pottstown; Edwin F. Burrow, Lansdale; Daniel Katlin, Lansdale; Henry M. Pennys, Ardmore; Earl Kissinger, Conshohocken; Gilbert Helmke, Ardmore, and William Kanessky, Bryn Mawr.

Reading

Reading city officials, holding more conferences on means of finding more revenue for a shaky budget, hard hit by miscalculations as to volume of amusements taxes paid thus far in Reading, were again weighing sales taxes and wage tax proposals. Councilmen were surprised, and anything but pleased, to find that Reading is being held up, in other cities, as a bad example of the effects of theatre taxes. Reading officials learned that Lancaster councilmen were told at least one Reading theatre shut down, for four days a week, because the attendance was hit by the city amusements tax. Lancaster theatre men are also using the claim that the tax has kept a lot of outside patrons from coming into Reading theatres.

Guy Lombardo's orchestra opened the 1948-1949 vaudeville-picture combination in the Rajah. The Rajah policy calls for the name band-vaudeville combination for three days every week, Thursday to Saturday, inclusive.

Rajah booked the U. S. Marine Band for afternoon and night concerts on Oct. 6.

The big Reading Fair, rated the biggest attendance getter in Pennsylvania and several other states, for that matter, was responsible for a dull week in most Reading theatres. Once merely a farm products show, with horse racing and a midway carnival on the side, the fair now makes a bid, with plenty of highpriced stage, radio, and screen personalities, for persons seeking stage and screen entertainment, and draws enormous crowds. Each year, for several years, the fair has been breaking records, and this year's opener, a Sunday crowd of nearly 44,000 paid admissions, indicated that 1948 would be no exception.

A number of Berks County rural school districts are joining others with complete motion picture equipment. The latest is Center Township, eight miles north of Reading, which announces free movies for two to four nights a month throughout the new school term, nine months.

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GERMANTOWN

AVENUE

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TRADE SCREENINGS

WARNERS (230 N. 13th) Sept. 27, 2.30, "Johnny Belinda."

Harry Friedland's Majestic, Mt. Penn, resumed its Saturday matinees for children.

Paul E. Glase, manager, Embassy, learned of the new move by James H. Maury, formerly assistant to Glase in theatres here. Maury, manager, State, Allentown, for several years, is going to Miami to manage a big new drive-in theatre. He is a nephew of Walter Vincent, one of the founders of Wilmer and Vincent. His brother, Franklin, also formerly of Allentown, now manager of a house in Miami, will be associated with him in the drive-in management.

Mrs. James F. Moyer, wife of the manager, Ritz, was a surgical patient in the Reading Hospital.

Manager Bernard B. Keeney, Rajah, is staging midnight shows on Friday nights.

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Collection of amusements taxes from various forms of entertainment enterprises in Reading, under the 1948 tax ordinance, begins to look like a farce to theatremen, who are paying the greater part of the tax now being collected. The monthly report for the Aug. 10-September period, showing \$15,783.04 collected, gives \$15,534.32 as the amount collected on regular permits from the theatres. Temporary permit income was \$248.72. In addition to the above amounts, "Bingo" parlors paid the city \$278.67; clubs, taxes on public events, \$600.72; card parties and tournaments, \$38.19; commercial events at community centers, \$14.36; public dances, \$25.41; sports, \$15.27, and miscellaneous entertainments, \$206.27. With commercialized sports events in large numbers carried out every Saturday and Sunday, not to mention other days of the week, the \$15.27 tax payments by sports promoters is more or less of a mystery. One explanation is that sports promoters, committees and managers are using a subterfuge described as "free admissions," to evade the tax, at a number of sports fields. After the crowd is on hand for a game, a "voluntary collection" is taken. As the contribution expected is equivalent, in most cases, to the price of a ticket, and as there is nothing voluntary about a contribution when a sports fan knows he is expected to pay or "scram," the low tax take from sports events is more readily explained. Theatres, on the above basis, are the victims of discrimination. They sell tickets, and pay taxes. They do not take "collections," voluntary or otherwise. The total take per month, from the beginning of the amusements tax year last March, has been disappointing. The total, instead of approaching \$150,000 for six months, \$300,000 for a year, is much below the figures indicated. Thus far, \$112,272.67 has been collected, for six months. March payments were the highest, \$22,712.23; April, \$21,192.92; May, \$21,558; June, \$14,604.24, and July, \$16,422.24.

Scranton

The following Comerford theatres resumed vaudeville as of Sept. 20: Capitol, Scranton; Penn, Wilkes-Barre; Hippodrome, Pottsville, and Feeley, Hazleton. Shows are booked by Abe and Joe Feinberg, New York City.

Williamsport

J. D. Edwards, manager, Park, Williamsport, went to town with "The Case Of Mrs. Conrad," The March of Time short. He tied in with the Williamsport Hospital, Rothfuss Clinic, and The Blue Cross. Also, he had an exhibit of dolls, given by the hospital, costumed as nurses throughout the ages, in the theatre lobby, and had the hospital ambulance with large signs going around the city advertising the short. Buses were also used for signs. A special show for various groups also clicked.

Variety Club

Philadelphia, Tent 13

"Mickey" was screened through the courtesy of Eagle Lion.

Reservations are requested to be made at once for the annual golf tournament and dinner dance at Whitemarsh Valley Country Club on Sept. 24.

The National Release Date Guide, Which Is Always Found On the Inside Back Cover Of This Publication, Is the Most Authentic Service Of Its Kind.

KEY CITY

First Runs

WILMINGTON, DEL. (10)—Warner, "Life With Father" (WB); Loew's Aldine, "A Date With Judy" (MGM); Rialto, "The Walls Of Jericho" (20th-Fox); Queen, "Canon City" (EL); Arcadia, "Two Guys From Texas" (WB); Grand, "Adventures In Silverado" (Col.), "Big Town Scandal" (Para.).

PHILADELPHIA (13)—Aldine, "The Crusaders" (Para.); Boyd, "Luxury Liner" (MGM); Capitol, "Thunderhoof" (Col.), "King Of The Gamblers" (Rep.); Earle, "Pitfall" (UA); Fox, "Escape" (20th-Fox); Goldman, "One Touch Of Venus" (U-I); Karlton, "Abbott And Costello Meet Frankenstein" (U-I); Mastbaum, "Two Guys From Texas" (WB); Stanley, "Good Sam" (RKO); Stanton, "Race Street" (RKO).

TRENTON, N. J. (17)—Capitol, "Canon City" (EL); Trent, "Escape" (20th-Fox), "The Man From Texas" (EL); Lincoln, Palace, "A Foreign Affair" (Para.), "Shaggy" (Para.); Mayfair, "Duel In The Sun" (SRO).

READING (18)—Astor, "Letter From An Unknown Woman" (U-I); Embassy, "The Walls Of Jericho" (20th-Fox); Loew's, "The Time Of Your Life" (UA); Ritz, "Night Time In Nevada" (Rep.), "Gentleman From Nowhere" (Col.); Strand, "Fort Apache" (RKO); Warner, "Rope" (WB).



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Astor

BETRAYAL, THE—D—Leroy Collins, Myra Stanton, Verlie Cowan—Inferior all-Negro production—183m.—see July 21 issue.
DEADLINE—W—Sunset Carson, Pat Starling, Al Terry—Fair western—62m.—see May 12 issue.
FIGHTING MUSTANG—MUW—Sunset Carson, Al Terry, Pat Starling—Below-standard western—60m.—see March 31 issue.
WESTERN TERROR—MUW—Dave 'Tex' O'Brien, Claire Rochelle, George Morrell—Mediocre western—57m.—see March 3 issue.

Columbia

(1946-47 releases from 801 up;
 1947-48 releases from 901 up)

ADVENTURES IN SILVERADO—W—William Bishop, Gloria Henry, Forrest Tucker—Pleasing western for the duallers—75m.—see March 31 issue—(902).
ARKANSAS SWING, THE—ACMU—The Hoosier Hot Shots, Gloria Henry, Stuart Hart—Average action musical—63m.—see Aug. 4 issue—(953).
BEST MAN WINS—D—Edgar Buchanan, Anna Lee, Robert Shayne—Pleasing dualler—75m.—see May 12 issue—Leg.: B.—(901).
BLACK ARROW, THE—AD—Louis Hayward, Janet Blair, George Macready—Adventure film has the angles—76m.—see July 21 issue—(942).
BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Good horse story for the duallers—76m.—see Sept. 15 issue—(903).
BLAZING ACROSS THE PECOS—WMU—Charles Starrett, Smiley Burnette, Patricia White—Okeh 'Durango' entry—55m.—see Aug. 18 issue—(968).
BLONDIE'S REWARD—C—Penny Singleton, Arthur Lake, Larry Simms—Average series entry—67m.—see May 26 issue—(912).
CORONER CREEK—W—Randolph Scott, Marquerite Chapman, George Macready—Good western—90m.—see June 23 issue—(Cinecolor)—(939).
FULLER BRUSH MAN, THE—C—Red Skelton, Janet Blair, Don McGuire—Entertaining comedy—93m.—see May 12 issue—(928).
GENTLEMAN FROM NOWHERE, THE—MD—Warner Baxter, Fay Baker, Luis Van Rooten—For the lower half—66m.—see Sept. 15 issue—(916).
I SURRENDER, DEAR—MUD—Gloria Jean, David Street, Don McGuire—Pleasing filler for the lower half—70m.—see Sept. 15 issue.
LADY FROM SHANGHAI, THE—MD—Rita Hayworth, Orson Welles, Everett Sloane—Names will make the difference—87m.—see April 28 issue—Leg.: B.—(938).
LOST ONE, THE (La Traviata)—MU—Nelli Corradi, Gino Maltara, Manfredi Polverosi—High-rating picturization of opera, "La Traviata"—80m.—see April 28 issue—(Italian-made).
LOVES OF CARMEN, THE—ROMD—Rita Hayworth, Glenn Ford, Ron Randell—Colorful entry has names and angles to get the dough—97m.—see Sept. 1 issue—(Technicolor).
LULU BELLE—DMU—Dorothy Lamour, George Montgomery, Albert Dekker—Names will make the difference—87m.—see July 7 issue—Leg.: B.—(941).
MATING OF MILLIE, THE—C—Glenn Ford, Evelyn Keyes, Ron Randell—Good comedy—87m.—see March 17 issue—(940).
MY DOG RUSTY—D—Ted Donaldson, John Littel, Ann Doran—Pleasing lower half entry—67m.—see April 28 issue—(914).
PHANTOM VALLEY—MUW—Charles Starrett, Smiley Burnette, Virginia Hunter—Below series average—53m.—see March 17 issue—(965).
PORT SAID—Gloria Henry, William Bishop, Steven Geray—Adequate lower half entry—69m.—see April 28 issue—(909).
RETURN OF THE WHISTLER, THE—MD—Michael Duane, Lenore Aubert, Richard Lane—For the lower half—63m.—see March 17 issue—(920).
SIX-GUN LAW—MUW—Charles Starrett, Smiley Burnette, Nancy Saunders—Good western—54m.—see March 3 issue—(962).
SONG OF IDAHO—WCMU—Hoosier Hot Shots, Kirby Grant, June Vincent—Okeh musical western—66m.—see May 26 issue—(952).
STRAWBERRY ROAN, THE—MUW—Gene Autry, Gloria Henry, Jack Holt—Good Autry—79m.—see April 28 issue—(Cinecolor)—(982).
THUNDERHOOF—MD—Presford Foster, Mary Stuart, William Bishop—Absorbing outdoor entry—77m.—see June 23 issue—(904).
TRAIL TO LAREDO—WMU—Charles Starrett, Smiley Burnette, Jim Bonnon—Series average—53m.—see Sept. 15 issue—(967).
TRAPPED BY BOSTON BLACKIE—MD—Chester Morris, June Vincent, Richard Lane—Average series entry—67m.—see May 12 issue—(921).
WALK A CROOKED MILE—MD—Louis Hayward, Dennis O'Keefe, Louise Albritton—Good FBI meller—91½m.—see Sept. 15 issue.
WEST OF SONORA—MUW—Charles Starrett, Smiley Burnette, Anita Castle—Okeh 'Durango Kid'—55m.—see May 12 issue—(966).
WHIRLWIND RAIDERS—MUW—Charles Starrett, Smiley Burnette, Nancy Saunders—Good series entry—54m.—see June 9 issue—(963).

TO BE REVIEWED OR IN PRODUCTION

BIG SOMBRERO, THE—Gene Autry, Elena Verdugo, Stephen Dunne—(Cinecolor).
BLONDIE'S BIG DEAL—Arthur Lake, Penny Singleton, Larry Simms.
BLONDIE'S SECRET—Penny Singleton, Arthur Lake, Larry Simms.
BOSTON BLACKIE'S CHINESE VENTURE—Chester Morris, Maylia, Richard Lane.
CHALLENGE OF THE RANGE—Charles Starrett, Smiley Burnette, Poulou Raymond.
CRIME DOCTOR'S DIARY, THE—Warner Baxter, Lois Maxwell, Adele Jergens.
DARK PAST, THE—William Holden, Lee J. Cobb, Nina Foch.

THE EXHIBITOR SERVICE SECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION TWO
 Vol. 40, No. 20

SEPTEMBER 22, 1948

EL DORADO PASS—Charles Starrett, Smiley Burnette, Elena Verdugo.
GALLANT BLADE, THE—Larry Parks, Marguerite Chapman, Victor Jory—(Cinecolor).
HER WONDERFUL LIE—Jan Kiepura, Marta Eggerth, Janis Corter—(Italian-made).
JUNGLE JIM'S ADVENTURE—Johnny Weissmuller, Elena Verdugo, Myrna Dell.
KNOCK ON ANY DOOR—Humphrey Bogart, John Derek, Susan Perry—(Santana).
LADIES OF THE CHORUS—Adele Jergens, Rand Brooks, Marilyn Monroe.
LAW OF THE BARBARY COAST—William Bishop, Gloria Henry, Adele Jergens.
LEATHER GLOVES—Cameron Mitchell, Virginia Grey, Blake Edwards.
LOADED PISTOLS—Gene Autry, Barbara Britton, Jack Holt.
LONE WOLF AND HIS LADY, THE—Ron Randell, June Vincent, Alan Mowbray.
LOVERS, THE—Cornel Wilde, Patricia Knight, John Baragrey.
MAN FROM COLORADO, THE—Glenn Ford, William Holden, Ellen Drew—(Technicolor).
MANHATTAN ANGEL—Gloria Jean, Alice Tyrrell, Ross Ford.
MR. SOFT TOUCH—Glenn Ford, Evelyn Keyes, John Ireland.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
QUICK ON THE TRIGGER—Charles Starrett, Smiley Burnette.
RACING LUCK—Gloria Henry, Stanley Clements, David Bruce.
RETURN OF OCTOBER, THE—Glenn Ford, Terry Moore, James Gleason—(Technicolor).
RIDIN' THE LONE PINE TRAIL—Gene Autry, Patricia White, Jimmy Lloyd.
ROUGH SKETCH—Jennifer Jones, John Garfield, Pedro Armendariz.

RUSTY LEADS THE WAY—Ted Donaldson, Ann Doran, John Littel.
RUSTY SAVES A LIFE—Ted Donaldson, John Littel, Ann Doran.
SINGIN' SPURS—Hoosier Hot Shots, Patricia White, Kirby Grant.
SLIGHTLY FRENCH—Dorothy Lamour, Don Ameche, Janis Carter.
SMOKY MOUNTAIN MELODY—Roy Acuff, Smoky Mountain Boys.
SONG OF INDIA—Sobu, Gail Russell, Turhan Bey.
TRIPLE THREAT—Gloria Henry, Richard Crane, leading pro football stars.
UNDERCOVER MAN—Glenn Ford, Nina Foch, James Whitmore.
UNTAMED BREED, THE—Sonny Tufts, Barbara Britton, Gabby Hayes—(Cinecolor).
WALKING HILLS, THE—Randolph Scott, Ella Raines, William Bishop.

Eagle Lion

(1946-47 releases from 101 and 701 up;
 1947-48 releases from 801 up)

ADVENTURES OF GALLANT BESS—OD—Cameron Mitchell, Audrey Long, Fuzzy Knight—Pleasing outdoor show—73m.—see Sept. 1 issue—(Cinecolor)—(905).
ADVENTURES OF CASANOVA—AD—Arturo De Cordova, Lucille Bremer, Turhan Bey—Highly entertaining—83m.—see March 17 issue—(812).
ASSIGNED TO DANGER—MD—Gene Raymond, Noreen Nash, Mary Meade—Satisfactory meller for the duallers—66m.—see May 12 issue—(821).
BEHIND LOCKED DOORS—MD—Lucille Bremer, Richard Carlson, Douglas Fowley—Fair programmer for the duallers—61m.—see Sept. 15 issue—(906).
BLACK HILLS—MUW—Eddie Dean, Roscoe Ates, Shirley Patterson—Good series entry—58m.—see Feb. 4 issue—(851).
BLANCHE FURY—D—Valerie Hobson, Stewart Granger, Michael Gough—Adult import will need selling—93½m.—see Sept. 15 issue—(English-made)—(Technicolor).
CANON CITY—DOCMD—Scott Brady, Jeff Corey, Mabel Paige—High-rating documentary-type entry has the angles—82m.—see July 7 issue—(826).
CLOSE-UP—MD—Alan Baxter, Virginia Gilmore, Richard Kollmar—Programmer will fit nicely into the duallers—76m.—see April 28 issue—(824).
COBRA STRIKES, THE—MD—Sheila Ryan, Richard Fraser, Leslie Brooks—For the lower half—62m.—see May 26 issue—(820).
ENCHANTED VALLEY, THE—D—Alan Curtis, Anne Gwynne, Donn Gift—Exploitable film has strongest appeal for neighborhoods, small towns—77m.—see April 14 issue—(Cinecolor)—(817).
HANGMAN'S NOOSE (See The October Man).
HAWK OF POWDER RIVER, THE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Good Dean entry—54m.—see March 17 issue—(856).
HOLLOW TRIUMPH—D—Paul Henreid, Joan Bennett, Leslie Brooks—Names will make the difference—83m.—see Sept. 1 issue—(904).
IN THIS CORNER—D—Scott Brady, Anabel Shaw, Jimmy Millican—Good fight film for the duallers—61m.—see Sept. 15 issue—(903).
LADY AT MIDNIGHT—MD—Richard Denning, Frances Rafferty, Lora Lee Michel—For the duallers—61m.—see Aug. 4 issue—(831).
MAN FROM TEXAS—MUW—James Craig, Lynn Bari, Johnny Johnston—Mild western—71m.—see April 14 issue—(815).
MICKEY—ROMCMU—Lois Butler, Bill Goodwin, Irene Hervey—Pleasing program—87m.—see June 23 issue—(Cinecolor)—(825).
NOOSE HANGS HIGH, THE—C—Bud Abbott, Lou Costello, Cathy Downs—Abbott and Costello entry should find popular appeal—77m.—see April 14 issue—(819).
NORTHWEST STAMPEDE—OD—Joan Leslie, James Craig, Jack Oakie—Good outdoor show—76m.—see Sept. 1 issue—(Cinecolor)—(901).
OCTOBER MAN, THE (Hangman's Noose)—D—John Mills, Joan Greenwood, Edward Chapman—Average British entry—86m.—see March 31 issue—(English-made)—(818).

KEY

Leg. is the symbol for the Legion of Decency ratings which are included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either unobjectionable or unclassified.

Abbreviations following titles indicate type of picture.

ACD—Action drama
 AD—Adventure drama
 ACMU—Action musical
 ADM—Adult melodrama
 BID—Biographical drama
 BIDMU—Biographical drama with music
 C—Comedy
 CAR—Cartoon Feature
 CD—Comedy drama
 CDMU—Comedy drama musical
 CFAN—Comedy fantasy
 CFANMU—Comedy fantasy musical
 CMD—Comedy melodrama
 CMU—Comedy musical
 COMP—Compilation
 COSMD—Costume melodrama
 D—Drama
 DFAN—Drama fantasy
 DMU—Dramatic musical
 DOC—Documentary
 DOCD—Documentary drama
 DOCMD—Documentary melodrama
 ED—Educational feature
 F—Farce
 FAN—Fantasy
 FANMU—Fantasy musical
 FMD—Factual melodrama
 FMU—Farce musical
 HISD—Historical drama
 MDMU—Melodrama musical
 MD—Melodrama
 MUC—Musical comedy
 MUCD—Musical comedy drama
 MU—Musical
 MUSAT—Musical satire
 MUW—Musical western
 MY—Mystery
 MYC—Mystery comedy
 MYCM—Mystery comedy musical
 MYD—Mystery drama
 MYMD—Mystery melodrama
 MYMU—Mystery musical
 MYW—Mystery western
 NOV—Novelty
 OD—Outdoor drama
 OMD—Outdoor melodrama
 PD—Psychological drama
 ROMC—Romantic comedy
 ROMCMU—Romantic comedy musical
 ROMD—Romantic drama
 ROMDMU—Romantic drama with music
 SAT—Satire
 SCD—Sex comedy drama
 TRAV—Travelogue
 W—Western
 WC—Western comedy
 WCMU—Western comedy musical
 WD—Western drama
 WMD—Western melodrama
 WMDMU—Western melodrama musical
 WMU—Western Musical

PRAIRIE OUTLAWS—MUW—Eddie Dean, Roscoe Ates, Sarah Padden—Satisfactory series entry—57m.—see April 28 issue—(857).
RAW DEAL—MD—Dennis O'Keefe, Claire Trevor, Marsha Hunt—Exciting meller—78m.—see May 26 issue—(822).
RUTHLESS—D—Zachary Scott, Louis Hayward, Diana Lynn—Absorbing entry—102m.—see April 14 issue—Leg.: B.—(816).
SHED NO TEARS—D—Wallace Ford, June Vincent, Frank Albertson—Average dualler—70m.—see Aug. 4 issue—(829).
SPIRITUALIST, THE—D—Turhan Bey, Lynn Bari, Cathy O'Donnell—Intriguing meller has plenty of selling angles—79m.—see Aug. 18 issue—(827).
SWORD OF THE AVENGER—D—Ramon Del Gado, Sigrid Gurie, Ralph Morgan—Fair programmer for the dualers—76m.—see May 12 issue—(823).
TIOGA KID, THE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Good western—54m.—see March 17 issue—(858).
TORNADO RANGE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Routine—56m.—see March 3 issue—(854).
WESTWARD TRAIL, THE—MUW—Eddie Dean, Roscoe Ates, Phyllis Planchard—Average Dean entry—58m.—see March 17 issue—(855).

TO BE REVIEWED OR IN PRODUCTION

ALICE IN WONDERLAND—Carole Marsh, Steven Murray—(Anso-color)—(English-made).
ALL IN A GAME—James Brown, Noreen Nash, Sheila Ryan.
BIG CAT, THE—Lon McCallister, Peggy Ann Garner, Preston Foster—(Technicolor).
BROKEN JOURNEY—Phyllis Calvert, Margot Grahame, Francis L. Sullivan—(English-made).
CALENDAR, THE—Greta Gynt, John McCallum, Sonia Holm—(English-made).
CORPSE CAME CALLING, THE—Hugh Beaumont, Cheryl Walker, Paul Bryar.
ESTHER WATERS—Kathleen Ryan, Dirk Bogarde, Fay Compton—(English-made).
LET'S LIVE A LITTLE—Hedy Lamarr, Robert Cummings, Anna Sten.
LORD BYRON—Dennis Price, Mal Zetterling, Joan Greenwood—(English-made).
MAN WITHOUT A GUN—Bob Steele, Sid Saylor, Ellen Hall.
MILLION DOLLAR WEEKEND—Gene Raymond, Francis Lederer, Stephanie Paull.
MIRANDA—Googie Withers, Griffith Jones, Glynis Johns—(English-made).
MR. PERRIN AND MR. TRAIL—David Farrar, Marius Gering, Greta Gynt—(English-made).
OLIVER TWIST—Robert Newton, Kay Walsh, Alec Guinness—(English-made)—(828).
OLYMPIC GAMES OF 1948, THE—(English-made)—(Technicolor)—(902).
PAROLE, INC.—Michael O'Shea, Turhan Bey, Evelyn Ankers.
RED SHOES, THE—Anton Walbrook, Moira Shearer, Leonide Massine—(English-made)—(Technicolor).
RED STALLION IN THE ROCKIES—Jean Heather, Arthur Franz, Jim Davis—(Cinecolor).
REIGN OF TERROR—Robert Cummings, Arlene Dahl, Richard Basehart.
SARABAND—Stewart Granger, Françoise Rosay, Joan Greenwood—(English-made)—(Technicolor).
SCOTT OF THE ANTARCTIC—John Mills, Derek Bond, Anne Firth—(English-made)—(Technicolor).
SLEEPING CAR TO VENICE—Albert Lieven, Derrick De Marney, Jean Kent—(English-made).
STRANGE MRS. CRANE, THE—Marjorie Lord, Pierre Watkin, John McGuire.
TULSA—Susan Hayward, Robert Preston, Pedro Armendariz—(Technicolor).
29 CLUES—Richard Basehart, Scott Brady, Roy Roberts.
WHEN THE DEVIL DRIVES—James Cardwell, Jan Ford, Damian O'Flann.
WORLD AND LITTLE WILLIE, THE—Robert Young, June Lockhart.

Film Classics

ARGYLE SECRETS—MYMD—William Gargan, Marjorie Lord, Ralph Byrd—Dualler has exploitation possibilities—63m.—see May 12 issue.
BLONDE ICE—MD—Robert Paige, Leslie Brooks, Russ Vincent—Okeh dualler—73m.—see May 26 issue.
DEVIL'S CARGO—MYMD—John Calvert, Rochelle Hudson, Roscoe Karns—Satisfactory programmer for the dualers—61m.—see March 31 issue.
DISCOVERY—DOC—Admiral Byrd, and his group of scientists, astronomers, and naval personnel—Highly exploitable documentary—74m.—see July 9 issue—(Discovery).
MIRACULOUS JOURNEY—AD—Rory Calhoun, George Cleveland, Audrey Long—Exploitable entry for the lower half—76m.—see Sept. 1 issue—(Cinecolor).
MONEY MADNESS—D—Hugh Beaumont, Frances Rafferty, Harlan Wade—Interesting programmer for the dualers—73m.—see April 14 issue.
SOFIA—MD—Gene Raymond, Sigrid Gurie, Mischa Auer—Exploitable program—83m.—see Sept. 1 issue—(Cinecolor).
WILL IT HAPPEN AGAIN?—DOC—Adolph Hitler, Eva Braun, Herman Goering—Topical documentary has exploitation angles—61m.—see May 26 issue.

TO BE REVIEWED OR IN PRODUCTION

DATE WITH MURDER, A—John Calvert, Catherine Craig, Lyle Talbot.
INNER SANCTUM—Mary Beth Hughes, Charles Russell, Billy House.
UNKNOWN ISLAND—Virginia Grey, Barton MacLane, Philip Reed—(Cinecolor).

Metro-Goldwyn-Mayer

(1946-47 releases from 701 up;

1947-48 releases from 801 up;

1948-49 releases from 901 up)

BIG CITY—CDMU—Margaret O'Brien, Robert Preston, Danny Thomas—Names and angles will make the difference—103m.—see April 14 issue—(827).
BRIDE GOES WILD, THE—C—Van Johnson, June Allyson, Butch Jenkins—Topnotch comedy—98m.—see March 17 issue—(819).
DATE WITH JUDY, A—CMU—Wallace Berry, Jane Powell, Elizabeth Taylor—Entertaining entry for the family trade—112½m.—see July 7 issue—(Technicolor)—(831).
EASTER PARADE—MU—Judy Garland, Fred Astaire, Peter Lawford—Topnotch—103m.—see June 9 issue—(Technicolor)—(829).
GONE WITH THE WIND—D—Clark Gable, Leslie Howard, Olivia de Havilland—Reissue will still get the dough—228m.—see June 11 issue—(Technicolor)—(3000).
HOMECOMING—D—Clark Gable, Lana Turner, Anne Baxter—Solid—112m.—see April 14 issue—(826).
JULIA MISBEHAVES—C—Greer Garson, Walter Pidgeon, Peter Lawford—Names will make the difference—99m.—see Sept. 1 issue—(903)—Leg.: B.
LUXURY LINER—CMU—George Brent, Lauritz Melchior, Jane Powell—Good entertainment—98m.—see Sept. 1 issue—(Technicolor)—(901).
ON AN ISLAND WITH YOU—MUCD—Esther Williams, Peter Lawford, Jimmy Durante—Names and angles will make the difference—107m.—see May 12 issue—(Technicolor)—(828).
PIRATE, THE—MU—Judy Garland, Gene Kelly, Walter Slezak—Topnotch musical—101½m.—see April 14 issue—(Technicolor)—(825).
SEARCH, THE—D—Montgomery Clift, Aline MacMahon, Jarmila Novotna—Excellent dramatic entry—103m.—see March 31 issue—(830).
SECRET LAND, THE—DOC—Men and ships of the U. S. Navy. Narration by Robert Montgomery, Robert Taylor, and Van Heflin—Well-done documentary offers exploitation possibilities—71m.—see Sept. 1 issue—(Technicolor).
SOUTHERN YANKEE, A—F—Red Skelton, Brian Donlevy, Arlene Dahl—Skelton starrer packs plenty of laughs—90m.—see Sept. 1 issue—(902).
STATE OF THE UNION—CD—Spencer Tracy, Katherine Hepburn, Van Johnson—Excellent, timely entry—121m.—see April 14 issue—(824).
SUMMER HOLIDAY—ROMCMU—Mickey Rooney, Gloria De Haven, Walter Huston—High-rating comedy is headed for the better returns—92m.—see March 17 issue—(Technicolor)—(821).
TARZAN'S NEW YORK ADVENTURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Average reissue has the angles—71m.—see April 28 issue—(823).
TARZAN'S SECRET TREASURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Reissue should attract series' fans—80m.—see April 28 issue—(822).

TO BE REVIEWED OR IN PRODUCTION

ACT OF VIOLENCE—Van Heflin, Robert Ryan, Janet Leigh.
BARKLEYS OF BROADWAY, THE—Ginger Rogers, Fred Astaire, Oscar Levant—(Technicolor).
BRIBE, THE—Robert Taylor, Ava Gardner, Charles Laugh-ton.
CAUGHT—James Mason, Robert Ryan, Barbara Bel Geddes—(Enterprise).
COMMAND DECISION—Clark Gable, Walter Pidgeon, Van Johnson.
FORCE OF EVIL—John Garfield, Beatrice Pearson, Thomas Gomez—(Enterprise).
HILLS OF HOME—Edmund Gwenn, Janet Leigh, Tom Drake—(Technicolor).
KISSING BANDIT, THE—Frank Sinatra, Kathryn Grayson, J. Carroll Naish—(Technicolor).
LITTLE WOMEN—June Allyson, Margaret O'Brien, Elizabeth Taylor—(Technicolor).
PERSONAL TOUCH, THE—Lionel Barrymore, Lucille Bremer, Edward Arnold.
SECRET GARDEN, THE—Margaret O'Brien, Claude Jarman, Jr., Dean Stockwell.
SUN IN THE MORNING—Jeanette MacDonald, Lloyd Nolan, Claude Jarman, Jr.—(Technicolor).
3 GODFATHERS—John Wayne, Pedro Armendariz, Mae Marsh—(Argosy)—(Technicolor).
TAKE ME OUT TO THE BALL GAME—Gene Kelly, Frank Sinatra, Esther Williams—(Technicolor).
THREE MUSKETEERS, THE—Lana Turner, Gene Kelly, Van Heflin—(Technicolor).
WORDS AND MUSIC—Judy Garland, Mickey Rooney, June Allyson—(Technicolor).

Monogram

(1946-47 releases from 601 up;

1947-48 releases from 4701 up;

1948-49 releases from 4801 up)

BACK TRAIL—W—Johnny Mack Brown, Raymond Hatton, Mildred Coles—Just another western—53m.—see Aug. 18 issue.
CAMPUS SLEUTH—MYCM—Freddie Stewart, June Preisser, Warren Mills—For the lower half—57½m.—see March 31 issue—(4713).
COWBOY CAVALIER—WCMU—Jimmy Wakely, 'Cannonball' Taylor, Jan Bryant—Okeh series entry—54m.—see Sept. 1 issue.
CROSSED TRAILS—W—Johnny Mack Brown, Raymond Hatton, Lynne Carver—Routine—53m.—see May 12 issue—(4755).
DOCKS OF NEW ORLEANS—MYD—Roland Winters, Victor Sen Young, Mantan Moreland—Routine 'Chan' entry—64m.—see March 31 issue—(4712).
FIGHTING RANGER, THE—W—Johnny Mack Brown, Raymond Hatton, Christine Larson—Okeh series entry—57½m.—see Sept. 15 issue—(4753).

FRENCH LEAVE—CMD—Jackie Cooper, Jackie Coogan, Renee Godfrey—For the lower half—64m.—see April 28 issue—(4714).
FRONTIER AGENT—W—Johnny Mack Brown, Raymond Hatton, Reno Blair—Below average western—56m.—see June 9 issue—(4756).
GOLDEN EYE, THE—MYMD—Roland Winters, Wanda McKay, Victor Sen Young—Okeh series entry—69m.—see Sept. 29 issue—(4720).
I WOULDN'T BE IN YOUR SHOES—MD—Don Castle, Elyse Knox, Regis Toomey—Mild meller for the lower half—70m.—see May 12 issue—(4716).
JINX MONEY—MYC—Leo Gorcey, Huntz Hall, Betty Caldwell—One of the better series entries—68m.—see June 9 issue—(4717).
JOE PALOOKA IN WINNER TAKE ALL—MD—Joe Kirkwood, Elyse Knox, William Frawley—Good "Palooka"—64½m.—see Sept. 1 issue.
KIDNAPPED—AD—Roddy McDowell, Sue England, Dan O'Herlihy—Has exploitation possibilities—81m.—see Sept. 15 issue—(4725).
LAND OF THE LAWLESS—W—Johnny Mack Brown, Raymond Hatton, Christine McIntire—Average western—59m.—see May 28 issue—(671).
MICHAEL O'HALLORAN—D—Scotty Beckett, Allene Roberts, Tommy Cook—Interesting dualler should appeal most to nabes, small towns—79m.—see July 7 issue—(4719).
MUSIC MAN—DMU—Phil Brito, Freddie Stewart, June Preisser—Tuneful dualler—66m.—see Aug. 4 issue—(4721).
OKLAHOMA BLUES—MUW—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont—Good Wakely—56m.—see April 28 issue—(4761).
OVERLAND TRAILS—W—Johnny Mack Brown, Raymond Hatton, Virginia Belmont—Better than average for the series—58m.—see March 31 issue—(4751).
PARTNERS OF THE SUNSET—MUW—Jimmy Wakely, Dub Taylor, Christine Larson—Routine series entry—53m.—see June 9 issue—(4765).
RANGE RENEGADES—WMU—Jimmy Wakely, Jennifer Holt, 'Cannonball' Taylor—Fair western—54m.—see July 7 issue—(4766).
ROCKY—OD—Roddy McDowell, Edgar Barrier, Nita Hunter—Above average outdoor film should have good appeal—76m.—see March 3 issue—(4705).
SHERIFF OF MEDICINE BOW, THE—W—Johnny Mack Brown, Raymond Hatton, Evelyn Finley—Mild western—54½m.—see Sept. 15 issue—(4754).
SIGN OF THE WOLF—ACD—Michael Whalen, Grace Bradley, Darryl Hickman—Reissue for the dualers—69m.—see Sept. 3 issue—(4711).
16 FATHOMS DEEP—AD—Lon Chaney, Jr., Arthur Lake, Tanis Chandler—Colorful entry has plenty of selling angles—82m.—see Sept. 1 issue—(Lake)—(Anso-color)—(4801).
SHANGHAI CHEST, THE—MYD—Roland Winters, Mantan Moreland, Deannie Best—Okeh series entry—65m.—see July 21 issue—(4718).
SONG OF THE DRIFTER—MUW—Jimmy Wakely, 'Cannonball' Taylor, Mildred Coles—Typical series entry—53m.—see March 3 issue—(686).
STAGE STRUCK—MYD—Kane Richmond, Audrey Long, Conrad Nagel—For the lower half—70m.—see May 26 issue—(4715).
TRIGGERMAN—W—Johnny Mack Brown, Raymond Hatton, Virginia Carroll—Routine—56m.—see Aug. 4 issue—(4752).
WOLF CALL—OMD—John Carroll, Movita, Peter George Lynn—Reissue for the lower half—61m.—see May 26, '47 issue—(619).

TO BE REVIEWED OR IN PRODUCTION

GALLANT TEXAN, THE—Jimmy Wakely, 'Cannonball' Taylor.
GUNNING FOR JUSTICE—Johnny Mack Brown, Raymond Hatton, Evelyn Finley.
HEADIN' FOR TROUBLE—Jimmy Wakely, Cannonball Taylor.
INCIDENT—Warren Douglas, Jane Frazee, Joyce Compton.
IRON DUKES—Leo Gorcey, Huntz Hall, Frankie Darro.
JIGGS AND MAGGIE IN SOCIETY—Joe Yule, Renie Riano, June Harrison.
JOE PALOOKA IN THE BIG FIGHT—Leon Erroll, Joe Kirkwood, David Bruce.
KIDNAPPED—Roddy MacDowall, Dan O'Herlihy, Sue England—(4725).
MURDER LOVES COMPANY—Leo Gorcey, Bowery Boys.
OUTLAW BRAND—Jimmy Wakely, 'Cannonball' Taylor, Christine Larson.
RANGERS RIDE, THE—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont.
SILVER TRAILS—Jimmy Wakely, 'Cannonball' Taylor, Christine Larson—53m.—(4763).
SMUGGLERS' COVE—Leo Gorcey, Huntz Hall, Gabriel Dell—66m.—(4726).
TROUBLE MAKERS—Leo Gorcey, Huntz Hall, Helen Parrish.

Allied Artists

(1947-48 releases from AA-1 up)

BABE RUTH STORY, THE—BIDMU—William Bendix, Claire Trevor, Charles Bickford—Topnotch—106m.—see Aug. 4 issue—(AA-10).
DUDE GOES WEST, THE—WC—Eddie Albert, Gale Storm, James Gleason—Highly entertaining western comedy—87m.—see May 12 issue—(AA-8).
SMART WOMAN—D—Brian Aherne, Constance Bennett, Barry Sullivan—Attractive programmer has names to help—93m.—see March 31 issue—Leg.: B—(AA-6).

TO BE REVIEWED OR IN PRODUCTION

LAST OF THE BADMEN—Barry Sullivan, Marjorie Reynolds, Broderick Crawford.
MY BROTHER JONATHAN—Michael Denison, Dulcie Gray, Ronald Howard—(English-made)—(Pathe).
STRIKE IT RICH—Rod Cameron, Bonita Granville, Don Castle.
TEMPTATION HARBOR—Robert Newton, Simone Simon.
WHEN A MAN'S A MAN—Guy Madison, Rory Calhoun, Gale Storm.

Paramount

(1946-47 releases from 4601 up;

1947-48 releases from 4701 up;

1948-49 releases from 4801 up)

- BEYOND GLORY—D—Alan Ladd, Donno Reed, Tom Neal—Ladd starrer will get the dough—82m.—see June 23 issue—(4726).
- BIG TOWN SCANDAL—MD—Philip Reed, Hillary Brooke, Stanley Clements—For the lower half—62m.—see June 9 issue—(4722).
- CAGED FURY—MD—Richard Denning, Shiela Ryan, Buster Crabbe—Good entry for the duallers—60m.—see March 3 issue—(4711).
- CRUSADES, THE—AD—Loretta Young, Henry Willcoxon, Ian Keith—Reissue is packed with angles—126m.—see June 9 issue—(3508).
- DREAM GIRL—CD—Betty Hutton, Macdonald Carey, Patric Knowles—Will depend on Hutton draw—85m.—see May 26 issue—Leg.: B—(4721).
- EMPEROR WALTZ, THE—CMU—Bing Crosby, Joan Fontaine, Roland Culver—Should land in the higher grosses—106m.—see May 12 issue—(Technicolor)—(4720).
- FOREIGN AFFAIR, A—CD—Jean Arthur, Marlene Dietrich, John Lund—Top notch—116m.—see June 23 issue—Leg.: B—(4724).
- HATTER'S CASTLE—MD—Robert Newton, James Mason, Deborah Kerr—Mediocre British entry—100m.—see April 28 issue—(English-made)—(4718).
- HAZARD—CD—Paulette Goddard, Macdonald Carey, Fred Clark—Names will make the difference—95m.—see March 31 issue—Leg.: B—(4716).
- ISN'T IT ROMANTIC—ROMDMU—Veronica Lake, Mona Freeman, Mary Hatcher—Fair program—87m.—see Sept. 1 issue.
- MISS TATLOCK'S MILLIONS—F—Wanda Hendrix, Barry Fitzgerald, John Lund—Pleasing comedy—see Sept. 15 issue—(4805).
- MR. RECKLESS—MD—William Eythe, Barbara Britton, Walter Catlett—For the lower half—66m.—see March 3 issue—(4712).
- NIGHT HAS A THOUSAND EYES—MD—Edward G. Robinson, Gail Russell, John Lund—Absorbing entry—81m.—see Sept. 1 issue—(4803).
- SAIGON—MD—Alan Ladd, Veronica Lake, Donald Dick—Typical Ladd show—94m.—see Feb. 4 issue—(4710).
- SAINTED SISTERS, THE—C—Veronica Lake, Joan Caulfield, Barry Fitzgerald—Entertaining comedy—89m.—see March 31 issue—(4714).
- SEALED VERDICT—D—Roy Milland, Florence Morly, John Hoyt—Will depend on name values—83m.—see Sept. 15 issue—(4804).
- SHAGGY—OD—Brendo Joyce, George Nokes, Robert Shayne—Good family entry for the duallers—71m.—see April 28 issue—(Cinecolor)—(4717).
- SO EVIL MY LOVE—MYD—Ray Milland, Ann Todd, Geraldine Fitzgerald—Names will have to carry slow-moving drama—108 1/2m.—see June 9 issue—(English-made)—(4723).
- SORRY, WRONG NUMBER—MD—Barbara Stanwyck, Burt Lancaster, Ann Richards—Names will make the difference—89m.—see Sept. 1 issue—(4801).
- SPEED TO SPARE—MD—Richard Arlen, Jean Rogers, Richard Travis—For the lower half—57m.—see March 3 issue—(4715).
- WATERFRONT AT MIDNIGHT—MD—William Gorgan, Mary Beth Hughes, Richard Travis—Okeh meller for the lower half—63m.—see May 26 issue—(4719).

TO BE REVIEWED OR IN PRODUCTION

- ACCUSED, THE—Loretta Young, Robert Cummings, Wendell Corey.
- CONNECTICUT YANKEE, A—Bing Crosby, Rhonda Fleming, Sir Cedric Hardwicke—(Technicolor).
- DAUGHTER OF DARKNESS—Anne Crawford, Siobhan McKenna—(English-made).
- DISASTER—Richard Denning, Trudy Marshall, Domion O'Flynn—60m.—(4806).
- DYNAMITE—Virginia Welles, William Gorgan, Richard Crane.
- EL PASO—John Payne, Gail Russell, Gabby Hayes—(Nasour)—(Cinecolor).
- FROZEN GOLD—Robert Lowery, Russell Hayden.
- GREAT GATSBY, THE—Alan Ladd, Betty Field, Macdonald Carey.
- HEIRESS, THE—Olivia de Havilland, Miriam Hopkins, Sir Ralph Richardson, Montgomery Clift.
- MASK FOR LUCRETIA, A—Paulette Goddard, John Lund.
- MY OWN TRUE LOVE—Phyllis Calvert, Melvyn Douglas, Wanda Hendrix.
- NOW AND FOREVER—Claude Rains, Macdonald Carey, Wanda Hendrix.
- ONE WOMAN—Alan Ladd, Donno Reed, June Havoc.
- PALEFACE, THE—Bob Hope, Jane Russell, Samuel Z. Hinds—91m.—(Technicolor)—(4807).
- SORROWFUL JONES—Bob Hope, Lucille Ball, Mory Jones Saunders.
- SPECIAL AGENT—William Eythe, Laura Elliot, George Reeves.
- STRANGE TEMPTATION—Roy Milland, Audrey Totter, Thomas Mitchell.
- STREETS OF LAREDO—William Holden, Macdonald Carey, Mono Freeman—(Technicolor).
- WHISPERING SMITH—Alan Ladd, Brenda Marshall, Robert Preston—(Technicolor).

RKO

(1946-47 releases from 701 up;
1947-48 releases from 801 up;
1948-49 releases from 901 up)

- ARIZONA RANGER, THE—W—Tim Holt, Jack Holt, Nan Leslie—Good western—63m.—see April 14 issue—(814).
- BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Charles Korvin—Documentary-type meller is exciting screen fare—86m.—see April 14 issue—(815).
- BEST YEARS OF OUR LIVES, THE—D—Myrna Loy, Frederic March, Dono Andrews, Teresa Wright—This rates among the best—172m.—see Nov. 27, '46 issue—(Goldwyn)—Leg.: B—(751).
- BODYGUARD—MD—Lourence Tierney, Priscilla Lane, Philip Reed—Good for the lower half—62m.—see Sept. 15 issue.

- BRING 'EM BACK ALIVE—TRAV—Frank Buck—Exploitation reissue is packed with selling angles—65m.—see May 26 issue—(818).
- DESIGN FOR DEATH—DOC—Produced by Theron Warth and Richard O. Fleischer; narrated by Kent Smith and Hans Conrid—Thrill-packed documentary—48m.—see Sept. 1 issue—(907).
- FIGHTING FATHER DUNNE—CD—Pot O'Brien, Darryl Hickman, Una O'Connor—Pleasant program—93m.—see May 12 issue—(816).
- FORT APACHE—MD—John Wayne, Henry Fonda, Shirley Temple—Soldiers and Indians show should get the dough—127m.—see March 31 issue—(Argosy)—(870).
- GOOD SAM—C—Gary Cooper, Ann Sheridan, Ray Collins—High-rating comedy—114m.—see Sept. 1 issue—(Rainbow)—(962).
- GUNS OF HATE—W—Tim Holt, Nan Leslie, Richard Martin—Routine—62m.—see May 26 issue—(819).
- I REMEMBER MAMA—D—Irene Dunne, Barbara Bel Geddes, Oscar Homolka—Top notch—134m.—see March 31 issue—(868).
- MAD WEDNESDAY—C—Harold Lloyd, Frances Romsden, Jimmy Conlin—Word-of-mouth should help delightful comedy—89m.—see Sept. 3 issue—(Sturges).
- MELODY TIME—CAR—Roy Rogers, Sons of the Pioneers, Ethel Smith, Buddy Clark—Should find plenty of popular appeal—75m.—see Sept. 1 issue—(Disney)—(Technicolor)—(991).
- MIRACLE OF THE BELLS, THE—D—Fred MacMurray, Valli, Frank Sinatra—Picturization of best-seller will land in the higher grosses—120m.—see March 17 issue—(Lasky-MacEwen)—(869).
- MOURNING BECOMES ELECTRA—D—Rosalind Russell, Michael Redgrave, Raymond Massey—Play picturization will need special handling—121m.—see Sept. 1 issue—(904).
- MYSTERY IN MEXICO—MD—William Lundigan, Jacqueline White, Ricardo Cortez—Entertaining dualler—66m.—see July 7 issue—(822).
- PEARL, THE—D—Pedro Armendariz, Morle Elena Marques, Fernando Wagner—Powerful drama for class and specialty houses—77m.—see Sept. 1 issue—(Mexican-made)—(903).
- RACE STREET—MD—George Raft, William Bendix, Morilyn Maxwell—Good Raft entry—79m.—see June 23 issue—(821).
- RACHEL AND THE STRANGER—DMU—Loretta Young, William Holden, Robert Mitchum—Interesting drama has names to help—92m.—see Sept. 1 issue—(902).
- RETURN OF THE BADMEN—W—Randolph Scott, Robert Ryan, Anne Jeffreys—Average western has the angles—90m.—see May 26 issue—(817).
- SONG IS BORN, A—C—Danny Kaye, Virginia Mayo, Benny Goodman—Names will make the difference—112m.—see Sept. 1 issue—(Goldwyn)—(Technicolor).
- STATION WEST—W—Dick Powell, Jane Greer, Agnes Moorehead—Good western—91 1/2m.—see Sept. 29 issue.
- TARZAN AND THE MERMAIDS—OD—Johnny Weissmuller, Brendo Joyce, Linda Christie—Exploitation show has the usual angles—68m.—see April 14 issue—(Lesser)—(813).
- TWISTED ROAD, THE—ROMD—Cathy O'Donnell, Forley Granger, Howard Do Silva—Well-made drama will need plenty of push—95m.—see July 7 issue—(820).
- VARIETY TIME—MUC—Jack Paar, Edgar Kennedy, Leon Errol—Fair novelty offering for the lower half—59m.—see Sept. 1 issue—(902)—Leg.: B.
- VELVET TOUCH, THE—D—Rosalind Russell, Leo Genn, Claire Trevor—Will depend on the name draw—97m.—see July 21 issue—(Independent Artists)—(872).
- VENDETTA—George Dolenz, Faith Domergue, Nigel Bruce—(California).

TO BE REVIEWED OR IN PRODUCTION

- BALTIMORE ESCAPE—Robert Young, Shirley Temple, John Agar.
- BLOOD ON THE MOON—Robert Mitchum, Barbara Bel Geddes, Robert Preston.
- BOY WITH GREEN HAIR, THE—Pot O'Brien, Robert Ryan, Barbara Hale—(Technicolor).
- BROTHERS IN THE SADDLE—Tim Holt, Richard Martin, Carol Forman.
- ENCHANTMENT—David Niven, Teresa Wright, Evelyn Keyes—(Goldwyn).
- EVERY GIRL SHOULD BE MARRIED—Cory Grant, Franchot Tone, Diana Lynn.
- FOLLOW ME QUIETLY—William Lundigan, Dorothy Potrick, Jeff Corey.
- GUN RUNNERS—Tim Holt, Richard Martin, Martho Hyer.
- HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.
- INDIAN AGENT—Tim Holt, Richard Martin, Nan Leslie.
- INTERFERENCE—Victor Mature, Lucille Ball, Elizabeth Scott.
- JOAN OF ARC—Ingrid Bergman, Jose Ferrer, George Colours—(Sierra)—(Technicolor).
- JUDGE STEPS OUT, THE—Ann Sothorn, Alexander Knox, George Tobias.
- LONG DENIAL, THE—Melvyn Douglas, Maureen O'Hara, Gloria Grahame.
- MR. JOSEPH YOUNG OF AFRICA—Terry Moore, Ben Johnson, Robert Armstrong—(Arko).
- ROUGHSHOD—Robert Sterling, Claude Jarman, Jr., Gloria Grahame.
- RUSTLERS VALLEY—Tim Holt, Richard Martin, Martho Hyer.
- TARZAN'S FOUNTAIN OF YOUTH—Lex Barker, Brenda Joyce, Albert Dekker.
- WEEP NO MORE—Joseph Cotten, Valli, Spring Byington.
- WINDOW, THE—Barbara Hale, Arthur Kennedy, Bobby Driscoll.

Republic

(1946-47 releases from 601 up;
1947-48 releases from 701 up)

- BOLD FRONTIERSMAN, THE—W—Allon 'Rocky' Lane, Eddy Waller, Roy Brockroft—Good western—60m.—see May 12 issue—(754).
- CALIFORNIA FIREBRAND—MUW—Monte Hale, Adrlon Booth, Paul Hurst—Good western—63m.—see April 14 issue—(Trucolor)—(654).

- CARSON CITY RAIDERS—W—Allon 'Rocky' Lane, Eddy Waller, Beverly Jons—Routine—60m.—see June 9 issue—(755).
- CODE OF SCOTLAND YARD—MD—Oscar Homolka, Derek Farr, Muriel Pavlow—Fair entry for the duallers—60m.—see Sept. 1 issue—(English-made)—(713)—Leg.: B.
- DAREDEVILS OF THE CLOUDS—MD—Robert Livingston, Mae Clark, James Cardwell—Okeh for the duallers—60m.—see Aug. 4 issue—(716).
- EYES OF TEXAS—WMU—Roy Rogers, Lynne Roberts, Andy Devine—Standard Rogers—70m.—see Aug. 4 issue—(Trucolor)—(732).
- GALLANT LEGION, THE—MUW—Bill Elliott, Adrian Booth, Joseph Schildkraut—Good western—88m.—see June 9 issue—(715).
- HEART OF VIRGINIA—D—Janet Martin, Robert Lowery, Frankie Darro—For the lower half—61m.—see April 14 issue—(707).
- INSIDE STORY, THE—CD—Marsha Hunt, Charles Winniger, William Lundigan—Average programmer—87m.—see April 14 issue—(705).
- I, JANE DOE—D—Ruth Hussey, John Carroll, Vera Rolston—Names should help programmer—85m.—see May 26 issue—(710).
- KING OF THE GAMBLERS—MD—Janet Martin, William Wright, Thurston Hall—For the lower half—60m.—see June 9 issue—(709).
- LIGHTNIN' IN THE FOREST—CMD—Lynne Roberts, Donald Barry, Warren Douglas—For the lower half—58m.—see April 14 issue—(706).
- MADONNA OF THE DESERT—OMD—Lynne Roberts, Donald Barry, Don Castle—For the lower half—60m.—see March 3 issue—(704).
- MARSHAL OF AMARILLO—W—Allon 'Rocky' Lane, Mildred Coles, Eddy Waller—Good Western—59m.—see Aug. 18 issue.
- MOONRISE—D—Done Clark, Gail Russell, Ethel Barrymore—Heavy drama will need selling—90m.—see Sept. 15 issue—(714).
- NORTHWEST OUTPOST—DMU—Nelson Eddy, Ilona Massey, Joseph Schildkraut—Names and music should sell this—91m.—see May 14 issue—(615).
- OKLAHOMA BADLANDS—W—Allon 'Rocky' Lane, Eddie Waller, Mildred Coles—Routine western—59m.—see March 17 issue—(753).
- OLD LOS ANGELES—MUW—William Elliott, John Carroll, Catherine McLeod—One of the better Republic offerings—87m.—see April 28 issue—(708).
- OUT OF THE STORM—D—James Lydon, Lois Collier, Marc Lawrence—Interesting programmer for the lower half—61m.—see Sept. 15 issue—(717).
- SECRET SERVICE INVESTIGATOR—MD—Lynne Roberts, Lloyd Bridges, George Zucco—Okeh meller for the duallers—60m.—see June 9 issue—(711).
- TIMBER TRAIL, THE—MUW—Monte Hale, Lynne Roberts, James Burke—Average western—67m.—see July 7 issue—(Trucolor)—(656).
- TRAIN TO ALCATRAZ—MD—Donald Barry, Janet Mortin, William Phipps—Okeh meller for the duallers—60m.—see July 21 issue—(712).
- UNDER CALIFORNIA STARS—MUW—Roy Rogers, Jane Frazee, Andy Devine—Fair Rogers entry—70m.—see May 26 issue—(Trucolor)—(731).

TO BE REVIEWED OR IN PRODUCTION

- ANGEL IN EXILE—John Carroll, Adele Mara, Thomas Gomez—90m.—(719).
- CIMARRON TRAILS—Allan 'Rocky' Lane, Eddie Waller.
- DAUGHTER OF THE JUNGLE—Lois Hall, James Cordwell, Sheldon Leonard.
- DENVER KID, THE—Allon 'Rocky' Lane, Eddy Waller, Carole Gallagher.
- DESPERADOES OF DODGE CITY—Allon 'Rocky' Lane, Eddy Waller, Mildred Coles—(757).
- DRUMS ALONG THE AMAZON—George Brent, Vera Rolston, Brian Aherne.
- FAR FRONTIER, THE—Roy Rogers, Andy Devine, Gail Davis—(Trucolor).
- GRAND CANYON TRAIL—Roy Rogers, Andy Devine, Jane Frazee—(Trucolor).
- HOMICIDE FOR THREE—Warren Douglas, Audrey Long, Lloyd Corrigan.
- MACBETH—Orson Welles, Roddy McDowell, Jeonette Nolan.
- MISSOURIANS, THE—William Elliott, Adrlon Booth, Forrest Tucker—(Trucolor).
- NIGHT TIME IN NEVADA—Roy Rogers, Andy Devine, Sons of the Pioneers—67m.—(Trucolor)—(733).
- PLUNDERERS, THE—Rod Cameron, Ilona Mossey, Adrlon Booth—(Trucolor).
- RECOIL—William Wright, Janet Mortin, William Henry.
- RED PONY, THE—Myrna Loy, Robert Mitchum, Louis Calhern—(Feldman-Milestone)—(Technicolor).
- ROSE OF THE YUKON—Myrna Dell, William Wright, Steve Brodie.
- SON OF GOD'S COUNTRY—Monte Hale, Paul Hurst, Pamela Blake.
- SONS OF ADVENTURE—Russell Hayden, Lynne Roberts, Gordon Jones—60m.—(718).
- TOO LATE FOR TEARS—Elizabeth Scott, Don Duryeo, Don DeFore.
- WAKE OF THE RED WITCH—John Wayne, Gail Russell, Gig Young.

Screen Guild

(1946-47 releases from 4604 up;

1947-48 releases from 4701 up;

1948-49 releases from 4801 up;

(1947-48 Herald releases from X-1 up)

- MIRACLE IN HARLEM—MYMU—Sheila Guyse, Stepin Fetchit, Hilda Offley—Good all-Negro meller—71m.—see Aug. 18 issue—(Sepia)—(X-3).
- PRAIRIE, THE—HISD—Lenore Aubert, Alan Baxter, Russ Vinson—For the lower half—63m.—see Sept. 1 issue.
- RETURN OF WILDFIRE, THE—W—Richard Arlen, Potricio Morison, Mary Beth Hughes—Pleasing program—79m.—see Sept. 1 issue.

TO BE REVIEWED OR IN PRODUCTION

- DEAD MAN'S GOLD—Losh Lo Rue, Al St. John, Peggy Stewart.

FRONTIER REVENGE—'Lash' La Rue, Al 'Fuzzy' St. John, Nancy Saunders.
HARPOON—John Bromfield, Alyce Louis, James Cardwell—(4804).
JUNGLE GODDESS—George Reeves, Wanda McKay, Armida—(4802).
LAST OF THE WILD HORSES—James Ellison, Jane Frazee, Mary Beth Hughes—(82m.).
MARK OF THE LASH—Lash La Rue, Al St. John, Peggy Stewart.
MOZART STORY, THE—Hans Holt, Winnie Markus, Irene V. Meyendorff—(4805).
OUTLAW COUNTRY—'Lash' La Rue, Al 'Fuzzy' St. John, Peggy Stewart.
SHEP COMES HOME—Robert Lowery, Lanny Reeves.
THUNDER IN THE PINES—George Reeves, Ralph Byrd—(62m.).

SRO

MR. BLANDINGS BUILDS HIS DREAM HOUSE—C—Cary Grant, Myrna Loy, Melvyn Douglas—High rating—93m.—see April 14 issue.

TO BE REVIEWED OR IN PRODUCTION

PORTRAIT OF JENNIE—Jennifer Jones, Joseph Cotten, Ethel Barrymore.

20th Century-Fox

(1947 releases from 701 up;
1948 releases from 801 up)

ANNA KARENINA—D—Vivien Leigh, Ralph Richardson, Kieron Moore—Heavy English drama for class spots—111m.—see April 28 issue—(English-made)—(Korda)—(820).
ARTHUR TAKES OVER—C—Lois Collier, Richard Crane, Skippy Homeier—For the lower half—63m.—see April 14 issue—(Wurtzel)—(817).
BELLE STARR—MD—Randolph Scott, Gene Tierney, Dana Andrews—Names will help reissue—87m.—see July 7 issue—(830).
BLOOD AND SAND—MD—Tyrone Power, Linda Darnell, Rita Hayworth—Reissue has the names to sell—125m.—see Sept. 1 issue.
CHECKERED COAT, THE—MYD—Tom Conway, Noreen Nash, Hurd Hatfield—For the lower half—67m.—see July 21 issue—(Belsam)—(825).
COUNTERFEITERS, THE—MYMD—John Sutton, Doris Merri- rick, Hugh Beaumont—Good entry for the duallers—73m.—see June 23 issue—(Reliance)—(819).
CREEPER, THE—MY—Eduardo Cianelli, Onslow Stevens, June Vincent—For the lower half—64½m.—see Sept. 15 issue—(Reliance)—(839).
CRY OF THE CITY—MD—Victor Mature, Richard Conte, Betty Garde—Good meller has selling power—96m.—see Sept. 29 issue—(841).
DEEP WATERS—D—Dana Andrews, Jean Peters, Cesar Romero—Pleasant drama has names to attract—85m.—see July 7 issue—(821).
ESCAPE—D—Rex Harrison, Peggy Cummins, William Hart- nell—Impart will need selling—78m.—see June 9 is- sue—(English-made)—(822).
FIGHTING BACK—CD—Paul Langton, Jean Rogers, Gary Gray—For the lower half—61m.—see July 21 issue—(Wurtzel)—(828).
FRONTIER MARSHAL—W—Randolph Scott, Cesar Romero, Nancy Kelly—Mild reissue—71m.—see July 7 issue —(831).
FURY AT FURNACE CREEK—MD—Victor Mature, Coleen Gray, Glenn Langan—Fair programmer—88m.—see April 14, issue—(815).
GAY INTRUDERS, THE—C—John Emery, Tamara Geva, Leif Erickson—Entertaining above average dualler— 68m.—see June 23 issue—(Seltzer)—(840).
GIVE MY REGARDS TO BROADWAY—CMU—Dan Dailey, Charles Winninger, Nancy Guild—Pleasing entry should ride into the better money—89m.—see May 26 issue—(Technicolor)—(827).
GREEN GRASS OF WYOMING—OD—Peggy Cummins, Charles Coburn, Lloyd Nolan—Good entry for the rural and small town sectors—89m.—see May 12 issue —(Technicolor)—(818).
I WAKE UP SCREAMING—MD—Betty Grable, Victor Ma- ture, Carole Landis—Reissue has the names to sell— 82m.—see Sept. 1 issue.
IRON CURTAIN, THE—MD—Dana Andrews, Gene Tierney, June Havoc—Typical entry offers wealth of selling opportunities—87m.—see May 26 issue—(816).
LET'S LIVE AGAIN—C—John Emery, Hillary Brooke, Tay- lor Holmes—For the lower half—67m.—see March 17 issue—(Seltzer)—(813).
LUCK OF THE IRISH, THE—CFAN—Tyrone Power, Anne Baxter, Cecil Kellaway—Pleasing entry with fantasy touch—99m.—see Sept. 15 issue.
MEET ME AT DAWN—C—William Eythe, Stanley Holloway, Beatrice Campbell—Minor Import—89m.—see March 31 issue—(English-made)—(812).
MINE OWN EXECUTIONER—PD—Burgess Meredith, Dulce Gray, Michael Shepley—Absorbing Import has re- stricted appeal—105m.—see June 23 issue—(English- made)—(Korda)—Leg.: B—(824).
NIGHT WIND—MD—Charles Russell, Virginia Christine, John Ridgely—Okeh dag picture for the duallers— 68m.—see Sept. 1 issue—(Wurtzel)—(843).
ROSE OF WASHINGTON SQUARE—MU—Tyrone Power, Al Tolson, Alice Faye—Reissue will benefit from name draw—86m.—see July 7 issue—(832).
SCUDDA-HOO! SCUDDA-HAY!—D—June Haver, Lon Mc- Callister, Walter Brennan—Very good entry, especi- ally for small town and rural spots—95m.—see March 17 issue—(Technicolor)—(811).
SITTING PRETTY—C—Robert Young, Maureen O'Hara, Clifton Webb—High-rating comedy—84m.—see March 17 issue—(810).
SLAVE SHIP—MD—Wallace Beery, Mickey Rooney, Eliza- beth Allan—Names will help reissue—92m.—see July 7 issue—(833).
STREET WITH NO NAME, THE—MD—Mark Stevens, Rich- ard Widmark, Barbara Lawrence—Very good meller— 91m.—see July 7 issue—(823).
THAT LADY IN ERMINE—CMU—Betty Grable, Douglas Fairbanks, Jr., Cesar Romero—Will depend on the Grable draw—89m.—see July 21 issue—(Technicolor) (Leg. B)—(836).

13 LEAD SOLDIERS—MD—Tam Conway, Marla Palmer, Helen Westcott—Far the lower half—67m.—see April 14 issue—(Reliance)—(814).
WALLS OF JERICHO, THE—D—Cornel Wilde, Linda Dar- nell, Anne Baxter—Good filmization of a best-seller also has names to sell—106m.—see July 21 issue— (826).
WINNER'S CIRCLE, THE—OD—Johnny Longden, Morgan Farley, Jean Willes—Fair dualler—70m.—see July 7 issue—(Polimer)—(829).

TO BE REVIEWED OR IN PRODUCTION

APARTMENT FOR PEGGY—Jeanne Crain, William Holden, Edmund Gwenn—(Technicolor).
BELLE STARR'S DAUGHTER—George Montgomery, Rod Cameron, Ruth Roman—(Alson).
BONNIE PRINCE CHARLIE—David Niven, Margaret Leigh- ton, Will Fyfe—(English-made)—(Korda)—(Techni- color).
BUNGALOW—Tom Conway, Margaret Hamilton—(Belsam).
CANADIAN PACIFIC—Randolph Scott, Jane Wyatt, J. Carroll Naish—(Cinecolor).
CHICKEN EVERY SUNDAY—Dan Dailey, Alan Young, Celeste Holm.
DOWN TO THE SEA IN SHIPS—Richard Widmark, Cecil Kellaway, Dean Stockwell.
FAN, THE—Jeanne Crain, George Sanders, Madeleine Carroll.
LOST ILLUSION, THE—Michele Morgan, Ralph Richardson, Sonja Dresdel—(English-made)—(Korda).
MISS MINK OF 1949—Jimmy Lydon, Richard Lane, Lois Collier—(Wurtzel).
MOTHER IS A FRESHMAN—Loretta Young, Van Johnson, Rudy Vallee—(Technicolor).
PRINCE OF FOXES—Tyrone Power, Orson Welles, Wanda Hendrix.
ROAD HOUSE—Ida Lupino, Cornel Wilde, Celeste Holm.
SAND—Mark Stevens, Coleen Gray, Rory Calhoun— (Technicolor).
SNAKE PIT, THE—Olivla de Havilland, Leo Genn, Mark Stevens.
THAT WONDERFUL URGE—Tyrone Power, Gene Tierney, Reginald Gardiner.
THIS WAS A WOMAN—Sonja Dresdel, Emyrs Jones, Bar- bara White—(English-made).
THREE WIVES—Jeanne Crain, Linda Darnell, Jeffrey Lynn.
TROUBLE PREFERRED—Peggy Knudson, Charles Russell, Lynne Roberts—(Wurtzel).
TUCSON—Jimmy Lydon, Penny Edwards, Charles Russell —(Wurtzel).
UNFAITHFULLY YOURS—Linda Darnell, Rex Harrison, Rudy Vallee.
WEST OF TOMORROW—Kristine Miller, Arthur Franz, Mickey Knox—(Seltzer).
WHEN MY BABY SMILES AT ME—Betty Grable, Dan Dailey, Jack Oakie—(Technicolor).
WINSLOW BOY, THE—Robert Donat, Margaret Leighton— (English-made)—(Korda).
YELLOW SKY—Gregory Peck, Anne Baxter, Richard Wid- mark—(Technicolor).

United Artists

ADVENTURES OF DON COYOTE, THE—W—Richard Mar- tin, Frances Rafferty, Marc Cramer—Far the lower half—65m.—see May 14 issue—(Cinecolor)—(Comet).
ARCH OF TRIUMPH—D—Ingrid Bergman, Charles Boyer, Charles Laughton—Highly-touted entry should hit the spot with femmes—114m.—see March 3 issue— (Enterprise)—(Leg. B).
DEAD DON'T DREAM, THE—MYW—William Boyd, Andy Clyde, Mary Sawdon—Good 'Hopalong Cassidy'— 62m.—see Sept. 1 issue—(Hopalong Cassidy).
FOUR FACES WEST—WD—Joel McCrea, Frances Dee, Charles Bickford—Unusual western should attract plenty of attention—90m.—see May 26 issue—(Enter- prise).
HERE COMES TROUBLE (Laff-Time—Part 1)—C—Bill Tracy, Joe Sawyer, Emory Parnell—Mild comedy for the lower half—50m.—see April 28 issue—(Roach)—(Cine- color).
INNOCENT AFFAIR, AN—ROMC—Fred MacMurray, Made- line Carroll, Charles 'Buddy' Rogers—Humorous entry has names to help—90m.—see Sept. 15 issue—(Nas- ser)—Leg.: B.
KINGS OF THE OLYMPICS—PART I—DOC—The 11th Olym- pic meet covered by 600 cameramen; narrated by Bill Slater; edited by Joseph Lerner and Max Rosen- baum—Good entry for sport spots—60m.—see Feb. 4 issue—(German-made).
LAFF-TIME—See Here Comes Trouble, Who Killed Doc Robin.
MY DEAR SECRETARY—C—Lorraine Day, Kirk Douglas, Keenan Wynn—Comedy has names to help—94m.—see Sept. 29 issue—(Popkin)—Leg.: B.
OLYMPIC CAVALCADE—DOC—Glenn Morris, Bobby Clark, Jesse Owens, leading athletes of fifty nations—Good dualler entry for the sports spots—56m.—see Sept. 15 issue—(Westport-Int.).
PITFALL—MD—Dick Powell, Elizabeth Scott, Jane Wyatt—Intriguing meller—85m.—see Aug. 18 issue—(Regal).
RED RIVER—OD—John Wayne, Montgomery Clift, Joanne Dru—Topnotch—125m.—see July 21 issue—(Manterey).
SILENT CONFLICT—W—William Boyd, Andy Clyde, Rand Brooks—Fair series entry—61m.—see April 14 issue— (Hopalong Cassidy).
SINISTER JOURNEY—MYW—William Boyd, Andy Clyde, Rand Brooks—Par series entry—72m.—see Sept. 15 issue—(Hopalong Cassidy).
SO THIS IS NEW YORK—C—Henry Morgan, Rudy Vallee, Virginia Grey—Entertaining comedy will need selling —79½m.—see May 26 issue—(Enterprise).
TEXAS, BROOKLYN AND HEAVEN—C—Guy Madison, Diana Lynn, James Dunn—Average program comedy —76m.—see Aug. 4 issue—(Golden).
TIME OF YOUR LIFE, THE—CD—James Cagney, William Bendix, Jeanne Cagney—Fine platurization of hit play —109m.—see June 9 issue—(Cagney).
URUBU—AD—George Breakston, Yorbe Coplen, all-Native Cast—Exploitation show has the angles—65m.—see Sept. 1 issue.

VICIOUS CIRCLE, THE—D—Conrad Nagel, Fritz Kortner, Reinhold Schunzel—Mild drama for the duallers has some angles to offer—77m.—see June 9 issue—(Wilder).
WHO KILLED 'DOC' ROBBIN—(Laff-Time—Part 2)—C—Vir- ginia Grey, Don Castle, George Zucco—For the lower half—50m.—see May 26 issue—(Roach)—(Cinecolor).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF THE CISCO KID—Duncan Renaldo, Leo Carillo, Barbara Billingsley—(Krasne).
ANGRY GOD, THE—Alida Parla, Casimiro Ortega—(Mex- ican-made)—(Fullcolor)—(Peskey).
ATLANTIS, THE LOST CONTINENT—Maria Montez, Jean Pierre Aumont, Dennis O'Keefe—(Nebenzal)—Leg.: B.
BORROWED TROUBLE—William Boyd, Andy Clyde, Rand Brooks.
COVER UP—William Bendix, Dennis O'Keefe, Barbara Britton—(Nasser).
FALSE PARADISE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
FLESH AND BLOOD—Madeline Carroll—(Comet).
GAY AMIGO, THE—Duncan Renaldo, Leo Carillo—(Krasne).
GIRL FROM MANHATTAN, THE—Dorothy Lamour, Charles Laughton, George Montgomery—(Bogaus).
HIGH FURY—Madeleine Carroll, Ian Hunter, Michael Renne—(Peak)—(Swiss-made).
INDIAN SCOUT—George Montgomery, Ellen Drew.
JUST WILLIAM'S LUCK—Leslie Bradley, Garry Marsh, Jane Welsh.
LITTLE PRINCE, THE—Feature length cartoon—(Harman- Ising).
LOVE HAPPY—The Marx Brothers, Ilona Massey, Vera Ellen—(Pickford-Cowan).
LUCKY STIFF, THE—Dorothy Lamour, Brian Donlevy, Claire Trevor—(Amusement Enterprises).
OUTPOST IN MOROCCO—George Raft, Akim Tamiroff, Marie Windsor—(Star).
SENIOR BADMAN—Leo Carillo, Duncan Renaldo, Barbara Billingsley—(Krasne).
STRANGE GAMBLE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
WAR PATH—George Montgomery, Ellen Drew, Philip Reed—(Small).

Universal-International

(1946-47 releases from 601 up;
1947-48 releases from 624 up)

ABBOTT AND COSTELLO MEET FRANKENSTEIN—C—Bud Abbott, Lou Costello, Lenore Aubert—One of the better Abbott and Costello entries—83m.—see July 7 issue—(664).
ACT OF MURDER, AN—See Case Against Calvin Cooke, The
ALL MY SONS—D—Edward G. Robinson, Burt Lancaster, Mady Christians—Engrossing drama promises heavy grosses—94m.—see March 3 issue—(Leg.: B)—(657).
ANOTHER PART OF THE FOREST—D—Fredric March, Dan Duryea, Ann Blyth—High calibre—106½m.—see April 28 issue—(660).
ARE YOU WITH IT?—CMU—Donald O'Connor, Olga San Juan, Martha Stewart—Entertaining programmer— 90m.—see March 31 issue—Leg.: B. (656).
BAD SISTER—D—Margaret Lockwood, Joan Greenwood, Ian Hunter—Import has femme angles—90m.—see June 23 issue—(English-made)—Leg.: B—(663).
BLACK BART—OMD—Yvonne De Carlo, Dan Duryea, Jeffrey Lynn—Should get the business—80m.—see Feb. 4 issue—(Technicolor)—(653).
BROTHERS, THE—D—Patricia Roc, Will Fyfe, Maxwell Reed—Good English drama for the class houses—90m.—see May 26 issue—(English-made)—(Prestige).
CASBAH—ROMDMU—Yvonne DeCarlo, Tony Martin, Peter Lorre—Remake of 'Algiers' should prove attractive boxoffice—94m.—see March 17 issue—Leg.: B—(655).
CASE AGAINST CALVIN COOKE, THE (Act of Murder, An) —D—Fredric March, Edmond O'Brien, Florence El- dridge—Good dramatic entry—91m.—see Sept. 1 issue —(673)—Leg.: B.
CORRIDOR OF MIRRORS—D—Eric Portman, Edana Romney, Joan Maude—Above average import for the art houses—96m.—see July 7 issue—(English-made).
DEAR MURDERER—MD—Eric Portman, Greta Gynt, Dennis Price—Below average British Import—90m.—see May 26 issue—(English-made)—(658).
END OF THE RIVER, THE—MD—Sabu, Raymond Lovell, Eva Hudson—Import will need selling—80m.—see July 7 issue—(English-made)—(Prestige).
FEUDIN', FUSSIN', AND A-FIGHTIN'—CMU—Donald O'Connor, Marjorie Main, Percy Kilbride—Will depend upon names—78m.—see June 23 issue—(665).
FOR THE LOVE OF MARY—CMU—Deanna Durbin, Edmond O'Brien, Don Taylor—Program—90½m.—see Sept. 1 issue—(672).
HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney — Powerful picturization of Shakespeare's work should prove strong grasser in many areas on special handling basis—153m.—see July 21 issue— (English-made).
LARCENY—MD—John Payne, Joan Caulfield, Dan Duryea —Good meller—89m.—see Sept. 1 issue—(669).
LETTER FROM AN UNKNOWN WOMAN—ROMD—Joan Fontaine, Louis Jourdan, Mady Christians—Femme appeal will make the difference—86½m.—see April 28 issue—Leg.: B. (659).
MAN-EATER OF KUMAON—AD—Sabu, Wendell Corey, Joanne Page—High-rating exploitation show is packed with selling angles—79m.—see June 23 issue—(666).
MIKADO, THE—MU—Kenny Baker, John Barclay, Jean Collin—Reissue should have appeal for class spots— 90m.—see May 26 issue—(English-made)—(Prestige)— (Technicolor).
MR. PEABODY AND THE MERMAID—CFAN—William Powell, Ann Blyth, Irene Hervey—Better-than-average comedy has names to help—89m.—see July 21 issue —(667).
ONE TOUCH OF VENUS—CMU—Ava Gardner, Robert Walker, Dick Haymes—Names should help picturiza- tion of stage hit—81m.—see Sept. 1 issue—(670)— Leg.: B.

RIVER LADY—AD—Yvonne De Carlo, Rod Cameron, Dan Duryea—Program—78m.—see May 26 Issue—(Technicolor)—(661).

SAXON CHARM, THE—D—Robert Montgomery, Susan Hayward, John Payne—Picturization of best-seller has plenty of selling angles—88m.—see Sept. 15 issue—(671).

TAP ROOTS—D—Van Heflin, Susan Hayward, Boris Karloff—Topnotch drama—109m.—see July 7 issue—(Technicolor)—(668).

UP IN CENTRAL PARK—CMU—Deanna Durbin, Dick Haymes, Vincent Price—Will depend on name draw—87m.—see June 9 issue—(662).

TO BE REVIEWED OR IN PRODUCTION

CHRISTOPHER COLUMBUS—Fredric March, Florence Eldridge, Francis L. Sullivan—(English-made)—(Technicolor).

COUNTESS OF MONTE CRISTO, THE—Sonja Henie, Michael Kirby, Olga San Juan.

CRISS CROSS—Burt Lancaster, Yvonne DeCarlo, Dan Duryea.

DEVIL IN THE FLESH (Le Diable Au Corps)—Michellne Presle, Gerard Philipe—(French-made).

FAMILY HONEYMOON—Claudette Colbert, Fred MacMurray, Rita Johnson.

KISS THE BLOOD OFF MY HANDS—Joan Fontaine, Burt Lancaster, Robert Newton.

MEXICAN HAYRIDE—Bud Abbott, Lou Costello, Virginia Grey.

O'FLYNN, THE—Douglas Fairbanks, Jr., Helena Carter, Richard Greene.

RED CANYON—Ann Blyth, George Brent, Howard Duff—(Technicolor).

ROGUE'S REGIMENT—Dick Powell, Marta Toren, Vincent Price.

THREE KIDS AND A QUEEN—Fred Brady, Mary Morris, Beverly Simmons.

YOU GOTTA STAY HAPPY—Joan Fontaine, James Stewart, Eddie Albert.

Warners

(1946-47 releases from 601 up;
1947-48 releases from 701 up;
1948-49 releases from 801 up)

ADVENTURES OF ROBIN HOOD, THE—COSMD—Errol Flynn, Olivia de Havilland, Claude Rains—Technicolor re-issue has the names and angles—102m.—see March 3 issue—(Technicolor)—(718).

APRIL SHOWERS—CMU—Jack Carson, Ann Southern, Robert Alda—Show biz entry will depend on the names—94m.—see March 31 issue—(719).

BIG PUNCH, THE—MD—Wayne Morris, Lois Maxwell, Gordon MacRae—Neat programmer—80m.—see June 9 issue—(727).

EMBRACEABLE YOU—D—Dane Clark, Geraldine Brooks, S. Z. Sakall—Interesting programmer—80m.—see Aug. 4 issue—(732).

FIGHTING 69TH, THE—D—James Cagney, Pat O'Brien, George Brent—Reissue has the names and angles—79m.—see April 28 issue—(723).

FLOWING GOLD—OMD—John Garfield, Frances Farmer, Pat O'Brien—Names will help fair reissue—82m.—see July 7 issue—(730).

GOD'S COUNTRY AND THE WOMAN—OD—George Brent, Beverly Roberts, Barton MacLane—Mild reissue—71m.—see July 7 issue—(729).

JEZEBEL—MD—Bette Davis, Henry Fonda, Margaret Lindsay—Reissue has the names to help—93m.—see Nov. 26 issue—(710).

KEY LARGO—MD—Humphrey Bogart, Edward G. Robinson, Lauren Bacall—High-rating thriller—101m.—see July 21 issue—(731).

LIFE WITH FATHER—CD—Irene Dunne, William Powell, Elizabeth Taylor—Picturization of topnotch play will be among top grossers—118m.—see Sept. 3 issue—(Technicolor)—(702).

ROMANCE ON THE HIGH SEAS—ROMCMU—Jack Carson, Janis Paige, Don DeFore—Pleasing entertainment—99m.—see June 23 issue—(Technicolor)—(728).

ROPE—MD—James Stewart, John Dall, Joan Chandler—Impressive psychological thriller—80m.—see Sept. 1 issue—(Transatlantic)—(Technicolor)—(802).

SILVER RIVER—WD—Errol Flynn, Ann Sheridan, Thomas Mitchell—Names should make the difference—110m.—see May 26 issue—(725).

SMART GIRLS DON'T TALK—MD—Virginia Mayo, Bruce Bennett, Robert Hutton—Fair program—81m.—see Sept. 29 issue.

TO THE VICTOR—D—Dennis Morgan, Viveca Lindfors, Victor Francen—Interesting dramatic entry has names to help—101m.—see April 14 issue—(720).

TWO GUYS FROM TEXAS—CMU—Dennis Morgan, Jack Carson, Dorothy Malone—Good comedy has the names and angles—86m.—see Sept. 1 issue—Technicolor—(801).

VALLEY OF THE GIANTS—OMD—Wayne Morris, Claire Trevor, Frank McHugh—Reissue should draw action fans—78m.—see April 28 issue—(722).

WALLFLOWER—ROMC—Joyce Reynolds, Robert Hutton, Janis Paige—Mild program—77m.—see May 26 issue—Leg.: B—(726).

WINTER MEETING—D—Bette Davis, Janis Paige, James Davis—Slow-moving drama for the femme trade—104m.—see April 14 issue—(721).

WOMAN IN WHITE, THE—MYD—Alexis Smith, Eleanor Parker, Sydney Greenstreet—Interesting entry has names to help—109m.—see May 12 issue—(724).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF DON JUAN, THE—Errol Flynn, Viveca Lindfors, Robert Douglas—(Technicolor).

CLEOPATRA ARMS—Jane Wyman, David Niven, Wayne Morris.

DECISION OF CHRISTOPHER BLAKE, THE—Alexis Smith, Robert Douglas, Cecil Kellaway.

FIGHTER SQUADRON—Edmond O'Brien, Robert Stack, Henry Hull—(Technicolor).

FLAMINGO ROAD—Joan Crawford, Gladys George, Gert-rude Micheal.

FLAXY MARTIN—Zachary Scott, Virginia Mayo, Dorothy Malone.

FOUNTAINHEAD, THE—Gary Cooper, Patricia Neale, Kent Smith.

GIRL FROM JONES BEACH—Ronald Reagan, Virginia Mayo, Eddie Bracken.

HAPPY TIMES—Danny Kaye, Walter Slezak, Lee J. Cobb—(Technicolor).

HOMICIDE—Robert Douglas, Helen Westcott, Robert Alda.

HOUSE ACROSS THE STREET, THE—Wayne Morris, Janis Paige, Bruce Bennett.

JOHN LOVES MARY—Ronald Reagan, Jack Carson, Patricia Neal.

JOHNNY BELINDA—Jane Wyman, Lew Ayers, Charles Bickford—(102m.)

JUNE BRIDE—Bette Davis, Robert Montgomery, Betty Lynn.

LOOK FOR THE SILVER LINING—June Haver, Ray Bolger, Gordon MacRae—(Technicolor).

MONTANA—Alexis Smith, Errol Flynn—(Technicolor).

MY DREAM IS YOURS—Jack Carson, Doris Day, Lee Bowman—(Technicolor).

NIGHT UNTO NIGHT—Viveca Lindfors, Ronald Reagan, Osa Massen—(84m.)

ONE LAST FLING—Alexis Smith, Zachary Scott, Douglas Kennedy.

ONE SUNDAY AFTERNOON—Dennis Morgan, Janis Paige, Dorothy Malone—(Technicolor).

SERENADE—Ann Sheridan, Dennis Morgan.

SOMEWHERE IN THE CITY—Edmond O'Brien, Viveca Lindfors, Virginia Mayo.

SOUTH OF ST. LOUIS—Joel McCrea, Zachary Scott, Alexis Smith—(Technicolor).

TWO GUYS AND A GAL—Dennis Morgan, Jack Carson, Lorraine Day—(Technicolor).

UNDER CAPRICORN—Ingrid Bergman, Joseph Cotton, Michael Wilding—(Transatlantic)—(English-made).

UP UNTIL NOW—Ronald Reagan, Viveca Lindfors, Claude Rains.

WHIPLASH—Dane Clark, Alexis Smith, Zachary Scott.

YOUNGER BROTHERS, THE—Janis Paige, Wayne Morris, Bruce Bennett—(Technicolor).

Miscellaneous

(Address of producers and distributors will be furnished on request).

BOB AND SALLY—ED—Gloria Marlen, Ralph Hodges, Rick Vallin—Exploitation show—71m.—see June 23 issue—(Social Guidance).

CHRIST THE KING—BID—Jose Cibrian, Jose Baviera, Aurora Walker—Good religious offering for non-commercial outlets—75m.—see March 31 issue—(Mexican-made)—(Barry-Simpex).

CITIZEN SAINT—DOC—Jed Prouty, Loraine MacMartin, Walter Butterworth—Religious offering has restricted appeal—68m.—see June 23 issue—(Elliott).

DREAMS THAT MONEY CAN BUY—FAN—John Bltner, John Latouche, Valerie Tie—Unique art house offering—84m.—see May 26 issue—(Films Int. of America)—Leg.: B.

FIGHT NEVER ENDS, THE—MD—Joe Louis, Ruby Dee, The Mills Brothers—All-Negro entry with Joe Louis should draw well—64m.—see March 17 issue—(Alexander).

GREAT BETRAYAL, THE—DOC—Produced by Idea Films. Narration by W. S. Gailmor—Good documentary for the specialty houses—72m.—see June 25 issue—(Screencraft).

IRELAND TODAY—DOC—Michael Shannon, Julie Conway—Satisfactory entry for the Irish neighborhoods—80m.—see July 7 issue—(Irish-American)—(Kodachrome).

KILLER DILLER—MUC—Dusty Fletcher, George Wiltshire, Butterfly McQueen—Okeh for the Negro spots—73m.—see July 7 issue—(All-American).

NIGHT AT THE FOLLIES, A—MU—Evelyn West, Rene Andre, Pat O'Shea—Novelty picturization of burlesque show for censorless spots—48m.—see Aug. 18 issue—(Excelsior).

STORY OF LIFE, THE—ED—Joseph Creehan, Wanda McKay, John Parker—Educational sex film requires special selling—62m.—see Aug. 4 issue—(Crusade).

STRANGE VICTORY—DOC—Virgil Richardson, Cathy McGregor, Sophie Maslow—High-rating documentary will need selling—73m.—see Aug. 4 issue—(Target).

WE LIVE AGAIN—DOCD—Produced by M. Bahelfer, O. Fessler, A. Hamza—Good Yiddish documentary-type drama—54m.—see Sept. 29 issue—(Yiddish-made)—(English titles)—(Jewish Films).

Foreign

(Address of producers and distributors will be furnished on request).

ANGELINA—D—Anna Magnani, Nando Bruno, Ave Ninchi—High-rating Italian entry—90m.—see May 12 issue—(Italian-made)—(English titles)—(President).

ANTOINE AND ANTOINETTE—D—Roger Pigaut, Claire Maffei, Noel Roquevert—High rating—88m.—see May 12 issue—(French-made)—(English titles)—(Sirtzky-Int.)—Leg.: B.

AUGUST 14 (ONE DAY IN THE USSR)—DOC—Suitable entry for Russian patronage—68m.—see Sept. 1 issue—(Russian-made)—(English titles)—(Artkino)—(Color).

BLIND DESIRE—DMU—Jean-Louis Barrault, Edwige Feuillere, Jean Wall—Mediocre French import—88m.—see June 23 issue—(French-made)—(English titles)—(Discina Int.).

CHAMPAGNE CHARLIE—MUC—Tommy Trinder, Stanley Holloway, Betty Warren—Entertaining British import for the duallers—71m.—see Sept. 1 issue—(English-made)—(Bell).

CONFESSIONS OF A ROGUE—CD—Louis Jouvet, Suzy Delair, Annette Poivre—Good French entry—91m.—see April 28 issue—(French-made)—(English titles)—(Distinguished).

CRIME AND PUNISHMENT—D—Hampe Faustman, Gunn Wallgren, Sigurd Wallen—High-rating Swedish import—105m.—see March 31 issue—(Swedish-made)—(English titles)—(Film Rights Int.).

DAMNED, THE—D—Henri Vidal, Florence Marly, Kurt Kronefeld—High-rating French import—104m.—see May 26 issue—(French-made)—(English titles)—(Discina Int.)—Leg.: B.

DAY OF WRATH—D—Thirskild Roose, Lisbeth Movin, Sigrid Neiendam—Slow-moving Danish drama for the art houses—97m.—see May 12 issue—(Danish-made)—(English titles)—(Schaefer).

DIE FLEDERMAUS—MUC—Marte Harell, Johannes Heesters, Willi Dohm—Good German entry for the art houses—96m.—see May 12 issue—(German-made)—(English titles)—(Artkino).

ETERNAL MELODIES—BIDMU—Gino Cervi, Conchito Montenegro, Luisella Beghi—Fair Italian import—95m.—see March 3 issue—(Italian-made)—(English titles)—(Grandi).

FARREBIQUE—DOCD—Conceived and produced by Georges Rouquier, with a French farm family as performers—Unusual French import for the art houses—90m.—see March 3 issue—(French-made)—(English titles)—(Sirtzky-Int.).

FIRST OPERA FILM FESTIVAL—MU—Tito Gabbi, Pina Malcarini, Vittoria Dioredi—Unique offering for the specialty spots—95m.—see June 23 issue—(Italian-made)—(Classic).

FRIC-FRAC—CD—Fernandel, Arletty, Michael Simon—Entertaining adult fare—90m.—see June 23 issue—(French-made)—(English titles)—(Oxford)—Leg.: C.

FRIEND WILL COME TONIGHT, A—D—Michel Simon, Madeleine Sologne, Louis Salou—Better-than-average French offering—90m.—see Aug. 4 issue—(French-made)—(English titles)—(Lopert).

GELOSIA—D—Luisa Ferida, Roldano Lupi, Elena Zareschl—Average Italian import—87m.—see May 12 issue—(Italian-made)—(English titles)—(World-Wide).

HENRY IV—D—Osvaldo Valentin, Clara Calamai, Luigi Pavese—Entertaining—92m.—see March 17 issue—(Italian-made)—(English titles)—(Superfilm)—Leg.: B.

HONORABLE CATHERINE, THE—C—Edwige Feuillere, Andre Luguet, Denise Grey—Weak French import—85m.—see Sept. 1 issue—(French-Made)—(English titles)—(LeLarge).

ILLEGALS, THE—DOC—Tereska Tarres, Yankel Mikalowitz—Documentary-type drama has limited appeal—77 1/2m.—see July 7 issue—(Palestinian-made)—(Mayer-Burstyn).

LOVES OF DON JUAN, THE—ROMD—Adriano Rimoldi, Dina Sassoli, Paola Stoppa—Fair Italian entry—92m.—see Sept. 15 issue—(Italian-made)—(English titles)—(Superfilm).

LYSISTRATA—CD—Judith Helmmeister, Paul Kemp, O. W. Fischer—Mediocre German offering—85m.—see July 7 issue—(German-made)—(English titles)—(Distinguished).

MARIUS—CD—Raimu, Pierre Fresnay, Charpin—Excellent French import—125m.—see May 26 issue—(French-made)—(English titles)—(Sirtzky Int.).

MARRIAGE IN THE SHADOWS—D—Paul Klinger, Ilse Steppat, Alfred Balthoff—Impressive German entry—90m.—see Sept. 29 issue—(German-made)—(English titles)—(Gramercy).

MR. ORCHID—MD—Noel-Noel, Nadine Alari, Jose Arthur—Good import—93m.—see May 12 issue—(French-made)—(English titles)—(Lapert).

MURDERERS AMONG US—D—Hildegard Knef, Ernst Borchers, Arno Paulsen—Suspenseful tale of postwar Berlin—84m.—see Sept. 1 issue—(German-made)—(English titles)—(Artkino).

NOT GUILTY—MD—Michel Simon, Jany Holt, Jean Debucourt—High-rating French import—94m.—see May 26 issue—(French-made)—(English titles)—(Lelarge-Ariane)—Leg.: B.

PORTRAIT OF INNOCENCE—CD—Louise Carletti, Gilbert Gil, Pierre Larquey—Good French offering—86m.—see June 23 issue—(French-made)—(English titles)—(Sirtzky-Int.).

PRIVATE LIFT OF AN ACTOR—CD—Sacha Guitry, Iana Marconi, Marguerite Pierry—Stimulating French entry has the names to help—96m.—see Sept. 29 issue—(French-made)—(English titles)—(International).

QUIET WEEK END—C—Derek Farr, Frank Collier, Marjorie Fielding—Moderate English import—83m.—see Sept. 15 issue—(English-made)—(Distinguished).

RAVEN, THE—MYD—Pierre Fresnay, Pierre Larquay, Noel Roquevert—French import rates high—90m.—see March 17 issue—(French-made)—(English titles)—(Westport Int.).

RAZZIA—MD—Paul Bildt, Elli Burgmer, Walter Gross—Good German-made offering for the art houses—94m.—see July 7 issue—(German-made)—(English titles)—(Artkino).

REVENGE—D—Anna Magnani, Gino Cervi, Luisa Poselli—Good Italian import—66m.—see Dec. 10 issue—(Italian-made)—(English titles)—(Distinguished).

ROOM UPSTAIRS, THE—ROMD—Marlene Dietrich, Jean Gabin, Jean d'yd—Above average import—86m.—see June 9 issue—(French-made)—(English titles)—(Lopert).

SHOWTIME—DMU—Richard Greene, Ann Todd, Peter Graves—Minor English entry—90m.—see June 23 issue—(English-made)—(English Films).

SON OF THE REGIMENT—D—Yura Yankin, Alexander Morosov, Gregory Pluzhnik—High-rating Russian import—75m.—see May 12 issue—(Russian-made)—(English titles)—(Artkino).

SPRING—CMU—Lubov Orlova, Nikolai Cherkassov, Nikolai Kononov—Good Russian comedy—104m.—see April 28 issue—(Russian-made)—(English titles)—(Artkino).

SYMPHONIE PASTORAL—D—Michele Morgan, Pierre Blanchard, Line Noro—High rating French film—105m.—see Sept. 29 issue—(French-made)—(English titles)—(Films International).

THEY ARE NOT ANGELS—DOCD—Pierre Blanchard, Raymond Bussieres, Jean Wall—Excellent French entry—123m.—see July 7 issue—(French-made)—(English titles)—(Sirtzky-Int.)—Leg.: B.

TRIUMPH OF YOUTH—DOC—The Athletic and Youth Clubs of Soviet Russia—Good filler for the art houses—44m.—see June 23 issue—(Russian-made)—(Artkino)—(Color).

VILLAGE TEACHER—D—Vera Maretskaya, Dmitri Sagal, Vassili Maruta—Fair Russian import—97m.—see July 21 issue—(Russian-made)—(English titles)—(Artkino).

WELL DIGGER'S DAUGHTER, THE—D—Raimu, Fernandel, Josette Day—Excellent French entry—120m.—see Oct. 16 issue—(French-made)—(English titles)—(Sirtzky-International)—Leg.: B.

WHERE WORDS FAIL—ROMDMU—Enrique Muino, Italo Bertini, Linda Lorena—Fair Spanish entry—63 1/2m.—see Sept. 15 issue—(Spanish-made)—(English titles)—(Lopert).

WHO KILLED SANTA CLAUS—CMD—Harry Baur, Raymond Rouleau, Renee Faure—Mediocre French import—95m.—see May 26 issue—(French-made)—(English titles)—(Film Rights Int.).

The Shorts Parade

(Additional listing of 1946-47 shorts product will be found on pages 2225, 2226, 2227, 2244, 2245, 2303, 2304, 2305, 2404, 2405, and 2406 of The Pink Section, another regular service of THE EXHIBITOR. Additional listing of 1947-48 shorts will be found on pages 2446, 2447, and 2448. The number opposite each series designates the total announced by the company at the beginning of the season. Uncompleted 1946-47 and 1947-48 series will appear until ended.—Ed.) (Ratings: E—Excellent; G—Good; F—Fair; B—Bad.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel					
COMEDIES					
ASSORTED AND ALL-STAR (20)					
9421	(Oct. 9)	Wedding Belle (Schilling-Lane)	F	17m.	2287
9422	(Nov. 13)	Should Husbands Marry? (Herbert)	F	17m.	2302
9423	(Jan. 29)	Silly Billy (Burke)	F	18m.	2351
9424	(Feb. 19)	Two Nuts In A Rut (Schilling and Lane)	F	18m.	2360
9425	(Apr. 15)	Tall, Dark and Gruesome (Herbert)	F	16m.	2375
9426	(May 13)	Crabbin' in the Cabin (Vernon and Quillan)	F	18m.	2413
9427	(June 10)	Pardon My Lamb Chop (Schilling and Lane)	B	17m.	2422
9431	(Sept. 4)	Rolling Down To Reno (Von Zell)	G	16 1/2m.	2262
9432	(Sept. 18)	Hectic Honeymoon (Holloway)	F	17m.	2271
9433	(Nov. 20)	Wife To Spare (Clyde)	F	16m.	2302
9434	(Dec. 18)	Wedlock Deadlock (DeRita)	G	16m.	2328
9435	(Dec. 25)	Radio Romeo (Von Zell)	F	17 1/2m.	2351
9436	(Jan. 15)	Man or Mouse (Holloway)	F	18m.	2351
9437	(Mar. 11)	Eight-Ball Andy (Clyde)	F	17 1/2m.	2369
9438	(Apr. 29)	Jitter Bughouse (De Rita)	G	17m.	2393
9439	(May 27)	The Sheepish Wolf (Van Zell)	F	17 1/2m.	2413
9440	(June 24)	Flat Feet (Holloway)	F	17 1/2m.	2436
(1948-49)					
1421	(Sept. 9)	Billie Gets Her Man (Burke)	G	17m.	2473
COMEDY FAVORITES					
(1948-49)					
1441	(Sept. 30)	Pest From the West		18 1/2m.	
SERIALS (3)					
9120	(Sept. 4)	The Sea Hound	G	15ep.	2241
9140	(Dec. 18)	Brick Bradford	G	15ep.	2311
9160	(Apr. 1)	Tex Granger	G	15ep.	2369
SPECIAL FEATURE SERIAL					
9180	(July 15)	Superman	E	15ep.	2428
SPECIAL (1)					
9451	(Jan. 15)	A Voice Is Born	E	20 1/2m.	2271
THREE STOOGES (8)					
9401	(Sept. 11)	Brideless Groom	G	16 1/2m.	2262
9402	(Oct. 30)	Sing A Song of Six Pants	F	17m.	2287
9403	(Dec. 11)	All Gummed Up	F	18m.	2302
9404	(Jan. 8)	Shivering Sherlocks	G	17m.	2375
9405	(Feb. 26)	Pardon My Clutch	F	15m.	2351
9406	(Mar. 4)	Squareheads of the Round Table	F	18m.	2360
9407	(May 6)	Fiddlers Three	B	17m.	2393
9408	(July 8)	The Hot Scots	G	17m.	2436
(1948-49)					
1401	(Sept. 2)	Heavenly Daze	F	16 1/2m.	2473
One Reel					
COLOR FAVORITES (8)					
(Re-releases)					
(Technicolor)					
9601	(Oct. 30)	Dreams On Ice	G	6 1/2m.	2271
9602	(Nov. 20)	Navelty Shop	F	6 1/2m.	2303
9603	(Dec. 18)	Dr. Bluebird	F	8m.	2302
9604	(Jan. 22)	In My Gondola	F	7 1/2m.	2329
9605	(Feb. 19)	Animal Cracker Circus	G	7m.	2336
9606	(Apr. 8)	Bon Bon Parade	G	8 1/2m.	2375
9607	(May 6)	House That Jack Built	F	7m.	2393
9608	(July 15)	The Untrained Seal	F	7 1/2m.	2436
(1948-49)					
1601	(Sept. 9)	The Stork Takes A Holiday	F	8m.	2474
COLOR PHANTASIES (8)					
9701	(Nov. 6)	Kitty Caddy	F	6m.	2287
9702	(Feb. 5)	Topsy Turkey	F	6 1/2m.	2352
9703	(June 3)	Short Snorts On Sports	F	6 1/2m.	2422

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
COLOR RHAPSODIES (8)					
(Technicolor)					
9501	(Sept. 11)	Swiss Tease	F	6m.	2263
9502	(Dec. 4)	Bastan Beany	G	6m.	2302
9503	(Mar. 18)	Flora	G	7m.	2352
(1948-49)					
1501	(Sept. 2)	Pickled Puss	G	6 1/2m.	2474
COMMUNITY SINGS (12)					
(Series 12)					
9651	(Sept. 4)	No. 1—Linda	G	10m.	2243
9652	(Oct. 2)	No. 2—April Showers	G	9m.	2271
9653	(Nov. 6)	No. 3—Peg O' My Heart	G	9m.	2303
9654	(Dec. 4)	No. 4—When You Were Sweet Sixteen	G	9 1/2m.	2328
9655	(Jan. 8)	No. 5—Feudin' & Fightin'	G	10 1/2m.	2352
9656	(Feb. 12)	No. 6—Civilization	G	10m.	2360
9657	(Apr. 29)	No. 7—I'm Looking Over A Four-Leaf Clover	G	9 1/2m.	2376
9658	(June 3)	No. 8—Manana	G	10 1/2m.	2413
9659	(Aug. 12)	No. 9—California Here I Come	G	9m.	2463
(Series 13)					
(1948-49)					
1651	(Sept. 16)	No. 1—Baby Face		9m.	
FILM NOVELTIES (12)					
9901	(Nov. 27)	Aren't We All	F	10 1/2m.	2328
	(.....)	Candid Microphone	E	10m.	2437
SCREEN SNAPSHOTS (12)					
(Series 27)					
9851	(Sept. 4)	Hollywood Cowboys	G	9 1/2m.	2243
9852	(Oct. 9)	Laguna, U. S. A.	G	9 1/2m.	2303
9853	(Nov. 27)	Out of This World Series	G	9m.	2328
9854	(Dec. 18)	Off The Air	F	10m.	2328
9855	(Jan. 22)	Hawaii In Hollywood	G	10m.	2361
9856	(Mar. 18)	Photoplay Magazine's Gold Medal Awards	G	9 1/2m.	2376
9857	(Apr. 1)	Smiles and Styles	G	9 1/2m.	2376
9858	(May 6)	Hollywood Honors Hersholt	G	8m.	2393
9859	(June 10)	Hollywood Party	G	9m.	2422
9860	(July 8)	Hollywood Friars Honor George Jessel	G	9 1/2m.	2437
(Series 28)					
(1948-49)					
1851	(Sept. 2)	Hollywood Holiday	G	9m.	
THRILLS OF MUSIC (12)					
(Series 2)					
9951	(Sept. 18)	Bayd Raeburn and Orchestra	G	11m.	2263
9952	(Oct. 30)	Claude Thornhill and Orchestra	G	11m.	2271
9953	(Nov. 13)	Lecuona Cuban Boys	G	10 1/2m.	2297
9954	(Dec. 11)	Skitch Henderson and Orchestra	G	10m.	2352
9955	(Jan. 15)	Charlie Barnet and Orchestra	G	10 1/2m.	2393
9956	(Mar. 25)	Ted Weems & Orchestra	G	10 1/2m.	2361
9957	(June 10)	Gene Krupa and Orchestra	F	10m.	2422
9958	(July 22)	Tony Pastor and Orchestra	G	10m.	2463
(1948-49)					
1951	(Sept. 23)	Elliot Lawrence and Orchestra	G	10m.	2474
WORLD OF SPORTS (12)					
9801	(Sept. 25)	Cinderella Cagers	G	9 1/2m.	2263
9802	(Oct. 23)	Ski Demons	G	9m.	2287
9803	(Nov. 13)	Bowling Kings	G	10m.	2306
9804	(Dec. 25)	Navy Crew Champions	G	10m.	2328
9805	(Jan. 29)	Rodeo Thrills and Spills	G	9 1/2m.	2361
9806	(Mar. 11)	Net Marvels	G	9m.	2377
9807	(May 13)	Champions in the Making	F	8 1/2m.	2407
9808	(June 17)	No Holds Barred	G	9m.	2423
9809	(July 15)	Aqua Zanies	F	9m.	2437
(1948-49)					
1801	(Sept. 23)	Diving Champions			
Metro-Goldwyn-Mayer					
Two Reel					
SPECIALS (4)					
A-901	(Mar. 27)	Drunk Driving	F	21m.	2360
A-902	(Apr. 24)	Going To Blazes	E	21m.	2384
One Reel					
CARTOONS (16)					
(Technicolor)					
(T-J—Tom and Jerry)					
W-931	(Sept. 20)	Slap Happy Lion	G	7m.	2281
W-932	(Sept. 27)	The Invisible Mouse (T-J)	F	7m.	2256
W-933	(Dec. 6)	King Size Canary	F	7m.	2297
W-934	(Jan. 31)	The Bear and the Bean	G	7m.	2336

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
W-935 (Mar. 20)		What Price Freedom	F	6m.	2352
W-936 (Apr. 24)		Make Mine Freedom	G	9m.	2376
W-937 (May 1)		Kitty Foiled (T-J)	E	7m.	2384
W-938 (May 15)		Little 'Tinker	G	8m.	2413
W-939 (June 26)		The Bear and the Hare	F	7m.	2422
W-940 (July 17)		The Truce Hurts (T-J)	G	7m.	2444
W-941 (Aug. 7)		Half-Pint Pygmy	F	7m.	2462
(1948-49)					
W-31 (Sept. 18)		Old Rockin' Chair Tom (T-J)	G	7m.	
FITZPATRICK TRAVELTALKS (6)					
(Technicolor)					
T-911 (Nov. 29)		Visiting Virginia	G	9m.	2281
T-912 (Dec. 13)		Cradle Of A Nation	G	10m.	2297
T-913 (May 8)		Cape Breton Island	G	9m.	2438
T-914 (July 31)		Chicago, the Beautiful	G	10m.	2444
GOLD MEDAL REPRINT CARTOONS (7)					
(Technicolor)					
W-921 (Nov. 22)		Goldilocks and the Three Bears	F	11m.	2289
W-922 (Dec. 20)		The Fishing Bear	F	8m.	2311
W-923 (Feb. 14)		The Milky Way	E	8m.	2342
W-924 (Mar. 27)		The Midnight Snack	F	9m.	2360
W-925 (Apr. 24)		Puss 'N' Toots	G	7m.	2393
W-926 (June 12)		The Bowling Alley Cat	F	8m.	2428
MARTIN BLOCK'S					
MUSICAL MERRY-GO ROUND					
M-981 (Feb. 14)		No. 1—Freddie Martin and Keenan Wynn	E	10m.	2342
M-982 (Apr. 24)		No. 2—Tex Beneke and Orchestra	G	10m.	2352
M-983 (June 26)		No. 3—Ray Noble and Buddy Clark	G	11m.	2422
M-984 (July 17)		No. 4—Les Brown and Virginia O'Brien	G	10m.	2444
M-985 (Aug. 28)		No. 5—Frankie Carle and Orchestra		10m.	
M-986 (Aug. 30)		Art Lund—Tex Beneke—Les Brown		10m.	
PASSING PARADES (6)					
K-971 (Dec. 20)		Miracle In A Cornfield (Technicolor)	E	8m.	2312
K-972 (Jan. 10)		It Can't Be Done	E	10m.	2337
K-973 (Jan. 24)		Goodbye Miss Turleek	G	10m.	2342
K-974 (Feb. 7)		My Old Town	G	9m.	2342
K-975 (June 19)		Souvenirs of Death	G	10m.	2428
K-976 (Aug. 28)		The Fabulous Fraud		11m.	
PETE SMITH SPECIALTIES (10)					
S-951 (Sept. 6)		Football Thrills No. 10	E	10m.	2250
S-952 (Oct. 18)		Surfboard Rhythm (Technicolor)	G	9m.	2263
S-953 (Nov. 8)		What D'Ya Know?	G	9m.	2281
S-954 (Dec. 13)		Have You Ever Wondered?	G	10m.	2303
S-955 (Jan. 10)		Bowling Tricks	E	9 1/2m.	2312
S-956 (Feb. 7)		I Love My Mother-In-Law, But	G	8m.	2337
S-957 (Mar. 20)		Now You See It (Technicolor)	G	9m.	2361
S-958 (May 29)		You Can't Win	F	9m.	2393
S-959 (July 17)		Just Suppose	F	9m.	2444
S-960 (Aug. 21)		Football Thrills No. 11	G	9m.	2444
(1948-49)					
S-51 (Sept. 11)		Why Is It?	E	9m.	
S-52 (Sept. 18)		Pigskin Skill (Technicolor)	G	9m.	
Monogram					
Two Reel					
(Ansco Color)					
4741 (May 30)		Climbing the Matterhorn	E	21m.	2249
Paramount					
Two Reel					
MUSICAL PARADE FEATURETTES (6)					
(Technicolor)					
FF7-1 (Feb. 27)		Samba Mania	G	18m.	2336
FF7-2 (Apr. 9)		Footlight Rhythm	G	19m.	2369
FF7-3 (June 25)		Gypsy Holiday	F	19m.	2414
FF7-4 (Aug. 6)		Tropical Masquerade	G	16m.	2462
FF7-5 (Oct. 1)		Big Sister Blues			
One Reel					
GRANTLAND RICE SPOTLIGHTS (10)					
R7-1 (Oct. 3)		Riding The Waves	G	10m.	2281
R7-2 (Oct. 31)		Running The Hounds	G	11m.	2287
R7-3 (Nov. 28)		Five Fathoms of Fun	G	10m.	2306
R7-4 (Dec. 5)		Stop, Look And Guess 'Em	G	10m.	2312
R7-5 (Jan. 16)		All American Swing Stars	G	10m.	2337
R7-6 (Feb. 20)		Double Barrelled Sport	G	10m.	2342
R7-7 (Mar. 26)		Big Game Angling	G	10m.	2361
R7-8 (Apr. 30)		Riding Habits	G	10m.	2377
R7-9 (June 11)		Big League Glory	E	10m.	2414
R7-10 (July 30)		Her Favorite Pools	G	10m.	2444
(1948-49)					
R8-1 (Nov. 5)		Hot Rod Speedsters			
R8-2 (Dec. 10)		Acrobatic Illini			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
NOVELTOONS (8) (Polacolor)					
P7-1	(Dec. 5)	Santa's Surprise	G	9m. 2303	
P7-2	(Jan. 9)	Cat O' Nine Ails	G	7m. 2313	
P7-3	(Feb. 13)	Flip Flap	G	8m. 2360	
P7-4	(Mar. 19)	We're In The Honey	G	8m. 2360	
P7-5	(Apr. 9)	The Bored Cuckoo	G	8m. 2375	
P7-6	(Apr. 23)	There's Good Boo's Tonite	G	9m. 2374	
P7-7	(May 7)	Land Of The Lost	E	7m. 2385	
P7-8	(June 4)	Butterscotch and Soda	G	7m. 2414	

(1948-49) (8)

P8-1	(Sept. 3)	The Mite Makes Right	G	7m.	
P8-2	(Sept. 3)	Hector's Hectic Life	G	7m.	
P8-3	(Sept. 3)	Old Shell Game	G	7m.	
P8-4	(Sept. 3)	Little Red School House	G	7m.	
P8-5	(Sept. 10)	Hep Cat Symphony	G	7m.	
P8-6	(Oct. 1)	Lost Dream	G	7m.	

PACEMAKERS (6)

K7-1	(Oct. 3)	It Could Happen To You	G	11m. 2281	
K7-2	(Nov. 14)	Babies, They're Wonderful	G	11m. 2287	
K7-3	(Jan. 2)	Bundle From Brazil	G	11m. 2313	
K7-4	(Mar. 12)	Musical Miracle	G	11m. 2361	
K7-5	(May 28)	A Model Is Born	G	7m. 2403	
K7-6	(July 30)	Neighbor To The North	G	13m. 2437	

POPEYE CARTOONS (8)

(Polacolor)

E7-1	(Dec. 19)	All's Fair At The Fair	G	8m. 2302	
E7-2	(Jan. 30)	Olive Oyl For President	G	7m. 2313	
E7-3	(Feb. 27)	Wigwom Whoopee	G	8m. 2360	
E7-4	(Mar. 26)	Pre-Hysterical Man	G	7m. 2376	
E7-5	(June 18)	Popeye Meets Hercules	G	7m. 2414	
E7-6	(July 30)	A Wolf In Sheik's Clothing	F	8m. 2444	
E7-7	(Aug. 27)	Spinach vs. Hamburgers	F	8m. 2463	
E7-8	(Sept. 3)	Snow Place Like Home	G	8m. 2463	

(1948-49)

E8-1	(Nov. 11)	Robin Hood Winked	G	8m. 2463	
E8-2	(Dec. 31)	Symphony In Spinach	G	8m. 2463	

POPULAR SCIENCE (4)

(Magnacolor)

J7-1	(Oct. 17)	No. 1—Radar Fishermen	G	10m. 2281	
J7-2	(Dec. 26)	No. 2—Desert Destroyers	G	11m. 2303	
J7-3	(Feb. 20)	No. 3—Streamlined Luxury	G	10m. 2337	
J7-4	(Apr. 2)	No. 4—Fog Fighters	G	10m. 2376	
J7-5	(May 21)	No. 5—The Big Eye	G	10m. 2393	
J7-6	(Aug. 6)	No. 6—The Flying Wing	G	10m. 2463	

(1948-49)

J8-1	(Dec. 24)	No. 1—Solar Secrets	G	10m. 2463	
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SCREEN SONG (8)

(Polacolor)

X7-1	(Dec. 26)	The Circus Comes To Clown	G	7m. 2312	
X7-2	(Jan. 23)	Base Brawl	G	8m. 2337	
X7-3	(Feb. 20)	Little Brown Jug	G	8m. 2337	
X7-4	(Mar. 12)	The Golden State	G	8m. 2360	
X7-5	(Mar. 19)	Winter Draws On	G	7m. 2360	
X7-6	(June 4)	Sing Or Swim	G	7m. 2414	
X7-7	(July 16)	Campdown Races	G	8m. 2444	
X7-8	(Aug. 20)	The Lone Star State	F	9m. 2463	

(1948-49) (8)

X8-1	(Sept. 17)	Readin', 'Ritin' and Rhythmic	G	8m. 2463	
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SPEAKING OF ANIMALS (6)

Y7-1	(Oct. 3)	Dog Crazy	G	11m. 2281	
Y7-2	(Nov. 14)	Aln't Nature Grand	F	10m. 2287	
Y7-3	(Dec. 12)	Monkey Shines	G	9m. 2306	
Y7-4	(Feb. 6)	Home Sweet Home	F	10m. 2337	
Y7-5	(Apr. 16)	Tain't So	F	10m. 2376	
Y7-6	(June 18)	As Headliners	G	10m. 2414	

(1948-49)

Y8-1	(Oct. 29)	The Gnu Look	G	10m. 2414	
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UNUSUAL OCCUPATIONS (4)

(Magnacolor)

L7-1	(Nov. 7)	No. 1—Hula Magic	G	10m. 2281	
L7-2	(Jan. 2)	No. 2—Bagpipe Lossies	G	11m. 2313	
L7-3	(Feb. 13)	No. 3—Modern Pioneers	G	11m. 2361	
L7-4	(Apr. 16)	No. 4—Nimrod Artist	G	10m. 2376	
L7-5	(May 14)	No. 5—Feather Finery	G	10m. 2393	
L7-6	(Aug. 13)	No. 6—Aerial Hot Rods	G	16m. 2474	

(1948-49)

L8-1	(Nov. 26)	No. 1—The Glass Orchestra	G	16m. 2474	
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RKO

Two Reel

EDGAR KENNEDY COMEDIES (6)

83401	(Nov. 21)	Mind Over Mouse	F	17m. 2311	
83402	(Jan. 2)	Brother Knows Best	F	17m. 2336	
83403	(Feb. 6)	No More Relatives	F	18m. 2351	

83404	(May 14)	How To Clean House	F	18m. 2403	
83405	(June 25)	Dig That Gold	F	17m. 2436	
83406	(Aug. 6)	Home Canning	F	16m. 2462	

LEON ERROL COMEDIES (6)

83701	(Jan. 16)	Get Your Life	G	14m. 2336	
83702	(Mar. 5)	Don't Fool Your Wife	F	18m. 2360	
83703	(Apr. 9)	Secretary Trouble	F	17m. 2403	
83704	(.....)	Bachelor Blues	F	17m. 2403	
(.....)	(.....)	The Uninvited Blonde	F	17m. 2403	

MY PAL (4)

83201	(Oct. 31)	My Pal	G	22m. 2262	
83202	(Sept. 24)	Lost Pal	G	22m. 2262	
(.....)	(.....)	Pal's Adventure	G	22m. 2262	

RAY WHITLEY MUSICAL WESTERN REISSUES (4)

83501	(Sept. 5)	Molly Cures A Cowboy	F	19m. 2256	
83502	(Oct. 10)	Musical Bandit	F	16m. 2280	
83503	(Nov. 14)	Corralling A School Marm	F	20m. 2319	
83504	(Dec. 19)	Prairie Spooners	G	13m. 2328	

SPECIALS

83901	(Dec. 12)	Football Highlights of 1947	G	19 1/2m. 2302	
841	(.....)	Louis-Walcott Fight	G	21m. 2302	
83601	(Apr. 1)	Twenty Years of Academy Awards	E	18m. 2369	
83801	(Apr. 23)	Basketball Headliners Of 1948	G	18m. 2384	
842	(June 26)	Louis-Walcott Fight No. 2	G	19m. 2422	

THIS IS AMERICA (13)

83101	(Nov. 14)	Border Without Bayonets	E	16m. 2286	
83102	(Dec. 12)	Switzerland Today	E	18m. 2311	
83103	(Jan. 9)	Children's Village	E	19m. 2319	
83104	(Feb. 6)	Operation White Tower	G	18m. 2336	
83105	(Mar. 5)	Photo Frenzy	E	16m. 2352	
83106	(Apr. 2)	Funny Business	E	18m. 2369	
83107	(Apr. 30)	Democracy's Diary	E	17m. 2384	
83108	(May 28)	Crime Lab	E	17m. 2403	
83109	(June 25)	Letter To A Rebel	G	16m. 2428	
83110	(July 23)	Sport's Golden Age	G	17m. 2436	
83111	(Aug. 20)	Glamour Street	G	16m. 2462	

One Reel**FLICKER FLASHBACKS (7)**

84201	(Oct. 24)	No. 1	G	10m. 2281	
84202	(Dec. 5)	No. 2	G	9m. 2319	
84203	(Jan. 16)	No. 3	F	9m. 2337	
84204	(Feb. 27)	No. 4	F	9m. 2361	
84205	(Apr. 9)	No. 5	F	8m. 2385	
84206	(May 21)	No. 6	F	9m. 2437	
84207	(July 2)	No. 7	G	9m. 2438	

JAMBOREES (7)

(Re-Releases)

84401	(Sept. 5)	Enric Madriguera and Orchestra	F	8m. 2256	
84402	(Oct. 3)	It's Tommy Tucker Time	F	8m. 2281	
84403	(Oct. 31)	Johnny Long and His Orchestra	G	8m. 2287	
84404	(Nov. 28)	Duke Ellington and His Orchestra	G	9m. 2319	
84405	(Dec. 26)	Jerry Wald and His Orchestra	G	9m. 2328	
84406	(Jan. 23)	Roy McKinley and His Orchestra	F	8m. 2328	
84407	(Feb. 20)	Dick Stabile and His Orchestra	G	8m. 2337	

SPORTSCOPES (13)

84301	(Sept. 19)	Ski Holiday	G	8m. 2271	
84302	(Oct. 17)	Golf Doctor	G	8m. 2271	
84303	(Nov. 14)	Quail Pointers	G	8m. 2287	
84304	(Dec. 12)	Pin Games	G	8m. 2312	
84305	(Jan. 9)	Racing Day	G	8m. 2319	
84306	(Feb. 6)	Sports Coverage	G	8m. 2337	
84307	(Mar. 5)	Teen Age Tars	G	9m. 2361	
84308	(Apr. 2)	Doggone Clever	G	8m. 2385	
84309	(Apr. 30)	Big Mouth Bass	F	8m. 2437	
84310	(May 28)	Muscles and the Lady	G	9m. 2414	
84311	(June 25)	Ladies In Wading	G	8m. 2437	
84312	(July 23)	Athletic Varieties	G	8m. 2463	
84313	(Aug. 20)	Strikes To Spare	G	8m.	

WALT DISNEY CARTOONS (18)

(Ninth Series)

(Technicolor)

(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro)

(1946-47)

74101	(May 30)	Figaro And Frankie (F)	F	7m. 2131	
74102	(June 20)	Clown of the Jungle (D)	G	6m. 2154	
74103	(July 11)	Donald's Dilemma (D)	G	7m. 2163	
74104	(Aug. 1)	Crazy With The Heat (D)	F	6m. 2187	
74105	(Aug. 22)	Bottle Beetle (D)	G	7m. 2211	
74106	(Sept. 12)	Wide Open Spaces (D)	G	7m. 2187	
74107	(Oct. 3)	Mickey's Delayed Date (M)	G	7m. 2250	
74108	(Oct. 31)	Foul Hunting (G)	F	6m. 2250	
74109	(Nov. 14)	Mail Dog (P)	G	7m. 2271	
74110	(Nov. 28)	Chip An' Dale	G	7m. 2286	
74111	(Dec. 26)	Pluto's Blue Note (P)	G	7m. 2311	
74112	(Jan. 23)	They're Off (G)	G	7m. 2337	
74113	(Feb. 6)	The Big Wash (G)	G	7m. 2271	
74114	(Mar. 5)	Drip Dippy Donald (D)	E	7m. 2360	
74115	(Mar. 19)	Mickey Down Under (M)	F	7m. 2385	

74116	(Apr. 16)	Doddy Duck (D)	G	7m. 2403	
74117	(Apr. 30)	Bone Bondit (P)	F	7m. 2403	
74118	(May 21)	Donald's Dream Voice (D)	E	6m. 2422	

(1948-49) (18)

94101	(July 9)	Pluto's Purchase	G	7m. 2463	
94102	(July 30)	Trial of Donald Duck	G	7m.	
94103	(Aug. 13)	Cat Nap Pluto (P)	G	6m.	
(.....)	(.....)	Inferior Decorator (D)	G	6m.	
(.....)	(.....)	Pueblo Pluto (P)	G	6m.	
(.....)	(.....)	Donald's Happy Birthday (D)	G	6m.	

WALT DISNEY REISSUES (6)

(Technicolor)

84701	(Oct. 17)	Hawaiian Holiday	E	8m. 2280	
84702	(Dec. 12)	The Clock Cleaners	E	8m. 2319	
84703	(Feb. 20)	Little Hiawatha	E	9m. 2336	
84704	(Apr. 2)	Alpine Climbers	E	9m. 2329	
84705	(May 14)	Woodland Cafe	E	8m. 2337	
84706	(Sept. 3)	Three Little Pigs	E	9m. 2436	

Republic

(Serial)

(.....) Federal Agents vs. Underworld, Inc. 12ep.

20th Century-Fox

Two Reel

THE MARCH OF TIME

(Vol. 14)

(Sept. 5)	No. 1—Is Everybody Listening?	F	18 1/2m. 2243	
(Oct. 3)	No. 2—T-Men In Action	E	10m. 2262	
(Oct. 31)	No. 3—End of an Empire	G	18 1/2m. 2280	
(Nov. 28)	No. 4—Public Relations . . . This Means You	G	17m. 2286	
(Dec. 26)	No. 5—The Presidential Year	G	17m. 2319	
(Jan.)	No. 6—The 'Cold War': Act 1—France	G	18 1/2m. 2328	
(Feb.)	No. 7—Marriage and Divorce	F	17m. 2352	
(Mar.)	No. 8—Crisis In Italy	E	17m. 2360	
(Apr.)	No. 9—Life With Junior	G	18m. 2375	
(May)	No. 10—Battle for Greece	G	17m. 2393	
(June)	No. 11—The Fight Game	G	18 1/2m. 2413	
(July)	No. 12—The Case of Mrs. Conrad	E	20m. 2428	
(Aug.)	No. 13—White Collar Girls	G	17m. 2443	
(Sept.)	No. 14—Life With Grandpa	G	18m. 2474	

SPECIAL

(.....) Report For Action G 17m. 2403

One Reel

FEMININE WORLD

(Ilka Chose)

THE EXHIBITOR

	COLUMBIA	EAGLE-LION	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS		
AUG 27	Lulu Belle D. Lamour, G. Montgomery The Black Arrow L. Hayward, J. Blair, G. Macready	(1948-49) Northwest Stampede J. Leslie, J. Craig, J. Oakie (Cinecolor)		The Golden Eye R. Winters, V. S. Young, M. Moreland The Dude E. Albert, G. Storm, J. Gleason (Allied Artists) Music Man P. Brito, F. Stewart, J. Preisser The Babe W. Bendix, C. Trevor, C. Bickford (Allied Artists) Joe Palooka In Winner Take All J. Kirkwood, E. Knox, S. Clements	Beyond Glory A. Ladd, D. Reed, T. Neal (End 1947-48)	(1948-49) The Velvet Touch R. Russell, L. Genn S. Greenstreet Station West D. Powell, J. Greer	Sons Of Adventure L. Roberts, R. Hayden Code Of Scotland Yard O. Homolka, D. Farr (English-made) Night Time In Nevada R. Rogers, A. Devine (Trucolor) Angel In Exile J. Carroll, A. Mara, T. Gomez	Hidden Gold, W W. Boyd, R. Hayden (Reissue) Flirting With Fate J. E. Brown, B. Roberts, S. Duna (Reissue) That's My Boy J. Durante, R. Tauber (Reissue) Dead Man's Gold, W L. La Rue, A. St. John	The Luck Of The Irish T. Power, A. Baxter, C. Kellaway Escape R. Harrison, P. Cummins, W. Hartnell (English-made) Forever Amber L. Darnell, C. Wilde, R. Greene (Technicolor) The Creeper E. Cianelli, O. Stevens, J. Vincent The Gay Intruders J. Emery, T. Geva, L. Erickson (October releases) Cry Of The City V. Mature, R. Conte, B. Garde	Red River J. Wayne, M. Clift, J. Dru (Monterey) Pitfall D. Powell, L. Scott, J. Wyatt (Regal) Urubu All-Native Cast (Breakstone- Coplen)	(August releases) Tap Roots V. Heflin, S. Hayward, B. Korloff (Technicolor) Mr. Peabody and the Mermaid W. Powell, A. Blyth, I. Hervey Larceny J. Payne, J. Caulfield, D. Duryea One Touch of Venus A. Gardner, D. Haymes, R. Walker (September releases) The Saxon Charm R. Montgomery, S. Hayward, J. Payne For The Love Of Mary D. Durbin, E. O'Brien, D. Taylor, J. Lynn The Case Against Calvin Cooke F. March, F. Eldridge, E. O'Brien	(1948-49) Two Guys From Texas D. Morgan, J. Carson, D. Malone (Technicolor)		
SEPT 3	Gentleman From Nowhere W. Baxter, F. Baker, L. Van Rosten	The Olympic Games of 1948 Commentary by Bill Stern and Ted Husing (Technicolor) (English-made)	(September releases) A Southern Yankee R. Skelton, B. Donlevy, A. Dahl Luxury Liner G. Brent, J. Powell, L. Melchior (Technicolor)	The Babe W. Bendix, C. Trevor, C. Bickford (Allied Artists) Joe Palooka In Winner Take All J. Kirkwood, E. Knox, S. Clements										
10														
17	Black Eagle, The Story of A Horse W. Bishop, V. Patton, G. Jones	In This Corner S. Brady, A. Shaw, J. Millican												
24	Singin' Spurs H. Hotshots, P. White, K. Grant (End 1947-48) Triple Threat R. Crane, G. Henry, Pro Football Stars Walk A Crooked Mile D. O'Keefe, L. Hayward, L. Albritton	My Son, My Son B. Aherne, M. Carroll, L. Hayward (Reissue) International Lady G. Brent, I. Massey, B. Rathbone (Reissue) Hollow Triumph P. Henreid, J. Bennett, L. Brooks Adventures of Gallant Bess C. Mitchell, A. Long, P. Knight (Cinecolor)	(October releases) Julia Misbehaves G. Garson, W. Pidgeon, P. Lawford No Minor Vices D. Andrews, L. Palmer, L. Jourdan (Enterprise) The Secret Land Admiral Byrd Adventure (Technicolor)	The Sheriff Of Medicine Bow, W J. M. Brown, E. Finley, R. Hatton Silver Trails, W J. Wakely, D. Taylor, C. Larson	(1948-49) Sorry, Wrong Number B. Stanwyck, B. Lancaster, A. Richards Isn't It Romantic V. Lake, M. Hatcher, B. DeWolfe Night Has A Thousand Eyes E. G. Robinson, G. Russell, J. Lund	The Twisted Road C. O'Donnell, F. Granger, H. Da Silva Good Sam G. Cooper, A. Sheridan, R. Collins Melody Time (Disney) (Technicolor) Design For Death Documentary Bodyguard L. Tierney, P. Lane, Mourning Becomes Electra R. Russell, M. Redgrave, R. Massey A Song Is Born D. Kaye, V. Mayo, B. Karloff (Goldwyn) Station West D. Powell, J. Greer Tarzan's Fountain Of Youth L. Barker, B. Joyce A. Dekker	Son of God's Country M. Hale, P. Hurst, P. Blake Desperadoes Of Dodge City, W A. Lane, E. Waller, M. Coles Moonrise D. Clark, G. Russell, E. Barrymore (Feldman-Grant)	Harpoon J. Bromfield, A. Louis Duke of West Point L. Hayward, J. Fontaine (Reissue) Miss Annie Rooney S. Temple, W. Gargan (Reissue) The Mozart Story H. Holt, W. Markus Last Of The Wild Horses J. Ellison, J. Frazee, M. B. Hughes (Sepiatone) Stagecoach War, W W. Boyd (Reissue) Mark Of The Lash, W L. La Rue, A. St. John	An Innocent Affair F. MacMurray, C. Rogers (Nasser) Texas, Brooklyn and Heaven D. Lynn, G. Madison, J. Dunn (Golden) Strange Gamble W. Boyd, A. Clyde, R. Brooks (Hopalong Cassidy) The Gay Intruders J. Emery, T. Geva, L. Erickson (October releases) Cry Of The City V. Mature, R. Conte, B. Garde Apartment For Peggy J. Crain, W. Holden, E. Gwenn (Technicolor)	Mr. Peabody and the Mermaid W. Powell, A. Blyth, I. Hervey Larceny J. Payne, J. Caulfield, D. Duryea One Touch of Venus A. Gardner, D. Haymes, R. Walker (September releases) The Saxon Charm R. Montgomery, S. Hayward, J. Payne For The Love Of Mary D. Durbin, E. O'Brien, D. Taylor, J. Lynn The Case Against Calvin Cooke F. March, F. Eldridge, E. O'Brien				
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15	El Dorado Pass, W C. Starrrett, S. Burnette, E. Verdugo Rusty Leads The Way T. Donaldson, S. Moffett, J. Litel The Loves Of Carmen R. Hayworth, G. Ford, R. Randell (Technicolor) The Untamed Breed S. Tufts, B. Britton, G. Hayes (Cinecolor)	Behind Locked Doors R. Carlson, L. Bremer, R. Moore The Count Of Monte Cristo R. Donat, E. Landi (Reissue) The Son Of Monte Cristo L. Hayward, J. Bennett, G. Sanders (Reissue)										Smart Girls Don't Talk V. Mayo, B. Bennett, R. Hutton The Girl From Manhattan D. Lamour, C. Laughton, G. Montgomery (Bogaus)	Smart Girls Don't Talk V. Mayo, B. Bennett, R. Hutton The Girl From Manhattan D. Lamour, C. Laughton, G. Montgomery (Bogaus)	Johnny Belinda J. Wyman, L. Ayers, C. Bickford
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HOLIDAYS—SPECIAL EVENTS

Oct. 4-5—Rosh Hashonah
Oct. 12—Columbus Day
Oct. 13—Yom Kippur
Nov. 2—Election Day

SELZNICK RELEASING ORGANIZATION

The Paradine Case—G. Peck, Valli, A. Todd
Mr. Blandings Builds His Dream House—M. Loy,
C. Grant, M. Douglas

FILM CLASSICS

Drums—(Technicolor) (Reissue)
Four Feathers—(Technicolor)—(Reissue)
Miraculous Journey—R. Calhoun, V. Grey, (Cinecolor).
Sofia—G. Raymond, S. Gurie—(Cinecolor)
Border Wolves—(Western Reissue)
Pony Post—(Western Reissue)



She owes her "ripe old age" to him . . .

HOWEVER skillfully she might play her part, this young actress would still seem more girl than grandmother—save for the creative ingenuity of the make-up man.

By deft application of grease paint and putty, he has added years to her appearance...and conviction to her role.

This is but one instance of the magic at the make-up man's command. He does as much and more for film folk

who must be transformed to Jekyll, Cyrano, gnome, or Manchu.

When these characterizations reach audiences successfully, it is because the make-up man combines cosmetic artistry with full knowledge of his medium. And, in knowing films, he is aware of what is done to help his work by the versatile members of the Eastman motion picture family, famous films for more than fifty years.

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FORT LEE • CHICAGO • HOLLYWOOD

THE EXHIBITOR



SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE

SEPTEMBER 29, 1948



VOLUME 40
NUMBER 21

NOT SOLD

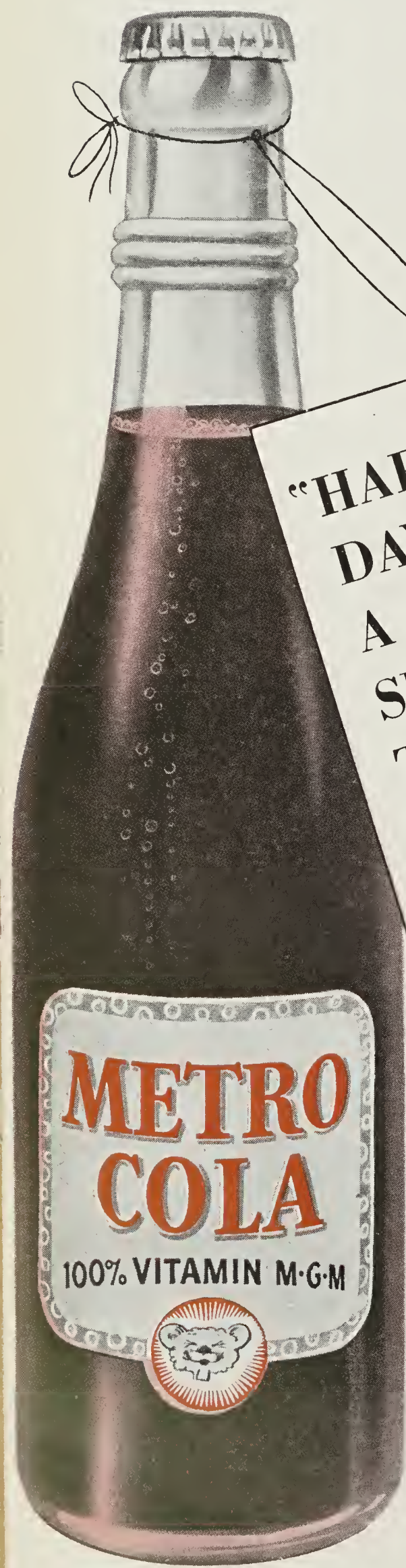
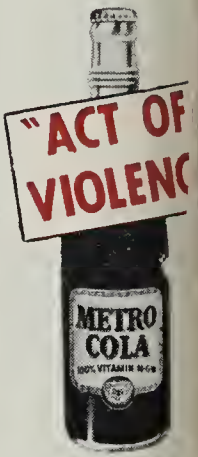
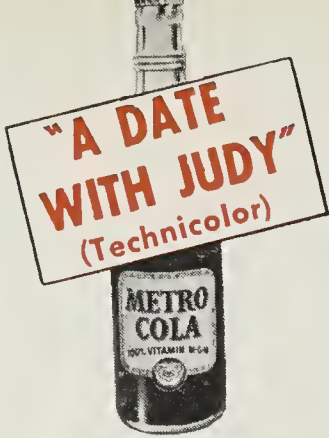
Paul Henreid, the star and producer of EL's "Hollow Triumph", found himself under the eyes of the television cameras of WCAU-TV, Philadelphia, when he recently decided to help the bally on "Hollow Triumph" in that area. He is being interviewed here by Ethyl Foster on "Show Business."

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

IN THIS ISSUE:

Paul Manning presents highlights of the latest production activities in

STUDIO SURVEY



**"HAPPY
DAYS!
A NEW
SEASON
TOAST TO
YOU IN
SPARKLING
METRO-COLA!"**

The company that pepped up this industry all Spring and Summer long has plenty of good stuff to cheer you up for months ahead!

**METRO
COLA**
100% VITAMIN M-G-M



THIS DEPARTMENT doesn't generally encourage the use of poetry, but the following by Milton Officer, manager, Lakeside, Chicago, and editor, BK-Echoes, issued by the B and K Employes Club, should contain many a laugh for managers:

(The following epic was inspired one day when I was trying to tell someone who was where among the managerial staffs at the moment.)

HERE TODAY—GONE TOMORROW

Oh, where is my wandering assistant tonight?

I thought at the Roosevelt but that's not right.

I checked at the Luna, Crystal, State-Lake—

How many more spots in a week can he make?

When last seen, his pants were bagged to the knees

'Cause his pockets were crammed with theatre keys.

On his face was a look of dire consternation.

His mind was all cluttered with safe combinations.

No wonder the office is all in a dither, Today they don't know if he's hither or thither.

They'll call at the Congress, and, surer than fate,

He'll pick up the phone, and say "Good afternoon, State."

The Garriek payroll he did neatly arrange, And then on the top he typed in "La Grange."

What a mess of the Howard reports he did make

Figured them right, but labeled them "Drake."

His coat he left at the UA one day, And his hat is still at the Apollo.

Oh, where is my wandering assistant tonight,

He sure is a hard guy to follow.

—H. M. M.

I N D E X

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THE EXHIBITOR

VOL. 40, No. 21



SEPTEMBER 29, 1948

A Wise Decision

THE OFFICIAL DECISION by the Variety Clubs International at the Washington meeting to take over the financial responsibility in connection with the operation of the Will Rogers Memorial Hospital, Saranac Lake, N. Y., is a move that has already received the whole-hearted endorsement of the industry. By appointing a committee of eight to confer with representatives of the distributors, Variety Clubs International is taking a step which will eventually lead to the clubs' assuming full financial responsibility.

HOWEVER, the burden is one for the entire industry. It was a foregone conclusion that this business, coming through as it does for countless charitable enterprises, couldn't let its own endeavor, the Will Rogers Memorial Hospital, down, and it is to the credit of those exhibitors and distributors who personally took the initiative that the hospital has been kept open. It is because of their drive and energies that the situation reached the point where the Variety Clubs International assumed the leadership.

CURRENTLY, there are many cities in the country where the hospital fund-raising projects are already functioning. That these will receive the utmost cooperation of the trade is assured.

COLUMBIA's Abe Montague, in a luncheon address, ably presented the problems of the hospital, and was followed by Paramount's Charles Reagan, MGM's William F. Rodgers, and RKO's Bob Mochrie, as well as independent exhibitor Morton G. Thalhimier.

AND if suggestions are in order, Charles P. Skouras, who has made such an enviable record in charitable activities, and who recently was the subject of a large bit of praise from columnist Drew Pearson, would be a good man to head the committee of Variety Club barkers who will be put in charge of the national drive.

WHILE SPEAKING of the Washington meeting, praise must be given those in charge, for the Humanitarian Award dinner outdid anything ever attempted in the amusement industry, with 42 nations represented on the dais, and official Washington present in every branch. The decorations were superb, and the U. S. Marine Band thrilling, but when it was announced that over two millions were raised for charity, and over 250,000 children helped, that was a supreme moment, and show business had a right to take a bow.

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YOU CAN TEACH A PARROT TO SAY:



**"JUST
AS
GOOD!"**

Honestly, Mr. Exhibitor, aren't we right in assuming that you want M-G-M to continue the high standard of our Short Subjects? We genuinely feel that your audience resents inferior shorts as an insult to their intelligence. Exhibitors put M-G-M Shorts up on the marquee because they are top quality, created with all the skill and studio resources of M-G-M's finest feature productions. As a result, M-G-M Shorts on your program bring in *extra* revenue in addition to giving *extra* satisfaction to your show. M-G-M Shorts rank high among Academy Award winners. Ask your M-G-M Branch to serve you with our entire line-up of sparkling Shorts. You'll be glad you did it all year long!

TOPS IN SHORTS! **M-G-M's 1948-'49 PROGRAM!**

16 M-G-M CARTOONS *(Technicolor)*

Includes those box-office favorites Tom and Jerry!

★

4 GOLD MEDAL REPRINT CARTOONS Proven hits!

★

10 PETE SMITH SPECIALTIES Undisputed leader of live action shorts!

★

6 PASSING PARADES From the inimitable story-teller, John Nesbitt.

★

4 M-G-M 2-REEL SPECIALS Accent on action!

★

8 FITZPATRICK TRAVELTALKS! *(Technicolor)* For the lure of far-off places!

★

104 Issues a year **"NEWS OF THE DAY"** The NEWSreel that tops 'em all!



HIGHLIGHTING PAUL HENREID'S PERSONALS IN PHILADELPHIA WAS THE LUNCHEON GIVEN HIM AND SALES EXEC. MILT COHEN BY EL.

It Was Certainly A Workout

Star-Producer Paul Henreid Learned This When He Helped "Hollow Triumph"

TIME was when a star was content to draw his or her salary each week and stay in the cinema heaven for the allotted time, but in recent years there has come to many an urge to produce. One of the male stars who was bitten by this particular bug was Paul Henreid, whose boxoffice attainments spoke for themselves, and who could have gone on working as a romantic lead for the various companies for many years.

Henreid, however, decided to become a producer, and finally made a deal with Eagle Lion. The result was "Hollow Triumph."

When "Hollow Triumph" was completed and Eagle Lion saw it, it was then and there decided that it was worthy of more than the usual bally, with an eastern world premiere in order. Part of the attendant ballyhoo was to be the presence of Henreid.

As part of the festivities, Henreid came



Paul Henreid and Max Miller, EL field man, find much to be pleased about as they discuss EL's "Hollow Triumph" during a Philadelphia confab.

east prepared to spend a solid week helping to put over the premieres, beginning with radio shows in New York City. From then on, for six days, he was accompanied by EL exploitation man Max Miller, who squired Henreid through a hectic few days in Philadelphia, Harrisburg, Pa., Reading, Pa., and Atlantic City, N. J., with premieres of the show at the last three spots. From morning past midnight, Henreid met the press, radio folk, television people, etc., participated in a gala exhibitor luncheon in Philadelphia, and even flew through a blinding downpour on his way to Atlantic City, with the pilot willing to turn back at any point. In fact, Henreid's schedule included everything except kissing babies.

At the end of the six-day period, Henreid was glad to get back by plane to Lake Arrowhead, Cal., where he relaxed, happy in the knowledge that he had done everything possible for "Hollow Triumph."



Henreid, left, Mrs. H. J. Schad, Mayor Jack Davis, and star Audrey Long posed while Henreid was making a personal appearance at the Astor, Reading, Pa., as part of his many eastern personal appearances.



At the Harrisburger, Harrisburg, Pa., Henreid and Miss Long were interviewed by Barbara Esmer for her program, featured on WKBO. Henreid's hard work went far to make the personal appearance tour a success.



At the Harrisburger Hotel, Harrisburg, Henreid appeared at the Optimist Club of Harrisburg, and is shown here with Miss Long, the Optimist Club president, and Bob Sidman, who manages the Senate, Harrisburg.



Reading welcomed Henreid with a parade. Shown here is part of the procession making its way up Penn Street, one of Reading's main thoroughfares. Banners for "Hollow Triumph" were strung between buildings.



Since his arrival coincided with Reading's Bi-centennial celebration, Henreid also made a personal at the Bi-centennial grounds. Most of his contacts and his agenda were arranged by Lester Stallman and EL's Max Miller.



In Atlantic City, N. J., Henreid was made an honorary detective, and given a key to the city by Director of Public Safety William S. Cuthert, while Miss Long was given the key to the city. Jack Waxmann, Hollywood, looks on.

MEL KONECOFF'S NEW YORK

NATE BLUMBERG, a gentleman who believes in grabbing a situation by the horns and also president of Universal-International, called ye press together last week. The confab consisted, in the main, of denying and branding false "vicious" rumors gadded about to harm the company and of presenting the company and its prospects in a true light.



He wanted to spike what he termed "malicious" rumors. As to the story that William Spitz and Leo Goetz, production heads of the company, were resigning, there is no foundation for this statement, he said, as both have contracts with the company which still have five years to run. Blumberg praised the "excellent job" they were both doing.

Also nailed to the mast was the rumor that Spitz and Goetz were not getting along together, which Blumberg labeled as foolish. He stated that the pair undoubtedly have their differences of opinion as do

any pair of creative executives but denied that they were serious.

Also spiked was the report that U-I was for sale or that it was being sold. Some 4,000 stockholders own the company and management officials together with J. Arthur Rank control 450,000 shares of the 952,000 outstanding. Rank owns 133,500.

Still another bit of gossip discounted was the report that U-I was in financial trouble. Blumberg reported that the company still has a credit of several millions which it has not touched, and he opined that the rumor emanated from temporary studio shut-down or rather production cessation, the narrowing of the foreign market, and the temporary slump of the domestic market. Blumberg claimed that the studio has been reorganized, that the company is neither optimistic nor pessimistic, but that it is realistic, and that the best program in its history is forthcoming. He was proud of the Radio City Music Hall's booking of "Family Honeymoon" and "You Gotta Stay Happy." While on the financial subject, Blumberg also denied that bankers were telling management how to run the company.

He commented on the reduction in production costs, and praised labor for recognizing the need for adjustment. He stressed that exhibitors must cooperate with distributors. The company will deliver 24 pictures once again in 1948-49. Most of these are already completed, and U-I will only deliver product made on its own lot. There will be 12 to 15 Rank pictures also distributed by the company. No foreign production is contemplated.

Blumberg estimated increases in business domestically at between 30 and 35 per cent since July, and thought that the upsurge would continue. He opined that individual picture selling was more costly and benefited no one greatly. However, he admitted it will take another year or two to test it thoroughly.

Other pertinent matters brought out were that confusion resulting from the U. S. Supreme Court decision was holding up any definite policy on the acquisition of theatres, that the consent decree presently being formulated will probably change our business pretty substantially, and U-I has a refund claim with Uncle Sam for some of the 22 million in taxes paid since 1940. Said Blumberg, "U-I is in business and will stay in business. Don't sell it short."

Now get out, and win.

INTRODUCTION DEPT.: William Rodgers, vice-president and general sales manager, MGM, hosted a luncheon last week at the Hotel Astor, which served to introduce the first six field men to be accepted for the company's executive training course, which will run four weeks,

and which carries the tag "Opportunity Unlimited." Rodgers related how these and every man showing any promise would go through the course, which involved meeting with 58 executives at the home office and its affiliates, going into how company policies are formulated and carried out, the position of the company and its relation to the industry, a public speaking course, etc.

He thought the procedure particularly appropriate at this time. He hoped, too, that the men would aid the industry as a whole when the course is completed.

The six men are: Michael Ford, Chicago; A. B. Padgett, Atlanta; Louis J. Weber, Dallas; Phil Gravitz, New Haven; Louis Marks, Cleveland, and Russell Gaus, Los Angeles.

LUNCHEON DEPT.: The other day we dropped in for lunch at the Realart convention at the Warwick in time to witness S. S. Krellberg, Buffalo-Albany franchise holder, present prexy Budd Rogers with a 16mm. motion picture camera on behalf of the assembled franchise holders and executives. They have an ambitious program outlined, and television will not play a part therein.

RUMOR DEPT.: We think that there is some truth to the story that Dick Powell was talking with Joseph Bernhard, Film Classics' prexy, about future releases of his Regal Films via FC. If all the conditions are met, a deal may be signed, it is said.

MEATY STUNT DEPT.: One of the cutest stunts in a long time came from the desk of Howard LeSieur, United Artists advertising-publicity head, and publicity manager Al Tamarin in the form of a steak. With it came the inscription: "This steak, originally on the hoof, was a part of the cast of the forthcoming screen epic 'Red River'."

This marks the first time we ever had to eat as well as see a member of the cast. Incidentally, it was good, too. We should have more such stunts, especially with the price of steak what it is.

IN UNION THERE IS DEPT.: The other day, the Screen Publicists Guild, the Screen Office And Professional Employees Guild, and its officers called ye press together to announce that concentrated action at the spot where it hurts most, the theatre, was in the offing unless the companies agreed to collective bargaining for the memberships. A campaign was being mapped out to touch all unions and the

Colosseum Schedules October Meeting

CHICAGO—First national convention of the Colosseum of Motion Picture Salesmen will be held here on Oct. 16-17 at the Sheraton Hotel. Frank Flaherty, Columbia salesman, is local loge president.

Meanwhile, most distributors were reported to have signed agreements with the Colosseum, with the pact said to be calling for a 10 per cent wage increase, greater automobile mileage allowance, etc.

public wherein cooperation would be requested in not attending theatres playing films from the hold-out firms. This would place a boycott on practically all films except those distributed by Eagle Lion, which signed new contracts with the unions recently.

Since then, company officials have re-affirmed their stand to wit: that the union officials must sign the non-Communist sections of the Taft-Hartley Law before negotiations could commence. It looks like trouble for the future.

THE METROPOLITAN SCENE: Hoagy Carmichael, upon his return from London, was guest of honor at a cocktail party at the Sherry Netherland. . . . Warnerites and guests had a swell time at the first golf outing since the war recently at the Vernon Hills Country Club, Tuckahoe, N. Y. The press was invited, too. . . . The Marty Collins, celebrated their 25th wedding anniversary at their home in Philadelphia (6028 Christian Street). Oldtimers will remember the team of Marty Collins and Harry Peterson, partners for some 23 years. . . . Genial George Harvey, Paramount press book editor, was elected president, Paramount Pictures Club. Congrats, and how is that pretty daughter of yours??? . . . Eddie Cantor was awarded the 1948 Citation for Humanitarianism of United Jewish Appeal. Samuel Goldwyn made the award. . . . That was a very clever promotion piece sent out by Leon Bamberger on "Rachel And The Stranger" via stills from the feature. . . . The Air Force Association's national convention witnessed an advance private showing of 20th Century-Fox's forthcoming "Jungle Patrol." . . . That huge spectacular completed on "Joan Of Arc" is a crowd stopper. . . . Victor Volmar, Monogram's foreign publicity manager, writes from Hollywood that everything is fine except the weather. . . . That is a good pressbook out on "An Innocent Affair." . . . Fernandel, leading French comic, in town for a tour of Canada. . . . Leon Ames, while in for the Screen Actors Guild, made a personal appearance at the Rivoli tying in with "The Velvet Touch."

SRO Sets Three

NEW YORK—The Selznick Releasing Organization plans to release three pictures in the first quarter of 1949, it was announced last fortnight by Milton S. Kusell, SRO vice-president in charge of domestic and Canadian sales, at the final session of the divisional sales meeting.

Pictures scheduled for release are: "Portrait Of Jennie," "The Third Man," and an untitled picture.

Lockwood Chosen As TOA President

CHICAGO—Arthur H. Lockwood, Boston, veteran New England exhibitor, was last weekend elected Theatre Owners Of America president, at the two-day session. Others named were: chairman of the board, Ted Gamble, Portland, Ore.; honorable chairman of the board, Fred Wehrenberg, St. Louis; first vice-president, Nat Williams, Rome, Ga.; treasurer, Charles P. Skouras, Los Angeles; financial committee chairman, Sam Pinanski, Boston, and co-chairman, J. J. O'Leary, Scranton, Pa.; secretary, Morris Loewenstein, Oklahoma City; general counsel, Herman Levy New Haven; and executive committee, Harry Loewenstein, Ardmore, Okla.; Si H. Fabian, New York City, Wehrenberg, Leonard Goldenson, New York City; Robert W. Coyne, New York City; Lewen Pizor, Philadelphia, and E. V. Richards, Jr., New Orleans.

Lockwood succeeds Gamble in the presidential post.

The following were proposed by the board of regional vice-presidents: Albert Pickus, Stratford, Conn.; A. Julian Brylawski, Washington, D. C.; Roy Cooper, San Francisco; W. F. Crockett, Virginia Beach, Va.; Fabian; Lawrence Gordon, Detroit; Herman Hunt, Cincinnati; Mack Jackson, Alexander City, Ala.; Merritt Keyser, East Aurora, N. Y.; M. A. Lightman, Memphis; R. R. Livingston, Lincoln, Nebr.; Harry Loewenstein; Martin J. Mullin, Boston; R. J. O'Donnell, Dallas; Pizor; Richards; Homer S. Strowig, Kansas City; Ben L. Strozier, Rockhill, S. C.; Frank C. Walker, Scranton, Pa.; Mitchell Wolfson, Miami, and Edward G. Zorn, Pontiac, Ill.

The executive committee voted to advise all theatremen to handle all charities, local and national, as they see fit. The TOA, therefore, gave up the once proposed idea of a single charity drive for the industry to serve all charities. The executive committee also voted that the national screen committee be continued with its trailer program as during the past two years.

Developing the working program of the TOA were the following chairmen and committees composed of convention delegates:

Television, Lockwood; 16 mm., Myron Blank, Des Moines; public relations, Earl Hudson, Detroit; legislation, Brylawski; legal advisory, Levy; exhibitor-distributor relations, Paul Williams, Los Angeles, and film transportation, Gael Sullivan, New York City. The executive committee, Fabian, chairman, served as a coordinating committee.

The "Youth Month" movement has been so successful, it was reported, that the National Conference On Prevention And Control of Juvenile Delinquency asked that the TOA cooperate in making this an annual affair.

In a prepared address, Morris Loewenstein reviewed the tax situation, and urged that the theatre opposition must be planned and organized. He warned that state legislatures meeting in January would be looking for more revenue.

At the TOA luncheon meeting, Paramount's leader Barner Balaban, praised the TOA as a "powerful, constructive

Admissions Holding, Survey Indicates

PRINCETON, N. J.—Theatre prices in August were virtually the same as in March, five months ago, it was revealed last week.

The average adult price paid for evening, general admission tickets at the present time is 50.5 cents, a survey throughout the nation by Audience Research, Inc., indicates. Last March, the comparable figure was 50.4 cents. These figures include the state and local taxes being imposed on the industry, as well as federal admission taxes.

The survey included a cross section of all theatres in the nation. It was conducted by Audience Research's field staff, and covered not only all sections of the country, but towns and cities of all sizes, and all types of houses, first run as well as neighborhood and drive-ins.

Western and eastern states showed opposite trends. In the east, there was a one and a third cent increase in prices. Western states showed nearly a two and one-half cent decline.

force," and stated that no longer could there be isolation among the various branches of the business. He reviewed the developments in the foreign situation, and declared that the business was now "One Industry."

Spyros Skouras, president, 20th-Fox, warned exhibitors against cutting prices, and predicted that the U. S. would not regain the European market. He also declared that there was a good chance that those studios which were now in the black would soon find themselves in the red.

Edward H. Foley, Jr., Treasury Under-Secretary, saw little chance of any federal tax relief on admissions, and asked that theatremen cooperate in the sales of U. S. Savings bonds. Gamble, speaking before, said that a fight for a tax reduction would be pressed.

The TOA unanimously adopted an extensive industrywide public relations plan, costing \$2,000,000, presented by Paul MacNamara, advertising, publicity chief for David O. Selznick. Use of radio is involved, with a big setup to supervise the operation.

Wayne Coy, in discussing the effects of television on theatres, said that the exhibitors would have to fight for their economic life, and that video's effect would be serious in five years. TOA legal advisory council asked exhibitors to be cautious in their decision to stop payment to ASCAP, as many questions were still unanswered. It was also decided to extend "Youth Month" into October, as well as to make it an annual affair.

F and M Acquires Control

ST. LOUIS—The Fanchon and Marco interests last fortnight acquired control of the St. Louis Amusement Company, which owned eight area theatres in this district.

The move was part of an overall plan under which Charles P. Skouras and George P. Skouras acquired the stock and retired all outstanding bonds of Ambassador Building Corporation and Missouri Theatre Building Corporation.

Grosses Sluggish In B'way Sector

NEW YORK—About the only Broadway first-run stirring up any excitement last weekend was "Good Sam," Radio City Music Hall. Other spots were doing average, or below, business. According to usually reliable sources reaching THE EXHIBITOR, the breakdown was as follows:

"LIFE WITH FATHER" (WB). Strand, with stage show, hit \$16,000 for Friday through Sunday, with the second week heading toward \$32,000.

"ROPE" (WB). Globe claimed \$13,000 for Friday, Saturday, and Sunday, with the fifth week bound to top \$34,000.

"OLYMPIC GAMES OF 1948" (EL). Gotham claimed \$16,000 for the opening week.

"THE LUCK OF THE IRISH" (20th-Fox). Roxy, with stage and ice show, reported \$65,000 for Wednesday through Sunday, the second and last week expected to go to \$80,000.

"GOOD SAM" (RKO). Radio City Music Hall, with stage show, garnered \$80,000 for Thursday through Sunday, the second week going to \$125,000.

"RACHEL AND THE STRANGER" (RKO). Mayfair claimed \$28,000 for the second week.

"LUXURY LINER" (MGM). Capitol, with stage show, did \$45,000 for Thursday through Sunday, the third week expected to top \$75,000.

"SORRY, WRONG NUMBER" (Para.). Paramount, with stage show, had a \$75,000 fourth week.

"FOR THE LOVE OF MARY" (U-I). Criterion claimed \$16,000 for the first and last week.

"LARCENY" (U-I). Winter Garden reported \$13,000 for the fourth week.

Garboes File N. E. Suit

Boston—Abraham, Samuel, and Jacob Garbose, York and Capitol, Athol, Mass., last week filed a \$1,000,000 anti-trust suit in federal court claiming that the defendants deprived them of pictures until after a considerable time after they had been shown by the defendant exhibitors. The plaintiffs charge they had to wait until after Fitchburg, Mass., first-runs, and also declare that they have suffered from restraint of trade through blind buying, block booking, fixed admission prices, etc.

The eight major distributors, Republic and Monogram, as well as George A. Giles Company, Gardner, Mass.; Maine and New Hampshire Theatres, Inc., RKO Keith's Theatres, Boston, and Loew's Boston Theatres, Inc., are named as defendants.

Budd Rogers Honored

NEW YORK—A "Budd Rogers Silver Jubilee Sales Drive" was announced last week as a highlight of the Realart convention. It honors the company's vice-president and general sales chief, with cash prizes in the three divisions. Beginning on Oct. 4, it runs until Feb. 19.

WB Executives Meet

NEW YORK—A special planning session of Warners' top executives began this week at the Burbank, Cal., studio to blueprint intensive merchandising of the concern's most important forthcoming productions.

Gentlemen...it's magic

A black and white photograph of a man in a tuxedo, standing with his arms outstretched in a magic gesture. He is looking upwards and to the right. The background is a light, hazy sky.

PARAMOUNT magic that
now conjures up for
you Hit No. 3 in that
Autumn Harvest of Hits

"Night
has a
thousand Eyes"

IS ONE OF THE MOST UNUSUAL PICTURES
MADE BY PARAMOUNT IN THE
PAST 36 YEARS . . .

WE REPEAT:

"One of the Most Unusual Pictures
Made By Paramount in the
Past 36 Years" is this

Adventure

That Explores The Fascinating
Phenomena The Average Man Calls
"Hunches" and "Premonitions"



IT'S AN ADVENTURE IN TIME

that takes the spectator thru time's purple
veil . . . behind which the past merges with
the present, the present with the future . . .
on a menacing night when the stars look down.



IT'S AN ADVENTURE OF A MAN'S SOUL

. . . of "Triton, The Great"—the man who can
see into tomorrow. Labeled by the police a criminal—by
psychic scientists an "E.S.P. Person,"
gifted (or cursed) with "extra-sensory perception."



"I see a crushed flower, a
broken vase . . . a curtain blowing
in the breeze. Then on the exact stroke
of 11—she will meet an amazing
and inescapable fate . . ."

**EDWARD G.
ROBINSON**
**GAIL
RUSSELL**
**JOHN
LUND**

has a

"The night has a thousand eyes,
And the day but one;
Yet the light of the bright world dies
With the dying sun.

"The mind has a thousand eyes,
And the heart but one;
Yet the light of a whole life dies
When love is done."



IT'S AN ADVENTURE OF TWO LOVERS

with your meteoric star, John ("Foreign Affair") Lund as the man whose arms shield a beautiful girl whom a predetermined, little-comprehended destiny has marked for tragedy . . .



IT'S AN ADVENTURE IN BOXOFFICE SELLING

spearheaded by a personal appearance tour by Dr. J. B. Rhine, psychic researcher at Duke University. Plus national magazine ads beamed to the feminine intuition of 66 million women . . .

Night thousand Eyes"

with

VIRGINIA BRUCE • WILLIAM DEMAREST

produced by **ENDRE BOHEM** • directed by **JOHN FARROW**

Screen Play by Barré Lyndon and Jonathan Latimer



THE PRESS
HAS A THOUSAND "AYES" FOR

"Night Has a Thousand Eyes"

"A sock, saleable film . . . geared for profitable pay-off regardless of national boxoffice level."

—says *Hollywood Reporter*

"Here is one of the most terrific thrillers of this year."

—says *Showmen's Trade Review*

"Supernatural gifts are not required to foresee a healthy boxoffice future for it."

—says *M. P. Daily*

"Provocative drama strikes a different note. A good bet for a long boxoffice haul."

—says *Film Daily*

"Robinson turns in excellent performance and that finish puts your heart in your throat."

—says *M. P. Herald*

SPECIAL EXPLOITATION HUNCHES TO FOLLOW:

Start playing extra early that extra exciting trailer narrated by John Lund...

Start local disc-jockeys playing extra early that title-popularizing ballad: "Night Has A Thousand Eyes."

**Paramount's
Autumn
Harvest of
Hits**

will lengthen
that boxoffice
line from now
right up to '49!

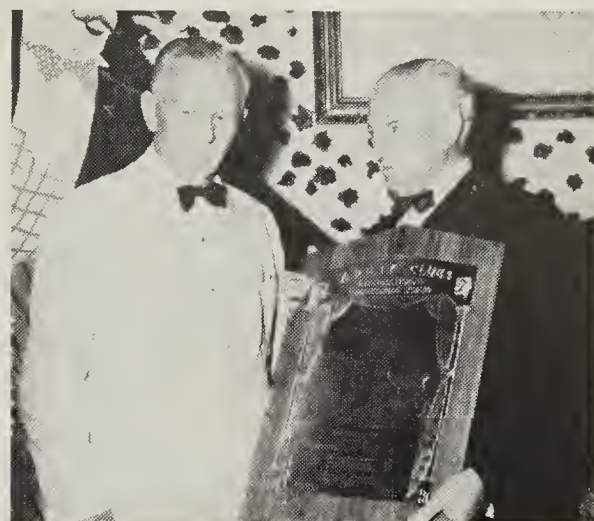
REALART HOLDS NEW YORK SALES MEETING; SECRETARY MARSHALL IS HONORED



UA ad and publicity director Howard LeSieur and A. H. Tamarin used real steaks recently as a bally to plug UA's "Red River", Capitol, New York.



Nate Blumberg, president, Universal-International, recently met the trade press in New York City, and discussed company policies and production.



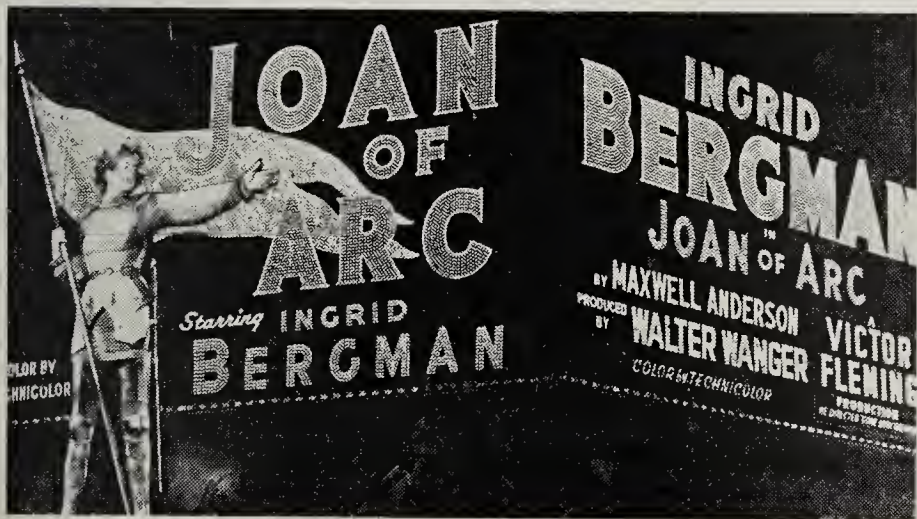
Secretary of State George C. Marshall was recently awarded the VC "Humanitarian Award" in Washington, D. C. by R. J. O'Donnell.



William C. Menzies, second from right, and Jesse Lasky, are seen recently discussing the honorary membership plaque given to Menzies by the SMP art directors at their 11th annual banquet in Hollywood. William Ferrari, out-going president, and J. R. Spencer, newly elected president, look on.



Denver's J. M. Wolfberg, vice-president and general manager, Wolfberg Theatres, Inc.; H. P. Wolfberg, president; Mickey Gross, manager, Wolfberg Theatres, and B. B. Harding are seen as a new 80-year lease on the Paramount, Denver, was signed recently. It involves payment of \$5,000,000.



Shown is the spectacular sign mounted recently by RKO to exploit its forthcoming production, "Joan of Arc". The display has been attracting lots of attention as it is set in the very heart of Times Square, in New York City. The production, which stars Ingrid Bergman, is slated to make its bow soon.



Shown here, left to right, are Harold Pearson, co-chairman; Arnold Brum, convention chairman, and Harry Perlewitz, co-chairman, as they recently went into a huddle in Milwaukee over plans for the Independent Theatre Owners Of Wisconsin And Upper Michigan convention to be held in October.



The Realart sales meet recently held in New York was well attended, and shown here, left to right, are some of those present, left, left to right, Jack Broder, Norman Eisenstein, Paul Broder, Joe Harris, Budd Rogers, and Irving Kipness; center, Rogers congratulating John Franconi, left, on the exploitation job on "Drums of the Congo" and "Captive Wild Woman", and



right, left to right, Don Swartz, Henri Elman, Jack Zide, Scott Lett, Herman Gorelick, Sam Decker, Bob Snyder, Franconi, John Mangham, Manny Stutz, James Harris, Kipness, Carrol Puciato, Nelson Wax, Sam Krellberg, Lee Goldberg, and, back to camera, Bert Stearn. The meeting was a big success. Plans and policies for the new season highlighted the company sessions.

COLOR BY
TECHNICOLOR

TWO GUYS FROM TEXAS

WARNER BROS. present
DENNIS JACK
MORGAN • CARSON
in
"TWO GUYS FROM TEXAS"
and DOROTHY MALONE • PENNY EDWARDS
directed by DAVID BUTLER • ALEX GOTTLIEB
Screen Play by I. A. L. DIAMOND and ALLEN BORETZ
Suggested by a Play by Robert Sloane and Louis Pelletier
Orchestral Arrangements by RAY HEINDORF
Music by JULE STYNE • Lyrics by SAMMY CAHN

GLOBE
NOW!!!

ROPE

TECHNICOLOR

WARNER BROS. present
JAMES STEWART
in
**ALFRED HITCHCOCK'S
ROPE**
with JOHN DALL • FARLEY GRANGER
SIR CEDRIC HARDWICKE • CONSTANCE COLLIER
and **JOAN CHANDLER**
Screen Play by ARTHUR LAURENTS
From the Play by Patrick Hamilton • Director of Photography
Joseph Valentine, A.S.C.
A TP ANIMATIC PICTURE

Every time you look

"Johnny Belinda"



WARNER BROS. present
JANE LEW
WYMAN · AYRES
in
"JOHNNY BELINDA"
with **CHARLES BICKFORD**
AGNES MOOREHEAD · STEPHEN MCNALLY
directed by **JEAN NEGULESCO** · produced by **JERRY WALD**
Screen Play by IRMGARD VON CUBE and ALLEN VINCENT
From the Stage Play by Elmer Harris · Produced by Harry
Wagstaff Gribble · Music by MAX STEINER

JUNE BRIDE

WARNER BROS. present
BETTE ROBERT
DAVIS · MONTGOMERY
in
"JUNE BRIDE"
with **FAY BANTER · BETTY LYNN · TOM TULLY**
directed by **BRETAGNE WINDUST** · produced by **HENRY BLANKE**
Screen Play by RANALD MacDOUGALL
Based on a Play by Eileen Tighe
and Graeme Lorimer

up it's **WARNERS!!!**



Trade Practices Rapped By Exhibs

OMAHA—Exhibitors had the pledge of the House of Representatives Small Business Committee last week that it would stand behind them if they meet reprisals in telling of alleged film industry restrictive practices.

The pledge of "we'll fight with you" was made here by Representative Walter C. Ploeser (Rep. Mo.), committee chairman, who presided. Representative Buffett and Stefan (Reps., Neb.) also sat in on the hearing.

Clearance, rentals, print scarcity, fewer releases, National Screen Service, and other phases of motion picture companies' activities which nettle exhibitors of Iowa and Nebraska were aired by five independent theatre men.

Principal spokesman was Alvin C. Myrick, Lake Park, Ia., president, Iowa-Nebraska Allied Independent Theatre Owners Association.

Ploeser instructed Willis J. Ballinger, committee counsel, to get further information on Confidential Reports, Inc., NSS, and clearance for committee scrutiny when Congress resumes. Ploeser said the "committee will go much deeper into the film industry."

Committee members have received testimony at this and four other hearings, he said, which indicates the film industry "is following practices which give people a poorer grade of film because it keeps off the market films which would compete." Exhibitors complained that films sometimes are stored two or three years in Hollywood after production.

James Foristil, committee executive director, said the committee will discuss divorcement of production and distribution in the industry.

Exhibitors appearing, besides Myrick, included: John Preston, Coronado, Humphrey, Neb.; Leonard J. Leise, Rand, Randolph, Neb.; Elmer G. Huhnke, Minne Lusa, Omaha, and Vernon Monjar, Ocheydan, Neb.

Myrick testified exhibitors frequently "go in the red" because they have to take films they know they can't make a profit on in order to get those they "can make a little on." He said that "sometimes the popcorn machine in the lobby makes more than the pictures. Out here," he added, "the difference of \$10 or \$15 in the price of a picture is the difference between profit and loss."

Charging film firms with "creating a sellers' market," Myrick also assailed holding up of applications until after the exhibitor frequently has advertised the picture, and then approving them at higher rentals.

Though the committee finishes its hearing tour on Oct. 11 in Houston, Tex., Ploeser said a special hearing may be held before the Allied Theatre Owners convention in New Orleans in November.

John Dillon Mourned

NEW YORK—John R. Dillon, 58, member of the board of directors of 20th Century-Fox and National Theatres, died last week after a lingering illness. Surviving are his widow, Marie Treanor Dillon; a daughter, Mrs. Marjorie Pinches, and a son, John, Jr.

PCCITO Starting "Exhibitor Clinic"

LOS ANGELES—One day of each quarterly meeting of the Pacific Coast Conference of Independent Theatre Owners will be set aside as an "exhibitor's clinic," PCC trustees announced at the meeting last fortnight.

The clinic will be held to consider various exhibitor's problems, and experts will give advice on such matters as insurance, taxation, and business procedures in general.

Hugh Bruen and Robert H. Poole were reelected treasurer and executive secretary, respectively, before the conclusion of the rally.

The PCCITO protested against the production and distribution of such films that portray crime and sex. Claiming that too many protests against such type of film fare had been received from women's groups, and others, the organization said that despite previous protests, no relief had been obtained, so the trustees authorized this investigation to eliminate this type of pictures.

The PCCITO has advised its members to stop paying ASCAP immediately, and not to make any further contracts with ASCAP. The trustees went on record commending its ASCAP attorney, Robert W. Graham, for the excellency of his amicus curiae briefs filed in both the New York and Minnesota ASCAP suits.

The PCCITO, having endorsed the industry film committee subjects, met with Grant Leenhouts, producer and coordinator, MPAA Industry Film Committee, and discussed the program in further detail, previewed one of the subjects, and pledged Leenhouts every effort so that they would receive wide distribution.

U Passes Dividend

NEW YORK—Because of unsettled conditions in the industry throughout the world, directors of Universal Pictures Company, Inc., have decided to omit the payment of a dividend on the common stock at this time, it was announced last week by J. Cheever Cowdin, chairman of the board, and N. J. Blumberg, president.

The company reported for the nine months ended on July 31, 1948, a consolidated net loss of \$1,709,807. This compares with a profit of \$2,470,167 for the corresponding period of the preceding fiscal year, after all charges, including federal income taxes.

Johnston Addresses SMPE

WASHINGTON—Eric Johnston, president, Motion Picture Association, last week accepted an invitation from the Society of Motion Picture Engineers to address the opening luncheon of the 64th semi-annual convention of SMPE in Washington, D. C. The luncheon, on Oct. 25, in the Congressional Room of the Statler Hotel, headquarters for the convention, will be opened with an official greeting and welcome to the nation's capital by John Russell Young, chairman of the Board of Commissioners of the District of Columbia.

Committee Readied For VC Rogers Aid

WASHINGTON—Appointment of a committee of eight to confer with distributors and others on the Variety Clubs International taking over financial responsibility for operation of the Will Rogers Memorial Hospital, Saranac Lake, N. Y., was expected this week following the clubs' assent to such a plan at the meeting last fortnight. Chief Barker Bob O'Donnell is to make the appointments.

Takeover date is tentatively set for Jan. 1.

The decision highlighted the three-day meeting, which also saw the Humanitarian Award presented to Secretary of State George C. Marshall. On the dais were industry leaders and dignitaries.

A moving appeal by Columbia's Abe Montague, chairman of the emergency committee formed by distribution chiefs, paved the way for the acquisition of the Rogers plan. RKO's Bob Mochrie, Paramount's Charles Reagan, and MGM's Bill Rodgers also spoke on the subject, with Morton Thalhimier, Virginia exhibitor, also participating. Nate Golden presented the motion to the club.

Murray Weiss, Boston, will direct an engineering survey of the clubs' physical facilities. It is expected that the VC tents will raise about a quarter million annually, and that the name will be changed to the Variety Clubs International Will Rogers Memorial Hospital.

There are 34 tents now active, O'Donnell declared, with Kansas City, Denver, and Milwaukee expected to be reestablished.

The 47 delegates to the Variety Club's mid-year conference were advised that the Variety Club hopes to add five new tents within a year in this country, and is making "very good progress" in establishing a tent in London. William McCraw, executive director, told the opening session that he had high hopes of reestablishing tents and of establishing new ones in Portland, Seattle, and New Orleans. The meeting discussed the possibility of setting up a tent in New York.

"Specialization Needed"—Scully

NEW YORK—The need for specialized study of community problems in relation to the marketing of motion pictures can best be accomplished in the small, intimate regional sales meetings, according to a statement issued by William A. Scully, vice-president and general sales manager, Universal Pictures, Inc., last week.

In making this comment, Scully stated that the large convention idea can no longer be effective because it does not enable sales executives to discuss intimately local problems with branch managers and salesmen.

He further stated that, in view of the fact that Universal is launching a "Unity Sales Drive," to maintain closer relationship with exhibitors, and also to cope with local economic and entertainment standards of individual communities, the regional sales meetings which started last weekend will offer the entire Universal sales cabinet an opportunity to scrutinize all situations.

PEOPLE

NEW YORK—The appointment of Steve Edwards, Republic's director of advertising, publicity, and exploitations, as special representative in charge of roadshow engagements of Orson Welles' production of "Macbeth" was announced last week by James R. Grainger, executive vice-president in charge of sales and distribution. While Edwards is on special assignment, Milton Silver, his executive assistant, will serve as acting director. Edwards is now supervising the advertising, publicity, and promotion campaign backing the world premiere engagement of "Macbeth," which begins its Boston two-a-day showing on Oct. 7 at the Esquire.

NEW YORK—Clay V. Hake, on special assignments overseas for Paramount International Films for the past several years, was last week appointed a special home office sales representative by vice-president Charles M. Reagan, in charge of Paramount's domestic distribution. In his new assignment he will work in close association with E. K. O'Shea, home office distribution executive.

NEW YORK—Ralph Doyle, managing director for RKO in Australasia, announced last week the appointment of Joe Joel as director of advertising and publicity, with headquarters in Sidney. Joel, who succeeds Eric Collins, resigned, is well known in film circles having been with Columbia for 19 years before serving six years with the Australian navy during the war.

NEW YORK—Lou Lober, with Loew's International for 20 years and for the past three years the associate regional director for Europe, North Africa, Egypt, and the Middle East, will join Warners' European staff on Oct. 1. He leaves shortly for Paris to assist Joseph Hummel, Warner International vice-president in charge of Europe, Near East, North Africa, and Middle East, in a supervisory capacity.

NEW YORK—Ralph B. Austrian, vice-president in charge of television, Foote, Cone and Belding, left that agency as of Sept. 16. Austrian, one of the pioneers of television, before joining the ad agency was president, RKO Television Corporation.

NEW YORK—Max E. Youngstein, Eagle Lion vice-president in charge of advertising, publicity, and exploitation, last week announced the appointment of Maria Van Slyke as national magazine contact, replacing Marie Slate, who resigned to be married.

NEW YORK—Joseph L. Roberts, David C. Selznick's eastern public relations director for Vanguard Films, Inc., and SRO, resigned, effective on Sept. 30.

Kronenberg Wins Tourney

NEW YORK—Abe Kronenberg won the Major Warner trophy at the Warner Club's annual golf tournament at Vernon Hills Country Club, Tuckahoe, last week. Other winners, among the 200 attending, were Harry Rosenquest, Tom Bills, and Joe Goldstein, Leonard Palumbo, Bill Cannon, Phil Heineman, Jack Kingsley, Nat Fellman, and Hy Blaustein.

Industry Leaders At Wisconsin Meeting

MILWAUKEE—A highlight of this year's annual meeting of the Independent Theatre Owners Of Wisconsin And Upper Michigan, to be held at Hotel Schroeder on Oct. 13-15, will be the discussion of the Smith-Berger Plan by A. W. Smith, New York, 20th Century-Fox sales manager, and Benjamin Berger, Minneapolis, president, North Central Allied Independent Theatre Owners, Inc.

Fifteen speakers of national importance will talk at the convention, as well as Harold J. Fitzgerald, president, Fox-Wisconsin Amusement; Alfred D. Kvooll, assistant to James Coston, midwestern division manager, Warner Brothers Circuit Management, and L. F. Gran, president, Standard Theatres Management.

"Affair" In Chi. Argument

CHICAGO—Following a vigorous legal battle in Federal Judge Igoe's court, participated in by attorney Alfred B. Teton, representing Paramount and B and K, and attorney Thomas C. McConnell, appearing for the Jackson Park, the South Side house was given a contract by Paramount last week to play "A Foreign Affair" on the same days as the Tivoli, owned by B and K.

Paramount had gone into Judge Igoe's court seeking approval of an arrangement for highest bidding for "A Foreign Affair" in exclusive showing on the South Side. The Tivoli won with a bid of about \$3,000. Dave Salkin said on the stand he had offered 35 per cent of gross for a non-exclusive showing.

McConnell objected to the Tivoli award on the ground that it did not conform to the decree issued by Judge Igoe following the Jackson Park case, which upset the so-called Chicago booking system. He said that since the Tivoli, B and K owned, which, in turn, controls Paramount, "could bid to the moon with all of its receipts" to secure exclusive showing of "A Foreign Affair."

Judge Igoe ruled that he saw "no merit in the Paramount petition," and that, therefore, there was "nothing before the court." He said further, "if McConnell wants to bring contempt proceedings, that is up to him."

"Apartment" In Detroit Bow

DETROIT—The world premiere of "Apartment For Peggy" at the Fox this week will be the first of several to be staged by 20th Century-Fox during the "Spyros P. Skouras 35th Anniversary Celebration," Charles Schlaifer, director of advertising and publicity, announced.

Among the personalities who will give the Hollywood touch to the event are William Holden and Edmund Gwenn, starred with Jeanne Crain in the picture; George Seaton, director and author of the screen play, and Colleen Townsend, rising new 20th Century-Fox player.

A full itinerary of civic and social functions was mapped out by Dave Idzal, manager, Fox, and Sid Blumenstock, assistant exploitation manager, 20th Century-Fox.

License Required Of Wis. Checkers

MILWAUKEE—Any checker agency and employees thereof engaged in the business of theatre checking must be licensed as private detectives under an interpretation of Sec. 175.07 of the Wisconsin Statutes, according to an opinion handed down last fortnight by State's Attorney General G. L. Broadfoot.

In addition, the checker must be under bond. This ruling pertains to "blind checking," as well as conventional checking.

The board of directors of the Independent Theatre Owners of Wisconsin and Upper Michigan believes that if the checking companies are required to live up to this law in Wisconsin, the caliber of checkers sent to the theatres will be tremendously improved.

The movement to obtain this opinion was originally motivated by Harold Berkholz, an exhibitor from West Bend, Wis.

Immediate notification was sent to all film distributors, advising them of the opinion. Distributors have been requested to instruct any checking agency with which they do business to comply with the statute.

Notification has been sent to each exhibitor organization member in Wisconsin, requesting them to be on the alert, and to inspect the credentials of all checkers.

An official spokesman for Confidential Reports, Inc., later stated, "We are studying the ruling to ascertain as to whether or not CRI Field Representatives are subject to it. As soon as legal counsel has rendered a decision, we will issue a statement."

Mo. Exhibitor Sued

ST. JOSEPH, MO.—James R. Cook was named as defendant in three percentage fraud suits filed last week in the U. S. District Court for the Western District of Missouri, St. Joseph division. Separate suits were brought by Paramount, 20th Century-Fox, and Warners.

The complaints are similar to those filed in various other federal courts throughout the country but are the first such suits filed in the Kansas City exchange territory.

Each complaint alleges a conspiracy by the defendant to defraud the respective distributor by submitting false reports on percentage pictures. The theatre involved is the Missouri, Maryville, Mo. Each plaintiff seeks punitive damages in addition to the damages sustained by reason of the alleged fraud.

The attorneys for each plaintiff are Cooper, Neel, Sutherland, and Rogers, Kansas City, with Sargoy and Stein, New York, as counsel.

Leewood Helps "Mozart"

HOLLYWOOD—Jack Leewood, director of publicity and advertising. Screen Guild Productions, planed out last week for New York to supervise exploitation for the world premiere of Screen Guild's "The Mozart Story" at the Little Carnegie on Oct. 2. Before returning to the west coast, Leewood will go to New Bedford, Mass., to arrange publicity on the world premiere of "Harpoon" on Oct. 20 at the Olympia.

ONE OF THE YEAR



ROUGH HEAT..



GAS SHORTAGE..

still



HUGE CROWDS... at gala

**World Premiere, Two Paramounts,
Hollywood and Downtown,
Los Angeles...and still they come
for second big week!**

**NOW WATCH THE GROSSES CONTINUE
THAT BIG-BUSINESS SPIRAL AT...**

UNITED ARTISTS, CHICAGO -

SAENGER, NEW ORLEANS

AND 150 OTHER BIG DATES!

There's **LOVE** in
MOONRISE

There's **EXCITEMENT** in
MOONRISE

There's **DANGER**
MOONRISE

S SURPRISE HITS!

FRANK BORZAGE'S

PRODUCTION OF

Moonrise

starring

DANE CLARK ★ GAIL RUSSELL
ETHEL BARRYMORE

with

ALLYN JOSLYN • REX INGRAM • HENRY MORGAN
and **DAVID STREET • SELENA ROYLE**
LLOYD BRIDGES • LILA LEEDS

AND EXHIBITORS KNOW
THERE'S MONEY in
MOONRISE

Screen Play by CHARLES HAAS • Produced by CHARLES HAAS

Based on the Novel "MOONRISE" by THEODORE STRAUSS

Directed by **FRANK BORZAGE**

A REPUBLIC PRESENTATION



MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Paris: Bernadotte mourned.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 31, No. 76) Iowa: Truman speaks. Albany: Dewey begins campaign trip. Paris: Riots. Washington: Marshall given VC "Humanitarian Award." Baltimore, Md.: Football. Oregon: Rodeo. Wedgeport, Nova Scotia: Fishing.

NEWS OF THE DAY (Vol. XX, No. 206) Paris: Riots. Washington: Marshall given "Humanitarian Award." Long Beach, Cal.: Bathing beauties. Delaware: Tennis (except Chicago and Washington). Austin, Tex.: Football. Baltimore, Md.: Football (Chicago and Washington only).

PARAMOUNT NEWS (No. 9) U.S.: Truman and Dewey leave for campaigns. Chipping, Sodbury, England: Quadruplets. Washington: Marshall given VC "Humanitarian Award." Washington: Marshall flies to Paris. Muroc Lake, Cal.: Jet plane.

UNIVERSAL NEWSREEL (Vol. 21, No. 180) U.S.: Truman and Dewey leave for campaigns. Muroc Lake, Cal.: Jet plane. Washington: Marshall flies to Paris. Baltimore, Md.: Football. Wedgeport, Nova Scotia: Fishing.

WARNER PATHE NEWS (Vol. 20, No. 11) U.S.: Truman and Dewey leave on campaigns. Muroc Lake, Cal.: Jet plane. Washington: Marshall given VC "Humanitarian Award." Nice: DeGaulle wants new elections. Philadelphia: Stassen tours. Baltimore, Md.: Football. Delaware: Tennis. U.S.: Joe Louis trains. Oregon: Rodeo.

TELENEWS DIGEST (Vol. 2, No. 38) France: UN Assembly opens in Paris. Lake Success, N. Y.: Ben Cohen, assistant secretary general to UN, predicts that Bernadotte killing will again place Palestine situation at the head of the UN agenda. Italy: "Big Four" meeting in Paris on future of Italian colonies, concede another conference failure. India: Hyderabad: Communist revolt fought. Washington, D. C.: Indian ambassador states India's position. Korea: Russia's announcement of withdrawal of Red Army units. France: De Gaulle asks new elections. Germany: Crippled Russian orphan treated in Berlin's western zone refuses to return to Russia. Sweden: Another Russian girl opposes efforts by Soviet officials to have her go back to the USSR. New Zealand: Record litter of porkers. Washington: President Truman on campaign tour. Sommerville, Tenn.: Statesrighters convene to put their own men in the electoral college. San Francisco: Longshoremen's strike. Richmond, Cal.: Oil fields strike. Washington, D. C.: Air Force anniversary. Ft. Worth, Tex.: Eskimo girls win bet for Texas oilman. Baltimore, Md.: Redskins defeated by Bears.

ALL AMERICAN NEWS (Vol. 6, No. 309) St. Louis: Boy Scout awarded medal and scholarship for heroism. Chicago: Worn-out jalopies burned up. New Orleans: Mothers get diet information at hospital class. Portsmouth, Va.: Leigh Ward wins talent search. Chicago: Senator Brooks presented with scroll. New York City: Harlem celebrated annual "West Indies Day."

New French Deal Signed By U. S.

WASHINGTON—A new Franco-American film agreement calling for a five-weeks-per-quarter domestic film quota was signed in Paris last week, the State Department announced.

American Ambassador Jefferson Caffery and French Ministers Robert Schuman and Robert Lacoste were the signatories.

New provisions of the agreement limits 121 dubbed U. S. films yearly, and 65 films from other countries. Maximum dollar amount U. S. companies may realize annually during the next four years is \$3,625,000.

IN ALL FIVE:

Washington: Truman greets "Youth Of The Year."

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 31, No. 75) U.S.: Samarin talks. Berlin: New riots. Washington: Miss Truman opens "first voter" drive. Maine: Woman wins Senate seat. New York: Ground broken for UN. Inglewood, Cal.: Oil tanks burn. Asbury Park, N. J.: "Mrs. America" chosen. New York: Football (except Washington). Washington: Boxing (Washington only). San Jose, Cal.: Motorcycle races.

NEWS OF THE DAY (Vol. XX, No. 205) New York: Ground broken for UN. Paris: First world citizen. Berlin: New riots. U.S.: Streamlined train. Maine: Woman wins Senate seat. Asbury Park, N. J.: "Mrs. America" chosen. Inglewood, Cal.: Oil tanks burn. San Jose, Cal.: Motorcycle races.

PARAMOUNT NEWS (No. 8) New York: Streamlined train. Maine: Woman wins Senate seat. New York: Salute to CARE. New York: Ground broken for UN. Berlin: New riots. Czechoslovakia: Benes mourned. New York: Football.

UNIVERSAL NEWSREEL (Vol. 21, No. 179) Rome: Pope honored. Amsterdam: Big fire. New York: Streamlined train. Asbury Park, N. J.: "Mrs. America" chosen. Washington: Railroad honored. Newport, R. I.: "Gay Nineties" festival. New York: Football.

WARNER PATHE NEWS (Vol. 20, No. 10) Berlin: New riots. Czechoslovakia: Benes mourned. Rome: Pope honored. New York: Fall fashions. Washington: Boxing. New York: Football.

NATIONAL BOARD OF REVIEW

Sept. 18, 1948

STARRED SELECTED FEATURE: "Apartment For Peggy" (20th-Fox); SELECTED FEATURES: "Cry Of The City" (20th-Fox); "Miss Tatlock's Millions" (Para.); "Sealed Verdict" (Para.); "Strange Victory" (Target); "Triple Threat" (Col.).

Paramount Partners Meeting

NEW YORK—In connection with the re-opening of the government's New York equity suit in Federal Court on Oct. 13, Paramount theatre partners from various sections of the country were in last fortnight for home office conferences with Louis Phillips, Paramount assistant general counsel.

Illegality Charge Up In Chi. Suit

CHICAGO—The legality of contracts between the downstate E. E. Alger Theatre Circuit and eight major corporations will be determined in hearings before Master-in-Chancery Joseph F. Elward, it was revealed last week. On the point of legality hinges dismissal of the suit, brought by the corporations, in which it is charged there was failure in reporting proper returns from gross attendances, which resulted in the plaintiffs "renting films at less than just prices."

In answer to the suit, brought in Federal Judge William J. Campbell's court, Thomas C. McConnell, attorney for Alger, asked for "a bill of particulars seeking a statement by the plaintiffs of specific fraudulent acts." The plaintiffs countered with a request to inspect the Alger books and records.

In his answer to the suit, attorney McConnell alleged that the license agreements between the Alger Circuit and the film corporations contained "illegal price fixing covenants."

When attorney McConnell asked the court to reserve its ruling on the plaintiffs' motion for production of books and records, Judge Campbell turned the case over to Master Elward to determine the issue of legality of the licensing contracts.

When completed, the master will refer his findings to Judge Campbell. Meanwhile, attorneys for Paramount, RKO, Loew's, Columbia, 20th-Fox, UA, U-I, and Warners were to move to appear again before Judge Campbell for oral argument in opposition to his motion granting the separate hearing.

SF Variety Schedules Fete

SAN FRANCISCO—Northern California's Variety Club, in cooperation with the Hollywood Friars Club, is preparing what is called the "greatest show in the history of San Francisco" for Oct. 22 at the Opera House when nearly every male screen and stage star in the nation will appear in the "Friars Frolic."

Many theatrical notables and a group of song writers are slated for performances in the "Frolic." "The star's won't just take a bow from the stage," said Abe Blumenfeld, Chief Barker, "but will be in the act. Benny plays the feminine lead."

Proceeds are being allocated to the Variety Heart Fund which maintains a nursery home for blind babies, and to the Friars in Southern California for a new club house. The expectancy for the single performance is placed at \$68,000 with box seats selling for \$100, and admission rates scaling down to \$5. Ellis Levy, owner, Telenews, is handling local connections.

"Youth Of Year" Hailed

WASHINGTON—The Theatre Owners of America was congratulated last fortnight by both President Truman and Attorney General Tom Clark on its fine work in putting over "Youth Month."

The citations were acknowledged when Julian Brylawski took Olympic decathlon champion Bob White to the White House as "Youth of the Year."

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

WB

"Johnny Belinda"—High rating.

20TH-FOX

"Road House"—Good meller.

Wolfberg Buys Properties

DENVER—Wolfberg Theatres, Inc., which operates the Broadway and three drive-ins, last week in a five-million-dollar deal, leased the Paramount and Paramount building from Webb and Knapp, New York real estate dealers. Fox-Denver Theatres, Inc., has a lease on the Paramount, which runs until 1952. The Wolfberg lease will run for 80 years. Harry H. Huffman, who heads Fox-Denver theatres, a subsidiary of Fox-Intermountain theatres, said that by the time the lease expires, the circuit will have completed the new theatre it is going to build at 16th Street and Cleveland Place. He said it was not planned to give up the Paramount lease until it expires.

H. P. Wolfberg and his son, John M., vice-president and general manager of the firm, have a suit pending against a group of distributors attempting to force them to furnish first-run product for their theatres. The Wolfberg's drive-ins are the East, on East Colfax Avenue, the West, and the North.

Farnol Realigns Staff

NEW YORK—The local publicity office of Samuel Goldwyn Productions was reorganized last week, with Philip Miles joining the staff of Lynn Farnol to handle exploitation, formerly headed by Bill Ruder, and Arthur Block to handle the publicity assignment formerly held by George Weissman. Block was with Universal-International, working on the editorial end of the company's house organ, while Philip Miles was with Allan Meltzer and Company.

Marion Sawyer will be publicity assistant, and Martin Davis will hold the No. 2 spot in exploitation. Ruth Cosgrove will continue in the radio and music exploitation of "A Song Is Born."

McClure Addresses AMPA

NEW YORK—Brigadier-General Robert A. McClure, USA, chief New York field office, Army's Civil Affairs Division, will be guest speaker at the first season luncheon meeting of AMPA on Sept. 30 at the Hotel Astor, it was announced last week by AMPA President Max E. Youngstein.

General McClure, long an advocate of the use of films for psychological indoctrination, will outline to AMPA members and guests the work of his division, and will discuss the specific ways in which films are used in its work.

It's A Boy

DETROIT—Paul Broder, Realart president, became a father for the second time last fortnight when a son, Ricky Bruce, was born.

St. Louis Exhibs Appeal AAA Decision

WASHINGTON—Claiming that the American Arbitration Association as set up under the 1940 consent decree was invalid, the defendants last fortnight asked the U. S. Supreme Court to review the Appeals Court decision in St. Louis of last July rebuffing the St. Louis Amusement Company's treble damage suit against Paramount, RKO, 20th Century-Fox, Warners, and the AAA.

It is now argued that the lower courts were in error in holding the arbitration system had more standing than pseudo law, and it is held by the defendants that the U. S. District Court for the Southern District of New York was in error in approving the 1940 consent decree at all as an instrument "ostensibly in settlement of an anti-trust case."

The defendants further maintained that the arbitration system was "unconstitutional and invalid."

U-I Starts New Drive

NEW YORK—Universal-International launched the biggest sales drive in its history with four regional sales meetings dedicated to the "U-I Unity Sales Drive," starting on Sept. 24, William A. Scully, U-I vice-president and general sales manager, announced last week.

The four regional sales meetings in New York, Cincinnati, Chicago, and San Francisco, in addition to being devoted to the launching of the sales drive, also serve for the formation of the company's sales policies.

The sales drive is inspired by the necessity of unity in the industry, according to Scully, who presides at the regional sales meetings attended by the company's district and branch managers and salesmen, as well as the U-I home office sales cabinet.

The initial meeting was held at the Hotel Waldorf-Astoria last week. The Cincinnati meeting was held at the Terrace Plaza Hotel this week. The third meeting will be held at the Hotel Blackstone, Chicago, on Oct. 1-2, and the fourth and final meeting in San Francisco on Oct. 7-8.

Product Tops Realart Meet

NEW YORK—Discussion of product highlighted the meeting of Realart Pictures last fortnight.

Budd Rogers, vice-president in charge of sales and distribution, announced the product for the forthcoming year, climaxed by the announcement of the release of "Phantom Of The Opera" and "Ali Baba And The 40 Thieves," both in Technicolor.

In addition the following releases were also announced: "Saboteur," "I Cover The War," "Crazy House," "My Little Chickadee," "Diamond Frontier," "Frontier Badmen," "State Police," "Armored Car," "Give Out Sisters," "Mr. Big," Jack London's "North Of The Klondike," and "Ski Patrol."

Following the luncheon was a screening of the two Technicolor features, "Phantom Of The Opera" and "Ali Baba And The 40 Thieves."

TRADE SCREENINGS

MGM—"No Minor Vices" (Dana Andrews, Lilli Palmer, Louis Jourdan), in all exchange centers on Oct. 6.

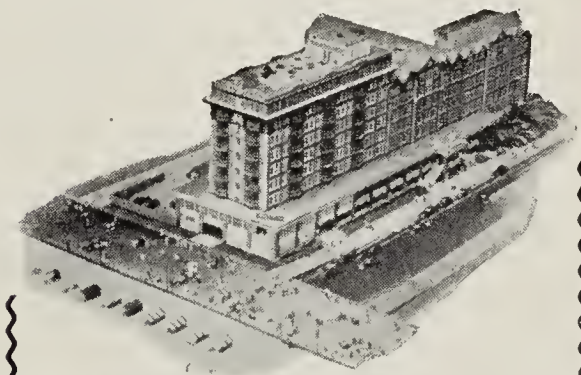
WARNERS—"June Bride" (Bette Davis, Robert Montgomery) in all exchange centers on Oct. 18.

Cl, Lopert In Deal

NEW YORK—The City Investing Company will become a 25 per cent stockholder in Lopert Films, Inc., it was revealed last week. Lopert, in addition to its existing theatre interests, has distributed many foreign language motion pictures. City Investing Company is also making available additional funds to Lopert in return for the issuance of 10 year debentures which will also be issued to the existing stockholders.

The Lopert company plans an expanded theatre circuit on a national basis in addition to the theatres it now holds in New York, Washington, D. C., Buffalo, and Detroit. Negotiations are now in progress for the acquisition of the management interest in the Dupont, Washington, in addition to the Playhouse and the Little, which the company already operates there.

Lopert Films becomes the new operator of the Bijou, Times Square, on an extended lease. Robert Goelet is also acquiring a stock and debenture interest in the Lopert company. The deal was negotiated by I. E. Lopert and Seymour M. Peyser for the Lopert group.



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in Refreshment
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DRIVE-IN THEATRES

SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

PRODUCTION

HOLLYWOOD—Columbia has announced that Gene Autry has signed another seven-year deal, his services to be exclusive. . . . Jerome Courtland was given the lead in Columbia's "Make Believe Ballroom." . . . Sam Goldwyn announced that his 14-year-old discovery, Joan Evans, will co-star with Farley Granger. . . . Mark Daniels and Meg Randall have gone into the lead roles in U-I's "The Life Of Riley." . . . Freelancing Johnny Sands went into AA's "When A Man's A Man." . . . Allied Artists signed "Whip" Wilson to a contract for six westerns a year. . . . Paramount bought an original, "The Broadway Story," from Charles Lederer, and will star Betty Hutton. . . . Also at Paramount, Dorothy Lamour will co-star with Dan Duryea in "Woman Trap." . . . MGM bought "Vespers In Vienna," and George Sidney will direct. . . . At UA, Hunt Stromberg's "Too Late For Tears" began rolling.

AT SCREEN GUILD, "Shep Comes Home" went before the cameras, with Roy Ormond handling production. . . . Albert Dekker joined the cast of Paramount's "Mask For Lucretia." . . . Harry Popkin started his second UA release, "Impact," with Arthur Lubin holding the megaphone. . . . Allied Artists set Raymond Walburn for one of the top roles in the Peter Scully venture, "The Rainmaker."

Spencer Heads SMPAD

HOLLYWOOD—Two hundred members of the Society of Motion Picture Art Directors unanimously elected J. Russell Spencer incoming president at their 11th annual anniversary banquet last fortnight. Other newly-elected officers are: Daniel Cathcart, vice-president; Addison Hehr, secretary-treasurer; Carl Anderson, warden, and Malcolm Bert, assistant-at-large.

Feature of the evening was the presentation of a plaque to director William Cameron Menzies, making him an honorary member of the society. Producer Jesse L. Lasky presented the award on behalf of the SMPAD. Menzies is the fourth film artist to earn the honor. Film and radio comedian Eddie Bracken was master of ceremonies, and out-going President William Ferrari chaired the meeting. Ferrari's term of membership on the board of directors was completed, but the society voted unanimously for his continued service on the board.

New members of the board, to serve for two years, are: Albert Nozaki, Paramount; Frank Arrigo, Republic; Carroll Clark, RKO; Emerick Nicholson, U-I; Edward Carrere, Warners, and Edward Ilou, independent.

Harvey Heads Para. Group

NEW YORK—George Harvey, pressbook editor for Paramount, was last week elected president of the Paramount Pictures Club for 1948-1949. He succeeds Monroe Goodman, assistant to Oscar Morgan. Other officers are Albert Deane, vice-president; Raymond Fisher, treasurer, and Beatrice M. Matala, secretary. Goodman, Sara Lyons Danto, Marty Hodge, Ed Morey, Si Siegel, and Ann Leviness were elected to the board of governors for two-year terms.

Republic Reveals Six-Month Schedule

NEW YORK—Announcement of a six-month schedule of Republic releases from Oct. 1, 1948, to April 1, 1949, represents exhibitor assurance of regular and consistent delivery of boxoffice product, James R. Grainger, executive vice-president in charge of sales and distribution, reported last week.

Ninety per cent of the pictures scheduled are completed, and the other 10 per cent will be completed within 60 days.

Beginning with November, one deluxe production will be released each month, in addition to three special productions, two of which are scheduled for October release and one for December.

"Moonrise" is the October special. Orson Welles' "Macbeth," the second October special, is opening a two-a-day world premiere engagement on Oct. 7 at the Esquire, Boston. Lewis Milestone's production of John Steinbeck's "The Red Pony," starring Myrna Loy and Robert Mitchum, with Louis Calhern and Shepperd Strudwick, and introducing Peter Miles, is the December special attraction.

In November, the company will release "Drums Along The Amazon," starring George Brent, Vera Ralston, Brian Aherne, and Constance Bennett. The December attraction will be "The Plunderers," starring Rod Cameron, Ilona Massey, Adrian Booth, and Forrest Tucker.

"Wake Of The Red Witch," an adaptation of the Garland Roark Literary Guild best-selling novel, will head the January schedule. John Wayne, Gail Russell, Gig Young, Adele Mara, and Luther Adler head the cast.

"The Missourians," filmed in Trucolor, will be released in February, with William Elliott, Forrest Tucker, and Andy Devine. The March deluxe release is "Montana Belle," based on the exciting story of Belle Starr and the infamous Dalton Boys. A topflight cast, headed by George Brent, will be announced.

The schedule includes two Roy Rogers Trucolor productions, "Grand Canyon Trail," to be released in November, and "The Far Frontier," scheduled for December. The company will also re-release four Rogers pictures. The titles are: "Shine On Harvest Moon," in October; "In Old Caliente," in December; "Frontier Pony Express," in January, and "Saga Of Death Valley," in February.

There will be delivery of other feature productions on the company's schedule, with "Code Of Scotland Yard," scheduled for October; "Homicide For Three," in December; "Rose Of The Yukon," in January; "Daughter Of The Jungle," in February, and "Duke Of Chicago," "Hideout," and "Streets Of San Francisco," in March.

A special comedy program attraction is offered in the re-release of "Scatterbrain," with Judy Canova, Alan Mowbray, Ruth Donnelly, and Eddie Foy, Jr., and "Yokel Boy," with Albert Dekker, Joan Davis, and Eddie Foy, Jr., scheduled for November.

The "Famous Western" series, starring Allan Lane, is represented by "Denver Kid," in October; "Sundown In Santa Fe" and "Renegades Of Sonora," in November;

TELEVISION

NEW YORK—The Television Workshop of New York last fortnight moved into its new studio quarters at 1780 Broadway.

JAMES H. CARMINE, vice-president in charge of distribution, Philco Corporation, divulged that the television output will reach 100,000 sets a month in the last quarter of 1948. . . . Joseph H. Ream, executive vice-president, CBS, said in Cincinnati that television will surely be a powerful new sales weapon. . . . The television box-score as of Sept. 14 showed 34 stations operating, the latest being WENR-TV, Chicago, 90 CP's granted, and 302 applications pending.

THE SECOND nation-wide television clinic to be conducted by CBS will be held here for three days beginning on Jan 21, 1949. . . . The annual fall meeting of the Radio Manufacturers Association will be held at the Hotel Roosevelt, New York, Oct 6-8.

REGIONAL ACTING CHAIRMEN from all parts of the country attended the first meeting of the newly formed Television Broadcasters Association, Inc., regional division at the New York offices of the association. J. R. Poppele, president, TBA, presided.

B and K Loses Point

CHICAGO—Extensive interrogatories asked by attorney Seymour Simon in the Monroe Amusement Corporation \$1,300,000 triple damage anti-trust case must be answered by B and K, according to a ruling by Federal Judge Barnes last week. Embracing the period from 1933 to 1945, the questions seek information on film contracts, license and clearance arrangements, titles of pictures exhibited, receipts, and net earnings of pictures shown in the Loop.

Attorney Sam Block, representing B and K, said that to answer the interrogatories would entail an expense of \$20,000, since it involved the playing of 2100 pictures, and that a year would be required to secure all the information asked. Judge Barnes said, "Your client is a big operator, and the \$20,000 expense you speak of is a drop in the bucket compared to the \$100, for instance, that some little fellow is compelled to pay. I am in favor of interrogatories. They help in the conduct of cases."

"Sheriff Of Wichita," in January, and "Death Valley Gunfighter," in March.

Forthcoming serials will continue the policy of providing one chapter play each week, with the next serials scheduled "Federal Agents vs. The Underworld, Inc.," 12 episodes, and Clyde Beatty in "King Of The Jungleground," a 15-chapter revision of "Darkest Africa."

The company's September schedule, previously announced, is headed by the deluxe production, "Angel In Exile," starring John Carroll and Adele Mara, with Thomas Gomez, and includes a Roy Rogers Trucolor production, "Nighttime In Nevada," the features, "Sons Of Adventure" and "Out Of The Storm," the Allan Lane "Famous Westerns," "Desperadoes Of Dodge City," and the "All-Star" Monte Hale western, "Son Of God's Country."

The Editor Speaks

IT ISN'T often that this department devotes the major share of its attention to one film, but in this case we think it is justified. Frank Seltzer, who has been getting



PAUL MANNING

a lot of attention since he turned independent producer, has just come up with a show for 20th Century-Fox release, "Jungle Patrol," and everyone is talking about it. Reports have it that many major company executives have been giving it a long look in their projection rooms, and cannot believe that the picture could be brought in for the amount specified.

THEY DON'T BELIEVE, for example, that the show can be brought in for a reasonable price, without top stars, and without a two or three month shooting schedule, and still look that good.

SELTZER, by his courageous casting of talented young players, up to now unknowns, has provided a strong threat to that almost tyrannical clique of players who have dominated the nation's screens too long, regardless of how their box-office prowess is slipping. While many of them should have retired to normal futures as grandmothers and grandfathers, they still hang on, refusing to allow a freshet of vital, new, vibrant personalities to take over.

"JUNGLE PATROL" is deserving of special praise, and when it comes the way of each exhibitor, we urge that he take a look at it, and judge for himself.

THE DAY will come when an exhibitor will buy on the worth of a picture, and not the ability of a film salesman, and when that day comes, producers like Seltzer and pictures like "Jungle Patrol" will come into their own, with a certain return to the fundamental principles of showmanship.

See "Jungle Patrol," and tell me I'm wrong.

Paul Manning

Studio Survey appears every fourth Wednesday as a regular special feature department of THE EXHIBITOR, and is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 923 Alandale Avenue, Los Angeles 36, California. For all other information, address THE EXHIBITOR, published weekly by Joy Emanuel Publications, Inc. Publishing offices: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every United States film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 1, No. 11 September 29, 1948

STUDIO SURVEY

The Exhibitor Laurel Award Nominations

WARNERS'

"JOHNNY BELINDA"

Starring

JANE WYMAN, LEW AYRES

With

CHARLES BICKFORD, AGNES MOOREHEAD, STEPHEN McNALLY, JAN STERLING, ROSALIND IVAN, DAN SEYMOUR, MABEL PAIGE, IDA MOORE, ALAN NAPIER, MONTE BLUE, DOUGLAS KENNEDY, JAMES CRAVEN, RICHARD TAYLOR, RICHARD WALSH, JOAN WINFIELD, IAN WOLFE, HOLMES HERBERT, JONATHAN HALE, RAY MONTGOMERY

Produced by Jerry Wald. Directed by Jean Negulesco. Screenplay by Irmgard Von Cube and Allan Vincent from the stage play by Elmer Harris.

MGM's

"JULIA MISBEHAVES"

Starring

GREER GARSON, WALTER PIDGEON

With

LUCILE WATSON, NIGEL BRUCE, MARY BOLAND, REGINALD OWEN, PETER LAWford, ELIZABETH TAYLOR, CESAR ROMERO, HENRY STEPHENSON, AUBREY MATHER, IAN WOLFE, FRITZ FELD, PHYLLIS MORRIS, VEDA ANN BORG

Produced by Everett Riskin. Directed by Jack Conway. Screenplay by William Ludwig, Harry Ruskin, and Arthur Wimperis. Adapted by Gina Kaus and Monckton Hoffe from the novel by Margery Sharp.

WARNERS'

"JUNE BRIDE"

Starring

BETTE DAVIS, ROBERT MONTGOMERY

With

FAY Bainter, BETTY LYNN, TOM TULLY, BARBARA BATES, JEROME COWAN, MARY WICKES, JAMES BURKE, RAYMOND ROE, MARJORIE BENNETT, RAY MONTGOMERY, GEORGE O'HANLON, SANDRA GOULD

Produced by Henry Blanke. Directed by Brethaigne Windust. Screenplay by Ronald McDougall. Based on the play by Eileen Tighe and Graeme Lorimer.

He Picks His Spots

Dan Duryea, After A Fast Start, Is A Valuable Hollywood Addition

THE producer smiled in smug satisfaction.

"He's a sniveling, scheming coward," he said.

"He is a cruel and devilish lover, and he's a cold-blooded killer!"

And he pointed at the young man on the other side of the desk.

The young man happened to be Dan Duryea, and his peculiar acting attributes were discovered by Hollywood at a time when a real screen menace was being frantically sought.

Duryea rode into Hollywood on "The Little Foxes," and turned, literally, into a "Ball Of Fire."

He had taken part in many amateur productions all through high school and college, and had often been told that he should try the professional end of the business, but he grinned those good-natured pats on the back away, and went into advertising. He was well on his way after six years when a sudden illness forced him to look around for another way of paying the landlord.

He remembered his younger days, and went around selling himself as an actor in the best way he knew. After scores of resultless auditions, Duryea finally landed a bit part in the stage play, "Dead End." He played this minor role for 85 weeks. Then came a break. The part of the crippled architect, full of opportunity for a young character actor, was suddenly open, and he landed the job.

He only needed that one break.

From then on, many a coveted role fell into his capable hands, roles in "Many Mansions," "Ned Cobb's Daughter," and, finally, the best of them all, a part in Lillian Hellman's "The Little Foxes."

PRODUCER SAM GOLDWYN could find no other actor who could portray the part as

well as he when he decided to film the play. When the picture was completed, his part in it was judged by the public and critics alike as the outstanding characterization of the film, taking into consideration the fact that he had worked in the company of the most distinguished and capable actors that Hollywood and Broadway had to offer.

His special, personal characterization of gangsters developed with the making of "Ball Of Fire." He became the hottest menace in Hollywood overnight, and found the studios clamoring for his services.

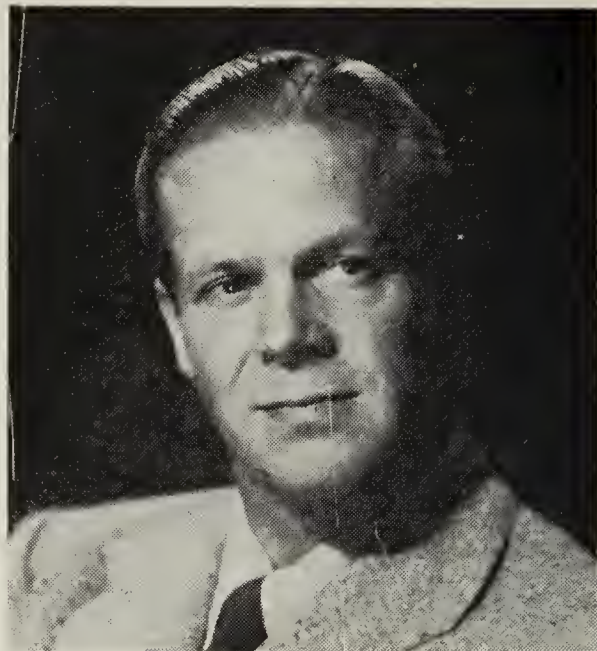
During the next five years this tall, blond product of White Plains, N. Y., made 23 pictures, receiving no less than top featured billing in any of them. His portrayal of Johnny in "Scarlet Street" and his role of the heavy in "Woman In The Window" made villainous history.

THIS "heel with sex appeal" is not only an actor. He's an actor's actor. Quiet and soft-spoken, off the set, he takes his tough and sneaking parts exactly for what they are, portrayals of roles that have come out of the fertile mind of some writer, a writer who has made a composite of all the unpleasant people he can think of and tossed the part to Duryea. He makes the characterization so convincing that you and we hate him quite realistically.

The women—they love him. Any exhibitor will admit with conviction that women ticket buyers increase in direct proportion to the violence and ruthlessness of the heavy.

Duryea has often been told he should be an out-and-out heel. He's been advised that the slickness and the flashes of decency here and there in his characterizations should go out. But he smiles. He likes the slick parts, he says.

"They're a release for me," he explains.



DAN DURYEA

And so they are. He and his wife, the former Helen Bryan of White Plains, do very little night-clubbing, and center their interests and devote most of their time to their two children, Pete, aged 9, and Dickie, aged 6. To them, the screen notwithstanding, their daddy is a hero. Woe to him who disagrees!

THE CHAMBERS OF COMMERCE of many another place may be a bit crestfallen when they learn how fond the Duryeas are of southern California.

Their little house on Mulholland Drive gives them a view of the city that, on a clear day, cannot be equalled anywhere.

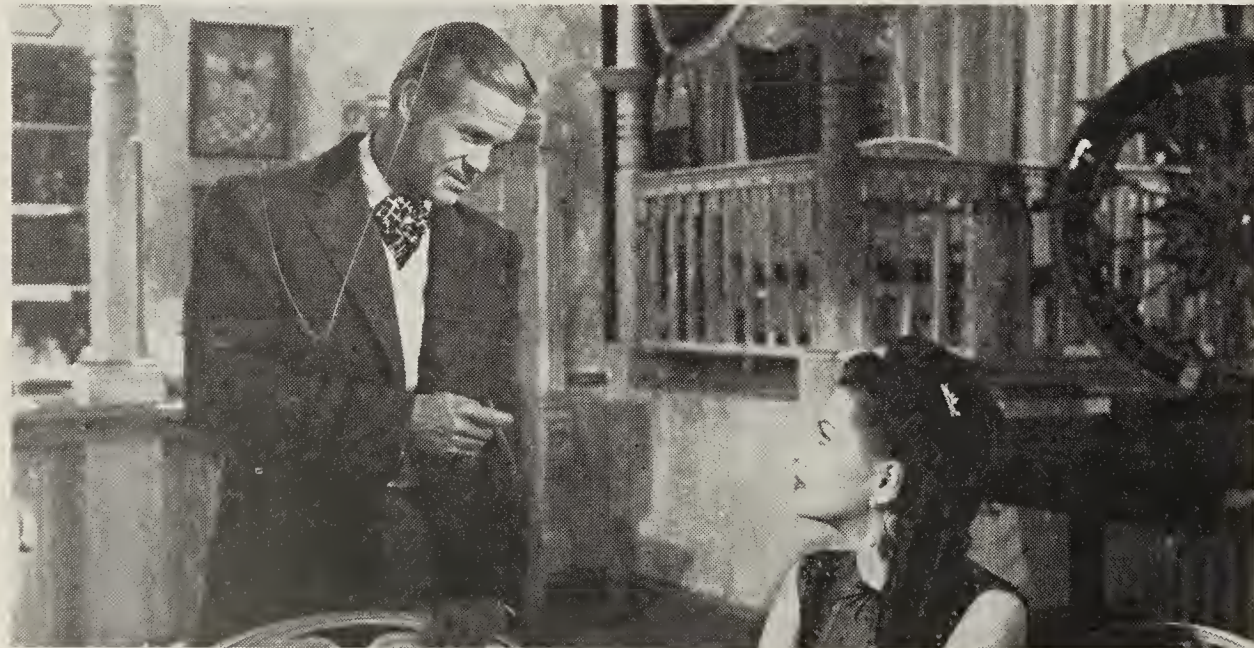
Duryea's long experience on the stage has provided him with a grasp of what it takes to make a picture that makes him very popular with the technical crews of all the many films he has made. By only accepting parts that he feels he can handle, he has no difficulty in committing the entire script to memory, saving everyone concerned a lot of headaches when the cameras actually begin to roll.

His new deal with Universal-International allows him to take on many outside assignments, so that his agent, Mitchell Hamilburg, is kept quite busy looking over the many requests that come in each day.

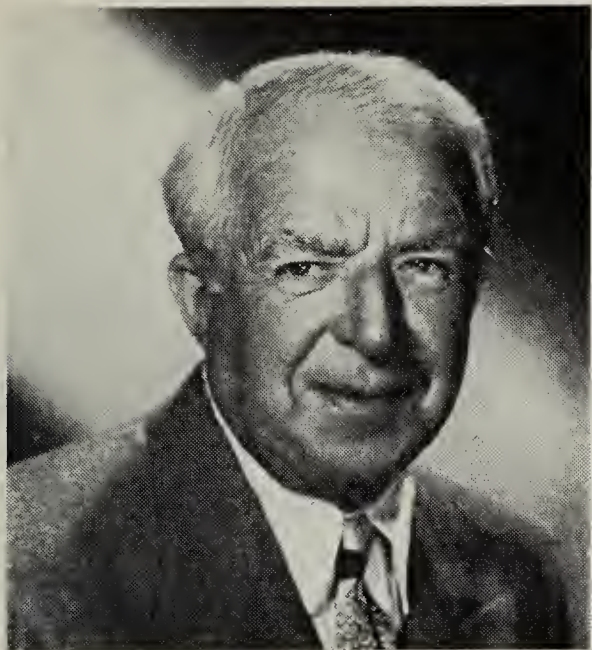
When he is finished with his present stint with Elizabeth Taylor in Hunt Stromberg's "Too Late For Tears," he will star in the Pine-Thomas high-budgeted Paramount release, "The Man Who Bought A Dream." And from what we hear, it looks like the days ahead will be busy ones for him.

Duryea has really made his version of the smooth heavy payoff. Not only has he made himself considerably more wealthy and famous, but also his producers, his directors, anyone concerned with a Duryea picture, knows from the start that this is going to be something that the customers will buy. And, in the final analysis, it's the boxoffice that tells whether a star is really a "heavy" weight.

DURYEA has put satisfied looks on many faces in Hollywood. His own face has every reason to light up when he hears himself referred to as Hollywood's leading "Merchant of Menace."



Typical of the roles played by Dan Duryea is this from the Universal-International film, "River Lady", in which he co-starred with Yvonne De Carlo. In this scene, Duryea tells De Carlo that all her money and timberland will never make a lady out of her, a point which is established before the picture ends.



HARRY SHERMAN

AUDIENCES are peculiar people. When they find what they see up on the screen has no relation to life as they know it, they are likely to pick themselves up, amble disgustedly out, and not come back.

In such a case, the producer, the studio, and the exhibitor are guilty of the industry's major crime, that of not giving a customer a square deal.

No one has ever had an opportunity to accuse Harry "Pop" Sherman of such vile doings. After having made 156 boxoffice winning westerns, this veteran producer has achieved the singular distinction of being titled "Mr. Western."

HE LIKES this name. Let the others go ahead and make the high-budgeted musicals, he says. His responsibility as an audience - and - exhibitor - conscious producer is to see that the audience does more in a theatre than while away a dull 90 minutes while irrelevant celluloid unrolls onto the screen.

He has found one sure way of overcoming unrealism on the screen. He manages to put the "human touch" into his pictures, and does it in the simplest way imaginable.

It starts, as all pictures must, on his shooting set.

This white-haired man with the kindly, rugged face has no "I am the almighty around here" attitude. Instead, he manages to make each and every person, from his director to the man who sweeps the stage,

feel as if they were a personal aide to him.

In this way each member of the crew for any picture feels that he has some responsibility in the production. And that kind of cooperation, any business man will admit, is the kind that can't be bought for any amount of money. It has to be earned.

ON a Sherman set, every day is a big day.

"Pop" is a natural guy, not too big to accept a suggestion from even the smallest member of cast or crew. And he is surprised, he says, at the number of times that these sincere suggestions turn out to be good ideas that make for the extra touch which may mean the difference between good and bad.

SOME Hollywood authorities will stake their contracts on the fact that "Pop" was waiting for Balboa when that worthy gentleman first arrived to look at the Pacific. Although this may be just a bit exaggerated, "Pop" has been in Hollywood ever since 1914, which comes to a goodly number of years.

BACK in 1912, Sherman was running a small theatre in Minneapolis. Business was good with one glaring lack. He couldn't get any pictures. It wasn't that they weren't being made. A distribution trust had been set up, tighter than a size 15 collar on a 17½ neck. Nobody seemed to care two hoots in Hades whether Sher-

man folded, bent, or just laid down and died.

"Pop" saw a possibility that his theatre would soon be an outstanding attraction as a king-sized mortuary. So he decided that if pictures weren't being brought to him, heck, he'd go, and get 'em! No sooner said than done, and he was off to Hollywood to make some kind of a deal with the producers.

And what a deal he made!

The first producer he talked to happened to be the late D. W. Griffith, who was having troubles of his own, already having run \$100,000 over the budget on his "Birth Of A Nation." He made Sherman a proposition. Let Sherman find the needed \$100,000, and Griffith would give him the exclusive distributing rights for the North Central States. By literally hocking his extra shirt, Sherman dug the money up.

What "Birth Of A Nation" did is film history.

Sherman netted a cool million.

With this capital behind him, he decided to try his hand at producing pictures of his own. His first, based on the Zane Grey novel, "Light Of The Western Stars," established him not only as a producer but also as a talent scout, for he discovered that mighty hero, Dustin Farnum.

Since those early days, "Pop" has made more than 156 features, including such memorable ones as "Silver Queen," "Buffalo Bill," "Parson Of Panamint," and the more recent "Ramrod," which was given to him because Enterprise believed him to be the man most capable of getting the utmost out of the \$1,750,000 budget.

In his latest hit, "Four Faces West," Sherman tried something new. Not only did he have a bad man with a good heart, but he builds up a sense of increasing suspense and danger without firing a single shot! He achieves an almost noiseless western that is far from "formula."

YET "Pop" has never been a "formula" producer in any sense of the word. He is always seeking that new twist that will draw more patrons to the theatres. In his forthcoming "Tennessee's Partner," he will again make the most of opportunity, and bring out a western that is different in all aspects but one.

As all his pictures, it will be a competent, human, capable job, one that the industry can point to with pride.



Navajo Chief Silver Claw not long ago appointed producer Harry Sherman an honorary member of his tribe in connection with the Enterprise production, "Four Faces West", which co-stars Joel McCrea, Frances Dee, and Charles Bickford. The locale of the picture is in the great mountains of New Mexico.

PRODUCTION LINES

Director George Sidney, MGM, recently made a definite streamlined approach to today's streamlined production. When notified of his assignment to direct "Vespers Of Vienna," which Carey Wilson will produce, he cut short his Gotham vacation, and wired the studios to dispatch to Chicago by special plane the background shots of Vienna and Rome shot by an art director during 1946-47. Between trains at Chicago, Sidney picked up the cans of film, and, before the streamliner pulled into Union Station, Los Angeles, he had run off the reels in the train's projection room, and had many production plans made.

* * *

The James Nasser Productions outfit announced a heavy winter production schedule which will keep the General Service Studios, which the company owns, busy all winter. Six independent ventures, in which the Nasser interests will invest over \$15,000,000, are being readied by these six individual producing companies. All shooting will be on the GS lot, one of the most modernly equipped studios. Jimmy Nasser and his brothers, exhibitors owning 140 theatres in Northern California, broke the production ice with their current UA release, "An Innocent Affair."

* * *

"The Green Promise," being produced by Glenn McCarthy Productions for RKO release, is rapidly building up a substantial promise of "green support" dollars when it hits the boxoffices. Country wide contests and publicity stunts, plus the natural tieup with the two million members of the 4-H Clubs around which the film is built, led those two oil-movie men, McCarthy and Howard (RKO) Hughes to go all out on this one. McCarthy's production partners, Monte Collins and Robert Paige, back from location in Northern California, hope to have the film ready for early winter release.

* * *

Producer Hunt Stromberg, long absent from the production scene, resumed UA activity recently when his "Too Late For Tears," starring Lizabeth Scott, Don DeFore, and Dan Duryea, rolled at the Republic lot. Stromberg was forced into an involuntary retirement by the critical conditions which have existed in the industry in recent months. In anticipation of better boxoffice conditions, UA is now giving its top flight producers the starting gun, and priming its sales force for the biggest selling jobs of its career.

* * *

Dick Powell's producing company, Regal Productions, selected Yellow Knife, Northwestern Territories, Canada, as the location site for most of the exteriors on his next starring vehicle for his company, "Mrs. Mike." This jaunt to Yellow Knife will mark the farthest north that any motion picture company has gone since

Robert Flaherty went to the shores of Hudson Bay over 27 years ago for "Nanook Of The North." "Mrs. Mike," produced in association with Samuel Bischoff and Edward Gross, will be directed by Andre DeToth. The important part of "Mrs. Mike," Powell's wife in the picture, has not as yet been cast.

* * *

Spearheading the most optimistic program for the coming year of any of the studios, Monogram and Allied Artists announced through amiable prexy Steve Broidy, that up and coming plans include the making of 51 features. This will represent an increase of 25 per cent over the preceding year, which, with the shortened schedules of most companies, is certainly good news to most observers, who have had nothing but calamity announcements to mull over these past six or seven months. With "The Babe Ruth Story" ringing boxoffice bells merrily in all situations, these busy fellows mention other forthcoming top grade product.

* * *

Robert L. Lippert, president, Screen Guild Productions and head, Lippert Productions, announced the addition to the Lippert program of "Hell On Wheels," a story of coast-to-coast trucking by John Wilste. Lippert, who operates theatres, is convinced that fast action and suspense films will now find a ready welcome on the screens. Producer William Stephens has been assigned to "Wheels." Lippert also pointed with pride to SG's "The Mozart Story," which marks the first "class" release to be handled by the company, and said it will be launched by a glittering world premiere in New York City's Little Carnegie on Oct. 2, preceded by an extensive newspaper, radio and exploitation campaign.

* * *

Eagle Lion producer Bryan Foy, with "Canon City" now stirring up quite a bit of interest, has his sights on his first picture on his independent producing unit. "Port Of New York" will be his first picture under the new setup, and the story is semi-documentary based on attempts to smuggle contraband into the United States.

* * *

Frank Capra has been stymied by budget difficulties in his Paramount deal calling for three pictures under their Liberty Productions contract before he can take his services elsewhere. Although Capra can take his own sweet time as to when he will deliver these three to Paramount, he must, nevertheless, fulfill this obligation, and do so by selecting properties which can be brought in for under \$2,000,000. Capra, whose "touch" has been sadly missing from the screen which cries out for it, has spent days and weeks pouring over properties which might be made into films for this amount.

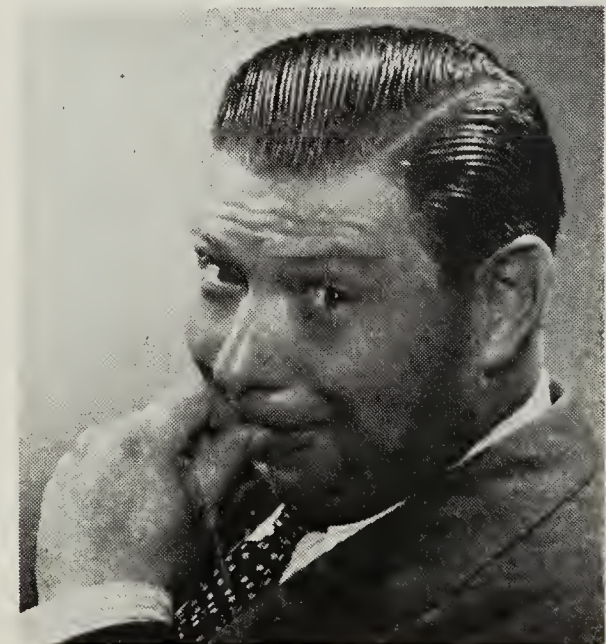


Woman Of The Month

To say that Barbara Stanwyck's performance in the Hal Wallis production "Sorry, Wrong Number," induced us to nominate her as our Woman Of The Month would be a misstatement. All of Miss Stanwyck's roles have been tests of an acting ability, of which there is no doubt. Her work in the Hal Wallis number only lives up to her usual sincerity and depth of purpose, a depth which extends past her professional career, and reaches into her personal life to a degree that assures us that she has only begun to give her public what they have proven they want of her ability and unusual personality.

Man Of The Month

Many a motion picture and radio producer keeps a note on his calendar: "For laughs, get Harry Von Zell." This up-and-coming young man, born only a few hundred feet from the roar of the Indianapolis Speedway, is an expert at extracting all-out belly-laughs and guffaws. He is doubling in spades as much as his busy radio schedule will permit, having been drafted from his top-flight radio work by an ever-increasing demand from motion pictures. His latest role with Robert Montgomery in U-I's "The Saxon Charm" will only serve to boost him up a few more steps into the comfortable niche he has been carving for himself in Hollywood.



NEWS OF THE

Territory

BRANCHES

ATLANTA

A near riot broke out at the Hanger, near the Municipal Airport, when a crowd of over 500 demanded its money be refunded after the Hapeville and Fulton County police closed the theatre. The demonstration, which continued for over an hour, subsided only after it was reported that B.E. Gore, manager, had promised refunds. Police closed the theatre on direction of city officials after many complaints from Hapeville citizens. R.T. Reeves, city attorney, Hapeville, said the films, advertised as a triple bill, "Rama", "Strange People", and "This Nude World", had been disapproved for showing in Atlanta, and that Gore had been warned against showing the films. The theatre was filled to capacity at the time, and more than 300 persons were waiting for the second show to start. Most of the waiting patrons already had purchased their tickets, it was reported. Reeves added that disorderly conduct charges also would be booked against all other employees of the theatre. Although a near riot took place when the police closed the theatre, there was no report of property damage or personal injury.

Among those seen on Film Row booking were: John T. Ezell, Daytona Beach, Fla.; J.E. Martin, Montezuma, Ga.; Clyde Sission, Tallahassee, Ala.; E.N. Hammond, Joy, Fyfee, Ala.; R.E. Hooks, Hooks Theatre Circuit, Aliceville, Ala.; Hill Powell, Oxford, Oxford, Ala., and Curtis Ware, former theatre owner.

George Roscoe, Columbia branch manager, is back on the job after visiting in Charlotte....Robert Howell, Astor, returned from a vacation in Montgomery, Ala.

Jimmy Cooper, former sales representative for major exchanges, was on Film Row visiting from Charlotte....Henry Krumm, southern district manager, SRO, returned from New York.

Seen on Film Row were: Hap Barnes, Drive-In, Montgomery, Ala., and J.E. Hardin, Drive-In, Knoxville, Tenn....Charlie Lester, southern district manager, National Screen Service, called a sales meeting here, and Bob Sinril, branch manager, Charlotte and his sales force, and A.L. Rothchild, branch manager, Memphis, with his sales force, attended.

Jimmy Frew, branch manager, Universal-International, returned from Charlotte, where the Variety Club gave him a party....C.O. Jerrery, general district manager, Alexander Films, held a meeting with the sales force, with L. Watkins, L. C. Cochran, L.W. Hamilton, E.L. Blasingame, A.T.

Stegall, Al Mitchell and William Specht all present.

Johnny Bachman, branch manager, UA, checked in after a trip to Alabama....Merritt Davis, Republic, was also back in his office after a trip.

Mrs. Grace Hammond, formerly in the Monogram booking department, resigned....J.C. Hill, shipping department, was back on the job after illness....Jimmy Campbell and Ben Jordan, salesmen, Monogram, were called in for a sales meeting with branch manager Jimmy Hobbs.

John Mangham, president, Screen Guild, was back....Joe Fieldman, formerly with several major exchanges here, was off on a trip to California....In the city visiting were Robert L. Curry, Dixie, East Gadsden, Ala. Curry makes a local news reel each week, and says it goes over big with his patrons.

R.E. Hook, Hooks Theatres, Aliceville, Ala. returned home after a visit....It was happy birthday for P.H. Savin.

Rose Lancaster, Astor Pictures of Georgia, was called to the bedside of her ill mother in Buffalo....Jimmy Wilson and Charlie Moore, Moore and Wilson Enterprises, checked in after a trip to Florida....Arthur C. Bromberg, president, and Jimmy Hobbs, branch manager, Monogram Southern exchange, returned from Miami.

J.H. Thompson, president, Martin and Thompson Theatres, Hawkinsville, Ga.; E.D. Martin and Mrs. Martin, Martin Theatres, Columbus, Ga., and O. C. Lam, president, Lam Amusement Company, Rome, Ga., were back home after attending the TOA meeting in Chicago.

Frank Rogers, president, Florida State Theatres, was in New York...Al Bondy, district manager, General Electric, was a visitor....Everyone was glad to see Jack King, former sales representative, Eagle Lion, back after illness.

Jimmy Bello, Astor Pictures of Georgia, was off on a trip through North and South Carolina....C.S. Pitman, Pitman, Gadsden, Ala., was a visitor....A.M. Kane, assistant to Hugh Owens, Paramount's southern district manager, visited.

Calvin Leeder, Warners special representative, and Sol Kravitz paid a visit to the local exchange....UA branch manager Johnnie Bachman called his sales force together for a meeting and Colyal Phillips, Shag Jordan, and County Clark were all on hand....Mrs. Velvie Willis, Eagle Lion, is back on the job after a spell of illness....It is happy birthday to Eagle Lion's Virginia Martin.

Charlotte

Consolidated Theatres, Inc., obtained a certificate of incorporation from the North Carolina Secretary Of State to operate a theatre with authorized

capital stock of \$100,000. Incorporators are J.F. White, Jr., T.A. Little, and F.H. Beddingfield, all of Charlotte.

Drive-In Theatre Owners Association Inc., obtained a certificate of incorporation from the North Carolina Secretary Of State. It is a nonstock firm, with the incorporators being Francis White, L.L. Theimer, and Robert Jeffress, all of Charlotte.

Lifting of restrictions on young people's gatherings because of a polio epidemic resulted in long lines of children forming before theatres on the first day the ban was removed.

Emery Wister, motion picture editor, The News, in an address before the Exchange Club declared that motion pictures are one's best entertainment, and that the quality of movies is improving.

The Center, Haw River, N.C., suffered a fire in the booth. One of the projector heads was damaged. A new machine was installed the next day.

Blair Falls Houser, coowner, Evon, Dallas, N.C., has sold his share in the corporation to his partner, J.S. McDaniel, who now exclusively owns the Evon. Exhibitor's Service, Inc., agents for the Evon, announced that McDaniel plans to put in new sound, completely redecorate, recondition the seats, and face-lift the building. The theatre will not close for this work.

J.M. O'Neal reopened his Kenly, Kenly, N.C., after having it completely remodeled from front entrance to the rear. New equipment has been installed, and new seats, drapes, and lighting fixtures put in. A new marquee was also installed. O'Neal says he is almost as proud of the new Kenly as he and Mrs. O'Neal were of their first baby.

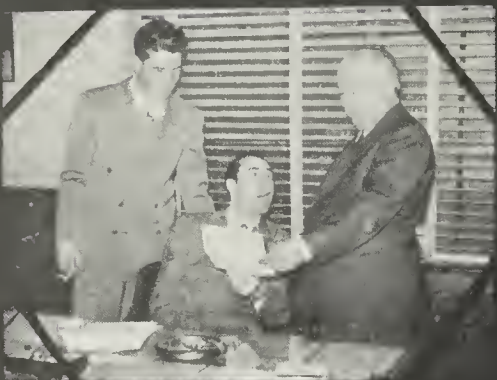
A polio ban which threw a monkey wrench into the theatre business in the Carolinas for weeks, and even months, was lifted in most places. Houses forced to curtail operations are now back on normal schedules.

Barney Slaughter, Film Classic manager, says that his office is ready to go all out for playdates and deals to get credit in his company's "Clean Up Everything" drive, which promises nice bonuses for each of his force of helpers. Slaughter says that with "Sofia" and "Miraculous Journey" breaking the territory at present, prospects for the Charlotte branch of Film Classics ending "in the money" look good.

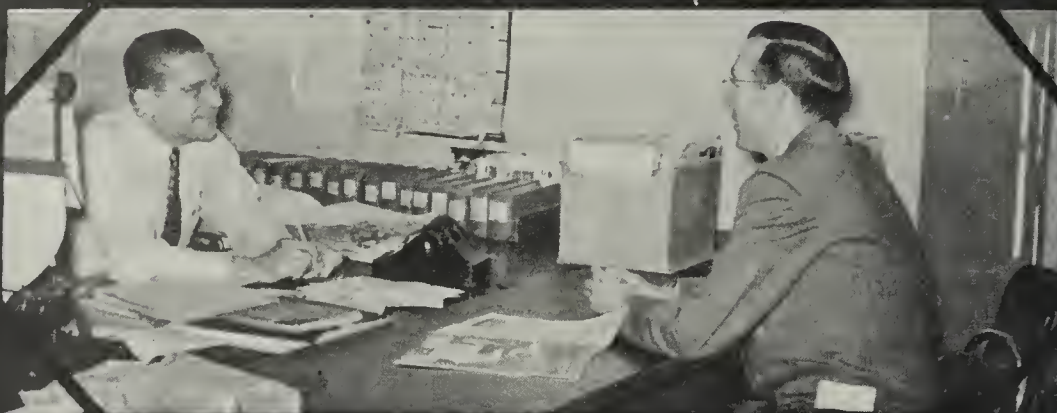
The Co-Ed was opened at Boiling Springs, N.C., owned and operated by W. Hamrick.

C.E. Petty, owner and operator, Christian Film Service, announced receipt of 16mm. prints on 20 PRC pictures which he will have available on 16mm. More than 20 theatres in this territory which use 16mm. are interested in Petty's announcement.

A Page from LEW HERB'S SCRAPBOOK



I visited Dan Coursey, S. Ga. salesman, Spence Pierce, exploiter, and K.H. Fairchild, all of 20th Century-Fox.



Robert L. Curry, who recently took over the Dixie, Gadsen, Ala., was on a visit to Atlanta's film row while on a buying tour to Atlanta. When I snapped him, he was in paying a business call on one of the bookers in the Atlanta Monogram office.



John Jarvis, SRO salesman, confers with Henry Krumm, Division manager, in Atlanta.



I dropped in on the booking staff at Paramount's Atlanta office. Dave Freidman, Frank Folger, Ben McChesney, and Paul Morgan make up the staff. The boys are popular with the local exhibitors.

H.D. Hearn, Exhibitor's Service, was vacationing in Florida....Robert Saxton, booker, Exhibitor's Service, returned from a business trip to Belton and other South Carolina points.

J.E. Holston, 20th Century-Fox manager, was in Los Angeles....A recent visitor along Film Row was Peter Rosian, U-I district manager, here to confer with U-I branch manager Jimmy Greenleaf and Wilby-Kincey general manager Roy L. Smart. Also seen along Film Row were: Lee Little, Camden, S.C.; R.E. Brantley, Tryon, N.C.; J.S. McDaniel, Dallas, N.C.; J.L. King, Jr., Bethune, S.C.; Wilton Hipp, Stanley, N.C., and Harry Cook, Mt. Olive, N.C.

Memphis

The Magnolia, Albany, Miss., opened. It is one of the most beautiful in the Flexer group, and is the second house owned by Flexer in New Albany. The new house seats 900-patrons, and it is equipped with all the newest and most modern theatre fixtures.

Exhibitors booking were: W.A. Rush, Houston, Miss.; W.H. Gray, Rutherford, Tenn.; M.E. Rice, Brownsville, Tenn.; L.J. Linhart, Commonwealth Circuit, Kansas City; C.N. Eudy, Ackerman, Miss., and Miss Emma Cox, Osceola, Ark.

Warners' "Rope" was banned by the board of Censors. Lloyd T. Binford, chairman of the board, had his usual comment.

Nathan Reiss, former owner, Bruce,

Bruce, Miss., sold the house to its former owner, J.A. Thornton, and will move to Campbell, Mo., where he has bought the Missouri from John Mohrstadt, Hayti, Mo.

R.R. Clemmons, Adamsville, Tenn., sold the Dixy to J.O. Lott.

J.N. Adams, Booneville, Miss., completed a new house the Jeran. He also owns the Von, Booneville.

Mary Cole, Kay exchanges, assisted the Atlanta "Tomboys" to the Southeastern Regional Softball championship in St. Petersburg, Fla. The "Tomboys" plan to participate in the national playoff in Portland, Ore....Eddie Foster, manager, Drive-in, Knoxville, Tenn., came in....George M. Jones, sales representative, Eagle Lion, was in....Ralph McCoy, branch manager, Film Classics, was back from Florida.

Cupid has also been attentive at Warners, where Miss Barbara English, stenographer, is wearing a new diamond ring on the right finger. Miss English says there will be no announcement until after Christmas.

Raymond Edwards, formerly with Kay Films, will join Screen Guild as salesman in the Arkansas territory, according to announcement by Mrs. Jernigan, wife of the branch manager and office manager.

Tom Young, branch manager, 20th Century-Fox, attended a sales meeting

in Los Angeles....Wayne Brenkert, Brenkert Projection Company, Detroit, was demonstrating the RCA Brenkert Bx-60 and Bx-62 projection to exhibitors at Monarch Theatre Supply. Attending the presentation were Walter Gilreach, RCA district manager, Dallas, and Nelson Spock, RCA engineer, Nashville, Tenn.

N.B. Blount, manager, Monarch Theatre Supply, visited Little Rock, Ark.

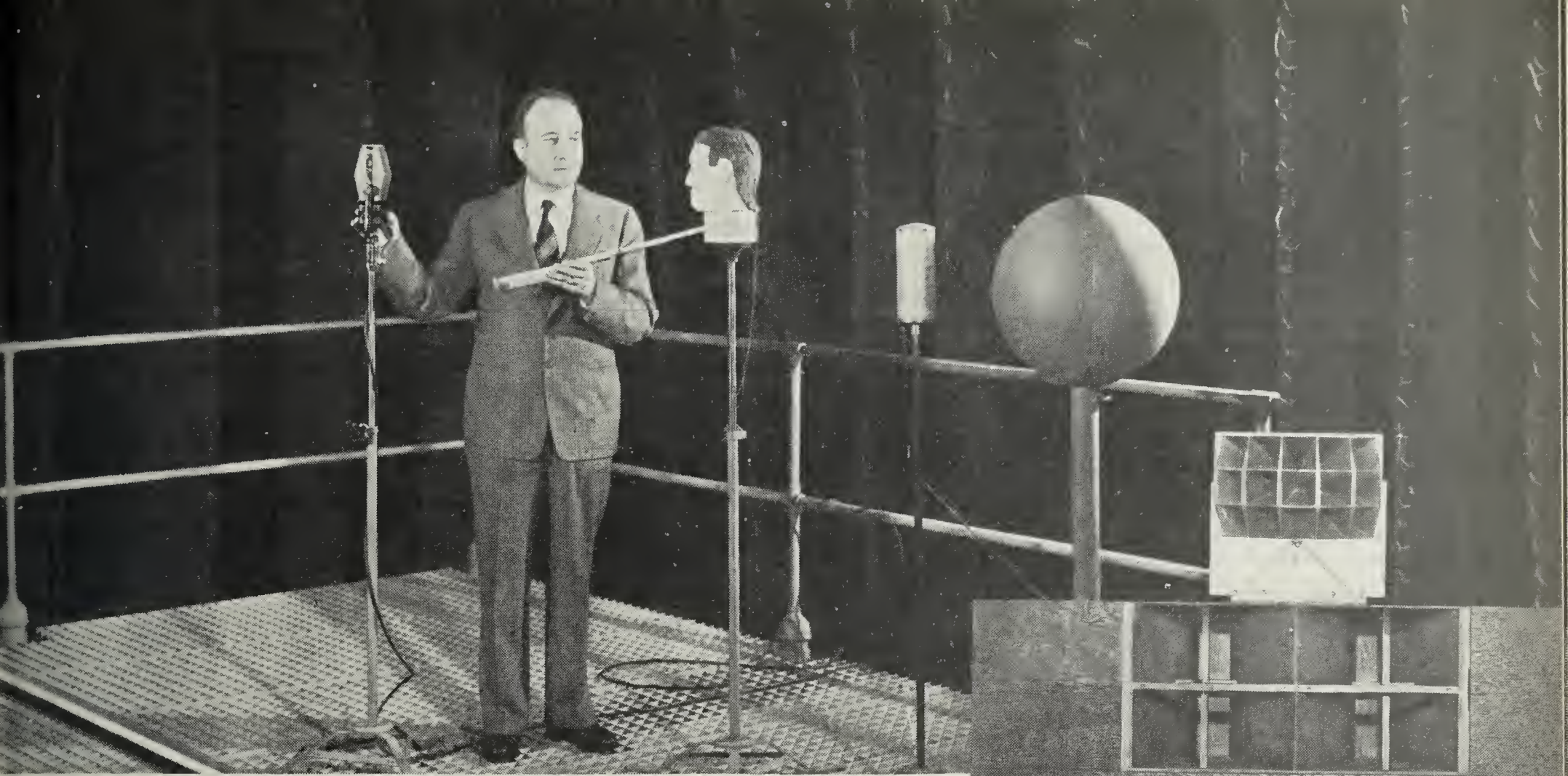
Fritz Farris, Clarksdale, Miss., and W.R. Tutt, Tunica, Miss., were discussing the new projector showing at Monarch Theatre Supply.

The striking, blonde booker at 20th Century-Fox, Miss Mildred Sharp, will set off wedding bells in a tinkle on Oct. 9 when her marriage to Bonnie O. McCarley, salesman, will highlight an interesting office romance. Miss Sharp plans to continue her post with the film house.

Al Rothchild, branch manager, National Screen Service, and Jack Lustig, salesman, attended a meeting in Atlanta....Herb Kohn, Malco, visited New York City.

Booking on the Row were: J.B. Adams, Coldwater, Miss.; Clint Dunn, Alma and Mulberry, Ark.; Lysle Richmond, Senath, Mo.; Mrs. M.M. West, Centerville, Tenn.; Tom Ford, Rector, Ark.; Mrs. H.A. Fitch, Erin, Tenn., and Mrs. E.L. Nichols, Tupelo, Miss.

J.B. McGowan, home office auditor, visited Paramount, and Miss Pearl



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Through Silence ... sound is born!

..in "the quietest room in the world."

ON THE WALLS, ceiling, beneath the open, grated floor of this RCA sound laboratory, hangs enough heavy rug padding to cover 250 average living rooms. Sound is smothered in its folds—echoes and distortion are wiped out. This is "the room of silence". . . "the quietest room in the world."

The purpose of this room? It was specially designed and constructed at the great RCA Laboratories, Princeton, N. J., so that

sounds of various frequencies could be produced and accurately measured in the development of RCA sound equipment.

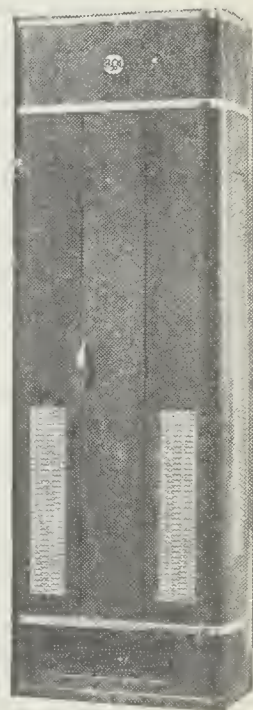
Information gained in "this room of silence" has contributed greatly to RCA's unmatched high-fidelity sound reproduction in motion picture theatres.

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RCA heavy-duty de luxe Loudspeaker System utilizes a true cellular high-frequency horn and a low-frequency baffle. Acoustically and electrically designed for the larger size theatres. Other speaker systems for medium-size and small-size theatres.

RCA Amplifier and Power Supply Rack. Large, heavily shielded audio and power transformers and advanced circuit designs provide high output with low distortion and freedom from noise and hum.



RCA's famous Rotary Stabilizer Sound-head. Film flows smoothly past the light source—no flutter or speed variation to mar the perfect illusion of living sound.



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Sweaney, ledger clerk, who resigned, has been replaced by Mrs. Betty Hurley, a former employee of Paramount.

Rube Jackter, Columbia home office, visited.

The Tri-State convention of the MPTO-Arkansas, Mississippi, and Tennessee will be held in Memphis on Oct. 25-26, according to announcement by Orris Collins, president, Paragould, Ark. He and Mrs. Collins attended the national convention of the TOA in Chicago. Collins mentioned that he was making an effort to have Howard Hughes for one of the speakers.

The Lux, Stockville, Miss., has been leased by J.R. Revell, a war veteran, who served with the Fifth Army....Branch manager R.B. Reagin, RKO, and Mrs. Reagin announced the marriage of their daughter, Mary Ann, to Albert Yarnell, on Sept. 12. The young couple will make their home in Searcy, Ark., where Yarnell is in business.

STATES

Alabama

ATTALLA

John Brown, manager, Liberty, is also looking after the Amusement Enterprises, Inc.'s new 1,077-seat Etowah, recently opened.

BIRMINGHAM

J.A. Jackson, Empire, is back after a visit to Jacksonville, Fla....The Woodlawn and Harry Curl, general manager, Community Theatres, were named in a suit filed by E.L. Moody for \$5,000 damages claimed as the result of an alleged fall in the theatre.

TUSCUMBIA

Louis Rosenbaum started work on his new theatre.

Florida

JACKSONVILLE

Ground was broken here on a 35-acre plot for the erection of a \$250,000 outdoor theatre. The new Normandy Outdoor Twin will occupy a site which runs 1,250 feet along Normandy Boulevard, Duval County, just three blocks beyond the city limits. The site is 1,615 feet deep, extending to Lenox Avenue. A 70-foot high concrete tower will house a double screen. Architect for the project is F. Earl DeLoe, Orlando, Fla. Capacity will be 1,700 automobiles, 900 on one side of the screen, and 800 on the other, with enclosed seating facilities for an additional 1,000 customers. Early box office results will determine whether or not the theatre will present two pictures nightly, one on each side of the twin screen, or present the same picture on both screens. Behind the project is Tropical Drive-In Theatres, Inc., a corporation headed by Richard Beck, St. Cloud, Fla., owner of theatres in Kissimmee, Daytona Beach, and St. Cloud, Fla., and owner-operator of the Today, Chicago. E.D. "Jack" Miller, Chicago, with 37 years of experience in theatre business, is secretary of the corporation.

MIAMI

The Alfred I. du Pont estate has included in its plans, a 1,700-seat theatre for the development of du Pont Plaza, downtown Miami.

Favorite Gene Austin has just signed with Movie Melody films for a series of 16mm. films to be made by Martin Murray, brother of Harry Saffer, formerly of the Wometco art department.

In accordance with "Mr. Peabody and the Mermaid", Salty Mallants, fishing editor, The Miami Herald, brought in his catch, a mermaid, and displayed it before the doubting eyes of other "old salts". His explanation was that he caught it off Government Cut. No one knows how Dorothy Sikes, "Miss Little River of '48", got into the ocean, but it made for good publicity. Miss Sikes was crowned recently at the Rosetta, which sponsored the "Miss Little River" contest.

WMIE officially opened. Mitchell Wolfson, president of the corporation and co-owner, Wometco Theatres, made the dedication at the ceremonies, and Mayor Robert L. Floyd spoke. Robert Venn has been cast in the role of manager.

George Hoover, owner, Paramount Circuit, and Chief Barker, Variety Tent 33 returned from his New England vacation and from the Variety Washington dinner honoring Secretary of State George Marshall.

Al Weiss, Jr., manager, Olympia, became a proud papa when his wife bore a seven pound, seven ounce girl at Jackson Memorial Hospital. Both mother and daughter are doing well.

Mark Chartrand, publicity head, Wometco Circuit, left with his wife and two sons for Grandview, Ind.... The Lincoln staff has been awarded new uniforms.

Miss Doris Erwin, former aide, Mayfair, was married in Charleston, S.C., to Gordon Spradley, manager, Capitol....Ed May, manager, Lincoln, left on vacation for two weeks....Gene Race, Cameo, left for a vacation in New York. Jim Camp, assistant manager, is carrying on his duties.

The Boulevard Drive-In, when completed, will house a playground for children and one entire building for confections alone....Roseann Capozzi is back at her old stand in the Miami after her vacation....Evelyn Cornell, Town and Miami, announced her engagement to Phil Santiago.

Thelma Gruber, Wometco accounting department, left on a sojourn. Ruth Holliday is doubling.

The Old Guard held a whiz-bang card party in the home office. They all had a good time, and some went home broke.

Mel Haber, assistant manager, Lincoln, in the heart of fashionable Lincoln Road, has taken to fishing trips....The fishpond in the lobby of the Lincoln seems to have appeal

to the patrons because numerous customers have asked if the tropical fish are for sale.

Variety Club shenanigans are still going strong, especially on Saturday nights.

TAMPA

The Palace tied up with Atlantic Coast Line Railroad. A herald was in the form of two reservations for "Berlin Express", placed in an envelope bearing the name of the railroad. The two tickets had the copy of the theatre, feature, and cast.

The Palace came forward this week with an idea that attracted the public's eye. A real horse and knight were seen riding around town to publicize "The Crusades".

Cages were seen at the Park to exploit "Man-Eater of Kumaon", in a tieup with the Florida Wildlife and Game Commission, which supplied the cages and animals, which consisted of a panther, bear, alligators, and two monkeys. Guards were supplied by the commission for day and night demonstrations. Bernard E. Berg, assistant manager, was seen at Inverness, a wonderful spot for fishing.

North Carolina

BURLINGTON

Theatres reopened their doors to young people 16 years old and under with the lifting of a ban on youth gatherings.

DURHAM

A survey recently conducted by "The Inquiring Reporter", and published in The Sun showed that the majority of persons contacted objected to the eating of candy and popcorn by theatre patrons.

GREENSBORO

Skyview Theatre, Inc., obtained a certificate of incorporation from the North Carolina Secretary Of State to operate a theatre with authorized capital stock of \$100,000. Incorporators are Max Zager, Dorothy Lawson, and Sidney Stern, Jr., all of Greensboro. It plans the construction of a theatre in the eastern part of the state.

HAW RIVER

Minor damage was done to the projector of the Haw River when a fire broke out, and destroyed the film. Theatre officials evacuated the theatre without injury to anyone when smoke and fumes from the burning film filled the building. Theatre personnel had extinguished the flames by the time the firemen arrived.

WINSTON SALEM

Having been restricted from attending movies since July 22 due to a polio epidemic, hundreds of happy children under 16 swarmed into theatres following lifting of the ban by health authorities. The ban went off at midnight and before noon the next day happy children began lining up in front of all of the theatre boxoffices.

NEWS OF THE

Territory

Chicago

George Weinberg, Warners' city salesman had a stay at Mt. Sinai Hospital...Morris Hellman, UA city salesman, was tendered a party by the exchange on the occasion of his silver anniversary.

Fire caused \$15,000 damage to the Yalta, Venice, Ill., owned by Henry Baucum.

Richard Salkin, Jackson Park manager, vacationed at Paw Paw Lake, Mich....The Majestic, Jacksonville, Ill., reopened....The Sherman and the Lyric, Sullivan, Ind., received modernized fronts.

The Tivoli, Gary, Ind., managed by Gene Peffley, is adorned with new seats....Belleville, Ill., will get a 750-car drive-in through the Bloomer Amusement Company.

Joe Berenson, National Theatre Advertising Company, appointed Ed Erickson to handle Kansas City territory, and Eddie Sonz for the Florida area....Will Behrendt purchased the interest of his brother, S.S. Behrendt, in the Movie Supply Company.

E. J. Baker was made manager, Alliance Circuit's drive-in, Vincennes, Ind....Hugh McGinnis, 35, first lieutenant in the last war, resigned as Drake manager, and reenlisted in the army coast artillery with the rank of captain. Fred Baldisti, Biltmore assistant manager, was assigned to the Drake managership.

Edward F. Dlouhy, Sr., Apollo manager and B and K veteran, was ill at home, following a hospital checkup.

Halfway through the program at the Surf an expectant mother started to have her baby. "We can't have a child in the audience," quipped manager Frederic Cory. "This picture is for adults only." An ambulance was called, but the husband halted it as he rushed to the boxoffice crying "We want a refund. We didn't see the whole picture." It was given him.

Construction of the second Telenews, in the Gold Coast district, was scheduled to start.

Craving of delegates of the National Federation of Music Clubs, meeting in national board session, to see an opera, was met by manager Frederic Cory, Surf, when he arranged a special showing of "Lucia di Lammermoor."

Charged with resale of tickets for which no accounting was made, Leo Guy Kosta, 27, State-Lake assistant manager, was arrested at Asheville, N.C. An embezzlement of \$5,000 was named in the warrant. State's attorneys

said the swindle might reach \$30,000, with several involved in a resale plot.

Jerry Cohen, Palace assistant manager, enjoyed swimming, one of his favorite sports, at Conover, Wis.

E.M. Gay joined Television Productions, Inc. as director of photography....Ducan Kennedy was made Great States division manager, with headquarters at Peoria, Ill.

James N. Jovan, Monroe owner; Van Nomikos, Rex Theatre Company, and Tom Valos, circuit head, attended the Hepa National Creek organization convention at Detroit.

Plans for the modernistic B and K house in Toledo, O., were completed by Holabird and Root, architects.

Leonard C. Utecht, Cook County suburban chairman, Sister Kenny Foundation Drive, reported that the majority of his top chairmen are theatre managers and assistants. Lee James Hruby, Jr., assistant, Lubliner and Booth 4 Star, has been assisting Utecht in all 29 suburban areas. Charles Kusak, assistant, Olympic, is co-chairman, Cicero and Hawthorne sections; Sam Krimstein, manager, Olympic, Cicero, is chairman, Cicero and Hawthorne sections; Charles Hall, manager, Palace, Cicero, volunteered for work in the suburban and Chicago area for the drive; John Kerzan, assistant, North Center, is chairman of five communities including Niles, Franklin Park, Elmwood Park, Schiller Park, and Norwood Park, and his co-chairman was Nicholas Butera,

assistant, Southern, Oak Park, who resigned recently to join the army Air Corps; Robert Brosseau, formerly assistant, Lake, now a department manager at the Fair department store, Oak Park, is chairman, Forest Park region, and James L. Smith, assistant, Lake, under Utecht, is the suburban photographer for the drive, also helping out Dr. Albert Odey, Oak Park and River Forest chairman.

The Lake, Oak Park, Ill., cooperating with Oak Park retail stores and the local Chamber of Commerce, is striving to make shopping in Oak Park easier, more satisfactory and more enjoyable, and toward this end issued parking information pamphlets.

A presidential poll, with votes registered on a large board, attracted interest of patrons in the lobby of the Telenews. Pennies deposited in glass jars beneath the names of the candidates counted as votes, and the proceeds from them were sent to the Heart Fund, La Rabida sanatorium, Variety Club charity. The voting was supervised by Jon Odenhal, Telenews manager, and Morton Lang, assistant manager. "While the poll is now attracting widespread interest it will be intensified, of course, as the Presidential campaign proceeds," said Sylvan Goldfinger, Telenews district manager.

Terry Turner, RKO national director of exploitation, was here on advance plans for the world premiere of "Station West" at the RKO Palace. A major phase of the campaign will be a tie-up with the army.

Tuscarawas Amusement Co., Urichsville, O., theatre operators in that state, obtained improved clearances....The Midlothian, Midlothian, Ill., was bought by the Ewing Theatre Corporation, in which shareholders are George and Minette Escunas.

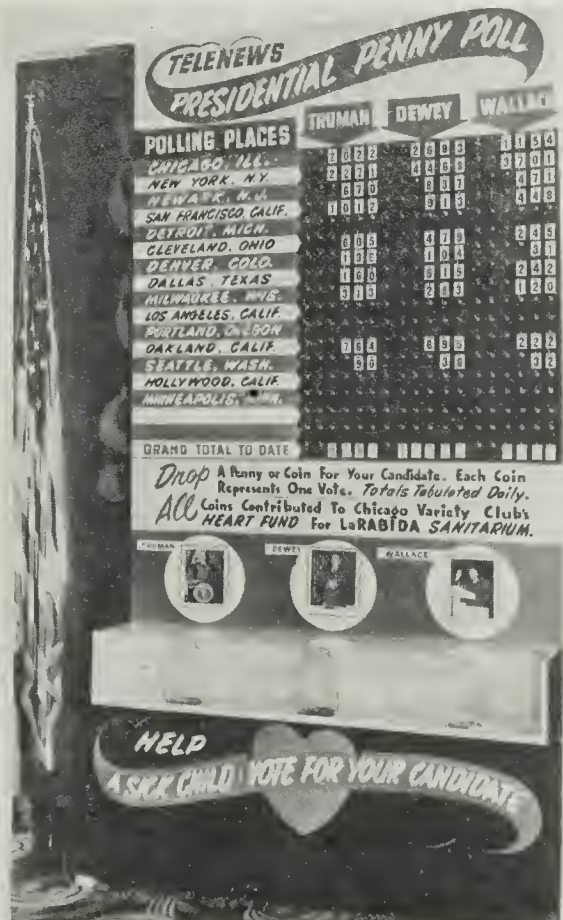
Tom Flannery, White Way Electric Sign and Maintenance Company purchased tickets to the tune of \$500 for Variety Club's La Rabida sanatorium benefit performance of "Mr. Roberts", Erlanger.

Adolph Szold and associates, Peoria, Ill. theatre operators, are building the second drive-in for this locality. The other, the Peoria Drive-In, is managed by Ralph Lawler.

Twenty-nine fires with losses of \$170,135 occurred in Illinois houses and other theatres during the past fiscal year, the State Division Of Fire Prevention reported.

Herb Ellisberg, Studio owner, returned from a long Miami stay....Red Quinlan is the new publicist for B and K's WBKB television station.

Contributions to Variety Club funds were made by James Donohue, Charles Reagan, and Hal Stevens in memory of Bertha Silverman, mother of Eddie Silverman, Essaness head, and by Tom Flannery, Joe Kausal, and Dick Sachsel in memory of Louis Rose, brother of Jack Rose, Manta-Rose.



A novel method of raising funds for the La Rabida Sanatorium, a Variety Club Heart Fund Charity, was devised recently by John Odenhal, manager, and Morton Lang, assistant manager, Telenews, Chicago. They placed a large board with the names of all Presidential candidates in the lobby, and put a large glass jar below each picture. Patrons were asked to drop coins into the jars, each coin counting as one vote for that candidate. The money was then contributed to the La Rabida Sanatorium's Heart Fund.

Dallas

The new Leland, Taft, Tex., opened. The air-conditioned house seats 744. Mayor Brewer, manager R.S. Cook, A.C. Tutt, Leland Cage, Taft resident for whom the theatre was named, and a representative of the Long Circuit, L.O. Wallace, participated in the ceremonies.

The following theatres in Texas signed sound servicing contracts with Altec Service: Ward, Manahas; Texas and Isis, Houston; Rialto and Rio, Brownfield; Llanos Lubbock; Lamar Paris; Star, Dumas; Avalon, McLean and Texas, Hamilton.

Denver

Don Tibbs, manager, Salt Lake City Monogram exchange, was in conferring with Lon Fidler, franchise owner, recuperating at home....T.J. Davey was put on as student booker at RKO.

Ken MacKaig, United Artists branch manager, entered the horsemen's realm, having bought a three-year-old, together with a saddle and bridle. Getting the outfit for less than the price of a new saddle, he says his family and neighbor's kids have had much more than the \$50 worth of fun out of it already.

Robert Selig, assistant to the president, Fox Intermountain Theatres, vacationed in Hawaii.

Frank H. Waite bought the Elberta, Palisade, Colo., from Harold Johnson....Walter McIntosh, auditor, Paramount home office, was in looking over accounts....Al Hoffman, Metro salesman, quit to enter a business of his own. He is succeeded by Jerry Banta, head booker, whose job went to Claude Newell, assistant. The assistant's job went to John Roberts, checking supervisor.

The Vit, owned by C.U. Yaeger, Atlas Theatres owner, won the \$23,000 Great Western handicap at Washington Park race track, near Chicago....George Smith, Paramount western division manager, went over sales plans...."The Babe Ruth Story" turned in such phenomenal business in the usual booking of three days at the Lincoln, Cheyenne, Wyo., that Fox Intermountain Theatres brought it back to the Paramount for another run.

Tom Knight, Acme, Riverton, Wyo., got up at 4 p.m. to warm up his plane to bring to Denver a Riverton girl for an emergency appendectomy....Hugh Rennie, Monogram salesman, recovered at home following an ulcer operation.

Mrs. Winona Neistradt, Paramount head inspectress, went to Rochester, Minn., to enter the Mayo clinic for examinations which she hoped would point the way to some relief from conditions arising from a more-than-a-year-ago auto accident.

RKO branch manager Joe Emerson launched plans for "Disney Apprecia-

tion Weeks". The special weeks will be from Dec. 24 - Jan. 7.

The following New Mexico theatres signed sound servicing contracts with Altec Service: The Yucca Drive-In, Clovis, and the Dexter, Dexter.

James Dugan, 20th Fox branch manager, was at the national sales meeting in Hollywood....Hugh Rennie, salesman for Monogram, recently operated on, was recuperating nicely at home.

Ken MacKaig, United Artists branch manager, brought in his three salesmen, William Sombar, Howard Metzgar, and Robert Riddle, for a sales meeting.

Des Moines

Mayo Beatty, manager, Monogram, resigned, with V.M. Fennelly, salesman, named to take his place. Beatty is a veteran of film row, with some 20 years as a salesman for Warners before joining Monogram. Fennelly formerly was of New York and was associated with Tri-States Theatre Corporation and the Screen Guild before joining Monogram. Kenneth Weldon, former MGM booker, accepted the position as salesman, replacing Fennelly. Weldon will work both the Omaha and Des Moines territory.

Mr. and Mrs. P.D. Cote were celebrating the 35th anniversary of the Cote, Waukon, Ia. Films made about the time the house opened on Nov. 21, 1913 were secured, and were shown at a public celebration. When the Cote was opened, a program of three reels, was presented with three shows each evening.

Construction of a new \$200,000 theatre at Marshalltown, Ia., has been started by RKO-Orpheum. The house will replace the old Capitol destroyed by fire several years ago....The newly remodeled Palace, Burlington, Ia., was reopened by Central States Theatre Corporation, with A.H. Blank, head of the circuit, on hand for the opening ceremonies. Other officials attending included his son, Myron, general manager; L.G. Wegener, assistant general manager, and Roland Tip Harrison, architect for the firm.

N. Goldhammer, general sales manager, Monogram, was in for a few days discussing "The Babe Ruth Story" with W.H. Gaffney, branch manager....Frank Hensler, district manager, MGM, Detroit, spent a few days here.

Ralph Morgan, Monogram salesman, drove to Omaha to spend Labor Day with his brother-in-law, Jack Renfro, branch manager, RKO....Gladys Melson, formerly employed with Columbia, is now working for Ed Hartman, Motion Picture Booking Agency.

William J. Weagly, manager, RKO Orpheum, Sioux City, Ia., recently received an RKO "Stunt of the Month" showmanship award and accompanying check for performing an outstanding

showmanship event during the past month. Weagly won with "Good Sam".

Visitors on film row included: L. Sosna, Moberly, Mo.; Homer Strowig, Abilene, Kans.; Tom Edwards, Eldon, Mo., and F.W. Young, Scott City, Kans.

Kansas City

The following area theatres signed sound servicing contracts with Altec Service: Mecca, Russell, Kans.; Iris Drive-In, Hutchinson, Kans.; Tower, Wichita, Kans.; Tribune, Tribune, Kans., and Majestic, Scott City, Kans.

Frank Plumlee, district manager, Theatre Enterprise, Inc., returned from Dallas where he visited the home office....Glen Dickinson, Dickinson, Inc., purchased the Star, Quincy, Ill.

Marti Boyer, secretary to Earl Jameson, left for a vacation in Colorado and Wyoming...Commonwealth Amusement Company held a barbecue for all district manager and exhibitors at the Star Lane Ranch....Jane Cecil, secretary, RCA Victor, was spending her vacation in Denver.

Peoples, Pleasant Hill, Mo., is opening on Sept. 30 after being closed several months for redecoration....Madine Simpson, secretary to Sam Abend, lost her mother.

Amy Sinclair, branch managers' secretary at MGM for 23 years, resigned.

Film Row visitors included: Virgil Harbison, Tarkio, Mo., Charles Thomas, Sweet Springs, Mo., Glen Hall, Cassville, Mo.; "Doc" Cook, Maryville, Mo.; Harley Fryer, Neosho, Mo., and R.L. Adkins, Parsons, Kans.

Fox Midwest Theatres executive Howard Jameyson recently addressed Commonwealth Theatres' convention here. In his speech before the meeting, he stated that aggressive showmanship was necessary to take full advantage of "exceptional business conditions".

Los Angeles

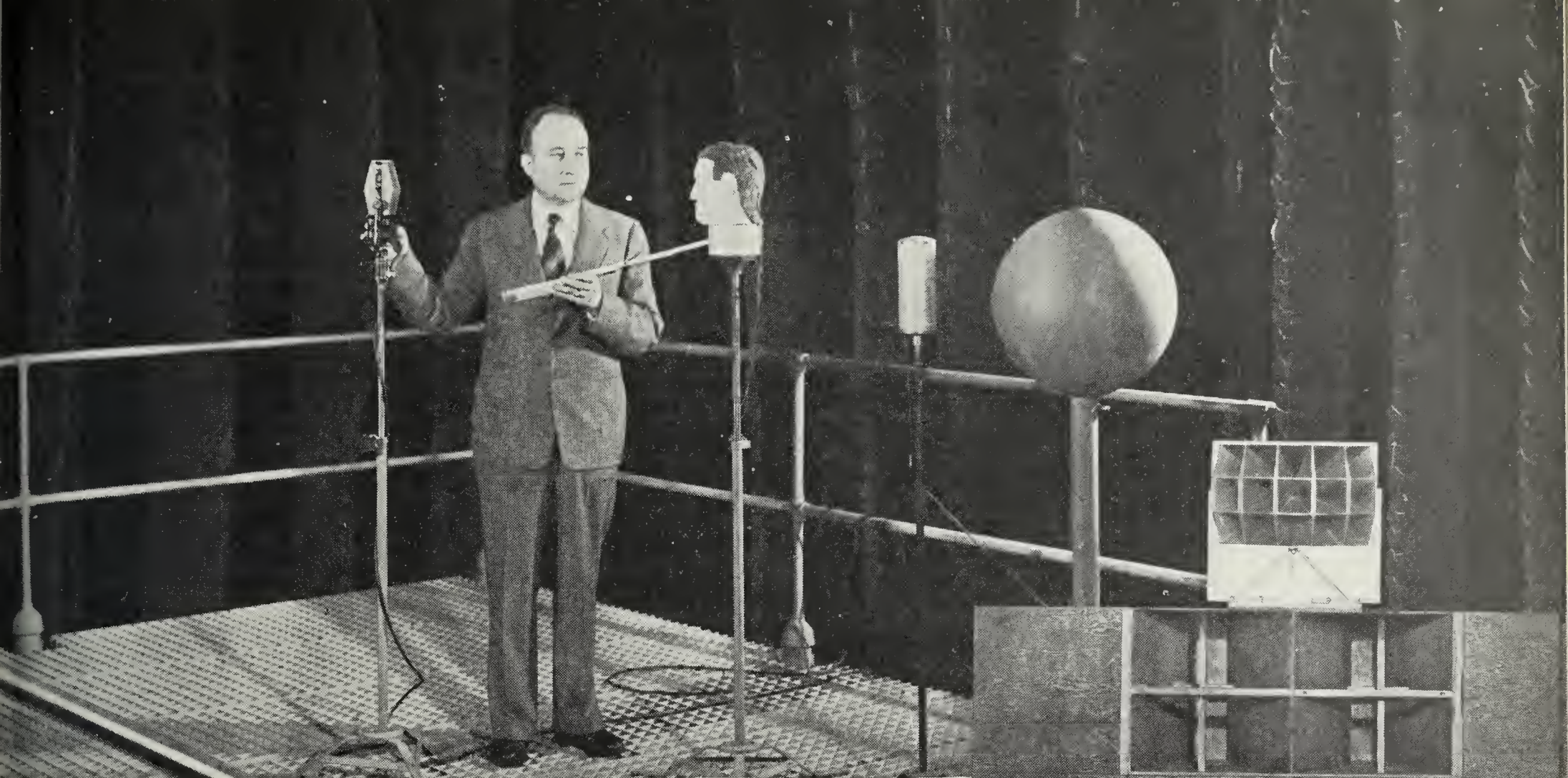
Bob O'Donnell looked over all drive-in theatres to get ideas for the four he will build in Texas and New Mexico.

W.H. Turpie, west coast division manager, Manley, Inc., was here with Ray Beall, public relations director.

Allan Warshauer, district manager, Blumenfeld Theatres, was vacationing here.

Ground was broken for the first Lee theatre at Ventura Boulevard and Noeline Avenue. Name is the Encino, which drew many film celebrities to witness the event. Officiating at the ceremonies were Jules Seder, president, Lee Theatres, Inc.

A 99-year lease will be set on property by Davis Theatres, Inc., part of the Westside Theatres Circuit. James M. Stephens is vice-president and general manager, Davis Corporation,



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and will shortly start building of a 1,000-seat house.

Film Row was more like a bridal path for Dan Cupid when all the companies were notified of the romance and wedding of Martha Goos, teller, Film Row Security Bank, and Lew Lindley, a former newspaper owner, who now runs the Acorn Press.

Another romance that ended with a hitching is Harold Melniker, RKO public relations, who married Patricia Cohn in Santa Barbara, Cal....Herb Rosener's Studio is now managed by Joe Busi....Louis Blank takes over the sales managership for Larry Finley Productions, in the Chicago office.

Charles Schaefer is here for Enterprise distribution huddles....The FWC Alexander, Glendale, Cal., all but went up in smoke with a loss of \$125,000.

Howard Stubbins, Allied Artists franchise holder, played host to all Southern California exhibitors for a special preview of "The Babe Ruth Story" at the Fox Boulevard.

At a ceremony performed at the Santa Barbara, Cal., Biltmore, Miss Patricia Cohn, daughter of Mr. and Mrs. D. Edgar Cohn, Malibu Beach, Cal., became the bride of Harold Melniker, director of public relations, RKO.

The following California theatres signed sound servicing contracts with Altec Service: El Roy, Chico; Turlock, Turlock; Sky View Drive-In, Salinas; Wilding Pictures, Pantages Hollywood, Leimert, Monica, Variety, Unique, Monterey, and Piefair, Los Angeles; Starlight, Colorado Springs; Rex, Fresno; Cinemadine Drive-In, Lemon Grove; Roxy, Long Beach; Cove, La Jolla; Wheeler Hall, Berkely; Park, Gardena; Oakley, Oakley; Pal Mor, Pinedale, New Rita, San Francisco, and also the Star, Nogales, Ariz.

Milwaukee

Adan and Mike Eshreff, restaurant operators, purchased the Liberty, a 700-seat neighborhood theatre, from George Gonis. This is the third theatre that Gonis has remodeled and sold within the last two or three years... The Empress has been dressed up. Charles Fox, who owns the theatre, gave the front and canopy a paint job.

The office of the Independent Theatre Owners Of Wisconsin And Upper Michigan is now located at 1927 West Wells Street....Theatre Service Company moved to the Brumder building, West Wells and Second Street.

A sound servicing contract was recently signed with Altec Service by the Liberty.

Film Service is now providing direct service on film pickup and delivery to 14 Wisconsin and 15 Upper Michigan points served previously by Railway Express. Theatres affected are: Wisconsin: Grand, Oconto Falls; Coleman, Rialto, Marinette; Fox, Marinette; Badger, Oconto; Oconto, Oconto; Criv-

itz, Crivitz; State, Hartford; Hartford; Lake, Winneconne; Omro, Omro; Door, Sturgeon Bay; Pulaski, Pulaski, and Gem, Gillett. Upper Michigan: Lloyd, Menominee; Menominee, Menominee; Delft, Escanaba; Michigan, Escanaba; Rialto, Gladstone; Rialto, Norway; Braumart, Iron Mountain; Colonial, Iron Mountain; Delft, Iron River; Delft, Crystal Falls; Delft, Marquette; Nordic, Marquette; Vista, Negaunee, Ishpeming, Ishpeming, and Butler, Ishpeming.

The Milwaukee health department polio ban that prevented all children under 12 from congregating in any public place such as retail stores and theatres, as well as riding on public transportation facilities, included delaying public, private, and parochial schools opening until Sept. 20.

Harold J. Fitzgerald, president, Fox Wisconsin Amusement Corporation, was in New York....Theatre Service Company is handling film buying and booking for the Norway, DeForest, Wis.... Bernard Sherman, Douglas, Racine, Wis., visited....Robert Carter, State manager, resigned...William Benjamin, Screen Guild manager, made a sales trip in the territory....Jesse T. McBride, Paramount manager toured the territory...Max Markowitz, former State manager, now sells roofing for national concern.

Minneapolis

M.A. Levy, branch manager, and Walter Hoffman, exploiteer, attended the 20th-Fox national sales convention at Los Angeles....Sidney Lax, booker, Columbia, was at Yale University medical center for some treatments.... New on Film Row is Florence Greason, biller, U-I....Russ McCarthy, formerly, booker, U-I, is now office manager-head booker, Monogram...The staff of 20th-Fox held its annual picnic at Excelsior Park...M.C. Conradson, area representative for Motiograph, and dealer for Altec-Lansing "Voice of the Theatre" loudspeaker, moved into larger quarters at 33 Glenwood Avenue.

Floyd Lloyd Perking bought the Lyric, Le Center, Minn....Arthur Madsen purchased the New Franklin, Franklin, Minn. Possession will be on Dec. 1....Ed Malone sold the Alma, Alma, Wis., to Buck Price....Edward Burke resigned from the sales staff of 20th-Fox to sell a line of theatre premiums. He has been replaced by Harold Lundquist, former salesman at the exchange...Henry Kopald, former manager, World, St. Paul, Minn., has taken on a line of prefabricated housing.

Two neighborhood houses, the Homewood, operated by Martin Lebedoff, and the Varsity, operated by Sol Fischer, operated under a 20-day clearance when both played MGM's "Easter Parade". Under the old system of clearance, only Minnesota Amusement's Uptown had the right to play films in a 28-day break. The Homewood and Varsity are said to have negotiated the shorter clearance with all distributors but one.

Late vacationers included Jeane Horgan, switchboard operator, 20th Fox, who spent three weeks in California; Cora Johnson, clerk, 20th-Fox, who relaxed in northern Minnesota for two weeks, and Luby Perl, booker, 20th-Fox, in Winnipeg, Canada....North Central Allied held a regional meeting in Duluth for northeastern Minnesota and northwestern Wisconsin exhibitors.

On Aug. 15, the Pan played the re-issue, "Four Feathers" at an admission price of 70 cents. That same evening, it was televised locally over KSTP.

William C. Sears, general manager, Minnesota Entertainment Enterprises, Inc., last week announced that work has been started on two more Twin Cities suburban drive-ins. A 750-car drive-in will be located at Highway 52 and county road 152 in Brooklyn township, about three miles north of Robbinsdale, and a 700-car spot will be located on highway 100, at S. Robert Street, in Dakota county, west of South St. Paul. The same concern already operates the Bloomington Drive-In and the Rose Drive-In.

The following area theatres signed sound servicing contracts with Altec Service: State, Olivia, Minn.; Heights, and Ritz, Minneapolis; Hollywood, Cambridge, Minn.; Hollywood, Lake City, Minn.; Ledium, Elbow Lake, Minn.; Rolla, Rolla, N.D.; Isis, Fargo, N.D.; State, Bottineau, N.D.; Avalon, Larimore, N.D.; Lyric, Ellendale, N.D.; Auditorium, Fessenden, N.D.; Mandan and Palace, Mandan, N.D.; Decotch, Edgeley, N.D., and Rex, LeMoure, N.D.

Oklahoma City

R. Lewis Barton, owner Sky Train, Redskin, Knob Hill, and two drive-ins, and recently named to a city school board, was named by Governor Turner to be Oklahoma county polio fund director for 1949.

The first of three successive Saturday morning free shows for Boy Scouts in the north section of the city were held at the Villa and Uptown. Robert Busch is manager of the theatres. Shows are part of the industry's cooperation with "Youth Month".

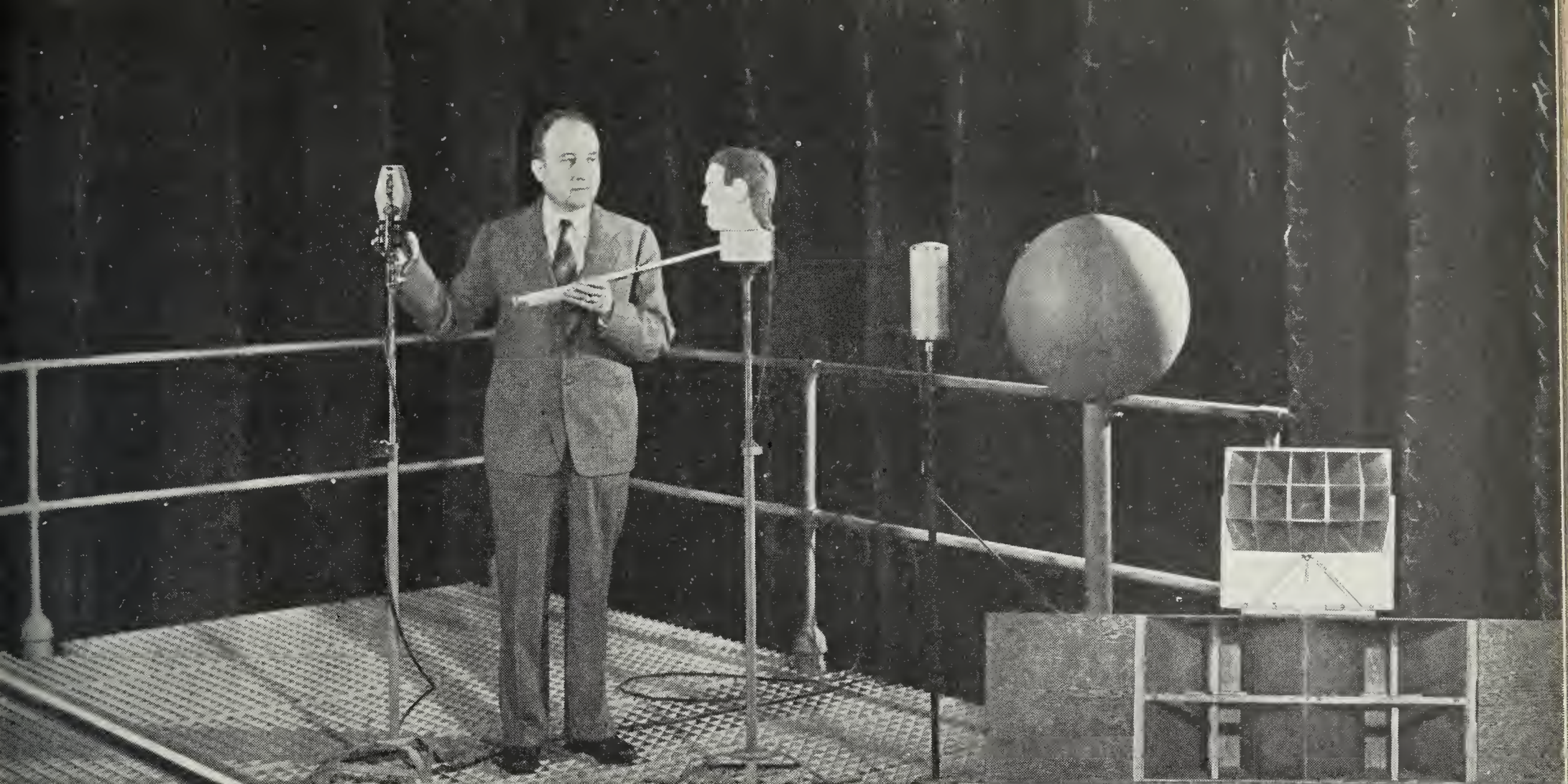
Altec Service announced that the Redskin, Watuaka, Okla., signed a sound servicing contract.

Omaha

The State and Varsity, Lincoln, Neb., signed sound servicing contracts with Altec Service.

Robert Hoffa, manager, Grand, Grand Island, Neb., is the father of a son, the Hoffa's first child....Francis Kostcuit joined 20th Century-Fox as a booking department stenographer.

Sol Novitsky, brother of Hyemie, 20th Century-Fox salesman, died at Sioux City, Ia...Wally Kemp, manager, Capitol, Grand Island, Neb., entertained two of the town's American Legion baseball teams and their coaches at a showing of "The Babe Ruth Story"



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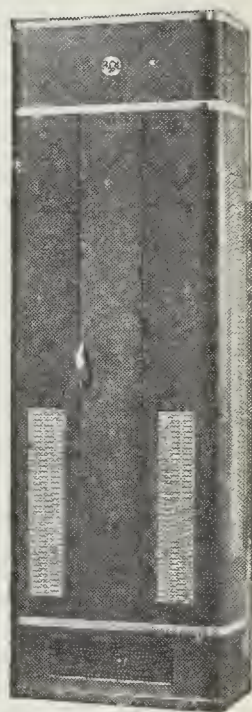
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....Phil March, Wayne, Neb., circuit operator, was a Film Row visitor.

North Platte, Neb., is to have its first drive-in, the 500-car Pawnee... Abe Friedman, Tri-States partner in Sioux City, Ia., visited in Hollywood....New sound has been installed in the Circle, Epstein Circuit house.... William Miskell, Tri-States district manager, returned from a Colorado vacation....The Ballantyne Company installed all equipment from a film splicer to screen in the new Boys Town house.

Jim Burrus opened his remodeled Isis, Crete, Neb....Walter Yancke, Lincoln City manager, Dent Theatres, was recovering from a polio attack....R.M. Warfield plans to spend \$275,000 on a 1,000 car drive-in for his Riverview Park, Sioux City, Ia....Mrs. Marilyn Fritz joined the Paramount staff.... Vern Lindholm, Ainsworth, Neb., exhibitor, went to Chicago...Ralph Blank, owner, Admiral and Chief, vacationed at Lake Okoboji, Arnolds Park, Ia.... Ray Nolan, St. Louis, RKO district manager, visited.

Poor health caused Nate Galbreath to resign as a U-I salesman....Walter Hoffman, 20th Century-Fox exploiteer, visited on Film Row....Joseph Meyer, S and M Service, was seriously sick...The Strand, managed by John Spencer, Hastings, Neb., is being remodeled by Tri-States. District manager William Miskell and Bill Tomi, circuit maintenance chief, inspected the work.

Phoenix

The trade was sorry to hear of the death of Charles J. Alden, Globe, who suffered a heart attack while at a local country club. Alden had lived in Globe for more than 40 years and was a pioneer theatreman there.

Malcolm S. White expects to open his new Phoenix house in October. The house, an 800-seater, will be located on South Central Avenue....Clarence Shartzter, formerly manager, Orpheum and Flagstaff, has joined the advertising staff of The Daily Sun....Jose Requena, manager, Ramona, reported to police that he was assaulted by four boys.

Al "Lash" LaRue, PRC western star, headlined the stage show at the Azteca.

Portland

Jane Moss, National Screen Service, flew to Los Angeles....Max Terhune, Monogram eastern star and Monty Hale, Republic western star, stopped in.... John Valin, Eagle Lion, was in to make an audit of the office...Howard Case, Monogram booker, spent his vacation in Los Angeles....Ted Gamble Theatres sold the Roundup to Walter Timm.

St. Louis

The following area theatres signed sound servicing contracts with Altec Service; Melba, Houston, Mo.; Mullikin, Springfield, Mo.; Colony, Oak

Grove, Mo.; Joan, Camdenton, Mo.; Noll, Bethany, Mo., and Granada and Park-in, Springfield, Mo.

Salt Lake City

The New Dome, Libby, Mont., recently signed a sound servicing contract with Altec Service. Altec announced that the Virginia, Shalley, Idaho, and the Stadium, McCall, Idaho, had signed the same kind of contract.

Approximately 40 managers for Fox-Intermountain theatres and home office personnel gathered in Pocatello, Idaho, recently for a Salt Lake City-Denver district meeting. The meeting was held for the purpose of launching the area national sales drive. Ray Davis, in charge of the Denver office; Hall Baetz, in charge of the Salt Lake territory, and Frank H. Rickettsen, regional chief, were in charge.

Teenagers of Salt Lake City took over operation of the city's downtown first-runs as a feature of "Youth Month". The month's activities are being handled by the Salt Lake Junior Chamber of Commerce. Tracy Barham, vice-president and general manager, Intermountain Theatres, Inc., is in charge of the motion picture phase.

San Antonio

Major Frank Gensberg, post theatre officer at Fort Sam Houston, announced that Theatre No. 2, Dodd Field, would open for army personnel and families in the area of Dodd Field.

Al Wolf, partner and booker-buyer, San Pedro, Cal., Drive-In, was off to Dallas on a booking trip....Here to book Latin-American products were John Rowley and Adrian Upchurch, R and R-United Circuit, Dallas, J.H. Flache, Alameda, Lamesa, Tex.; S. Fraga, Azteca, Natalia, Tex.; Francisco Valdez, Zaragoza, Taft, Tex.; Gustavo Lavenant, Valencia, Gregory, Tex.; Mrs. Addison Burkhalter, Marine, Fort Worth, Tex.; Grady A. Cole, Cole, Jarrell, Tex., and W.W. Rucker, Rock, Roundrock, Tex.

Phil R. Isley, theatre circuit operator at Dallas, signed a lease on two 1,600-seat buildings to be erected by Leo F. Corrigan, real estate owner and developer at Houston, Tex....The general office of the Will Horwitz Estate, Inc., moved from the Uptown building to the Texan building. An extensive repair and remodeling program has been announced for the Texan and Iris, with improvements slated to cost \$25,000 for the Iris. The Texan will be completely redecorated, including a new marquee and candy counter designed by Fred Cannata, vice-president and general manager, Will Horwitz estate.

Conrad Brady has been named to succeed Bill Johnson as city publicity for Interstate Theatres, Houston, Tex. Brady comes from the home office, Dallas.

Don Barry, Republic cowboy film star, made a personal appearance at

the Texan, Houston, Tex....Robb and Rowley Theatres and Lawrence Miller started construction of the 900-seat Gulf at Robstown, Tex....The Leland, Taft, Tex., has been opened by the J.G. Long Circuit. R.S. Cook has been named manager....The Lamar, Tyler, Tex., has been completely remodeled by C.J. Musselman, owner, with new furnishings, equipment, and decorations. He will feature a double bill policy at 25 cent admission....William Whaley sold his Pastime, Esteline, Tex., to Mack Graham....The 250-seat Dixie, owned and operated by Mr. and Mrs. J. Clarence Brown, was moved in its entirety on a special truck trailer to Forest Hill, a suburb of Fort Worth, Tex., where the house reopened as the Forest.

San Francisco

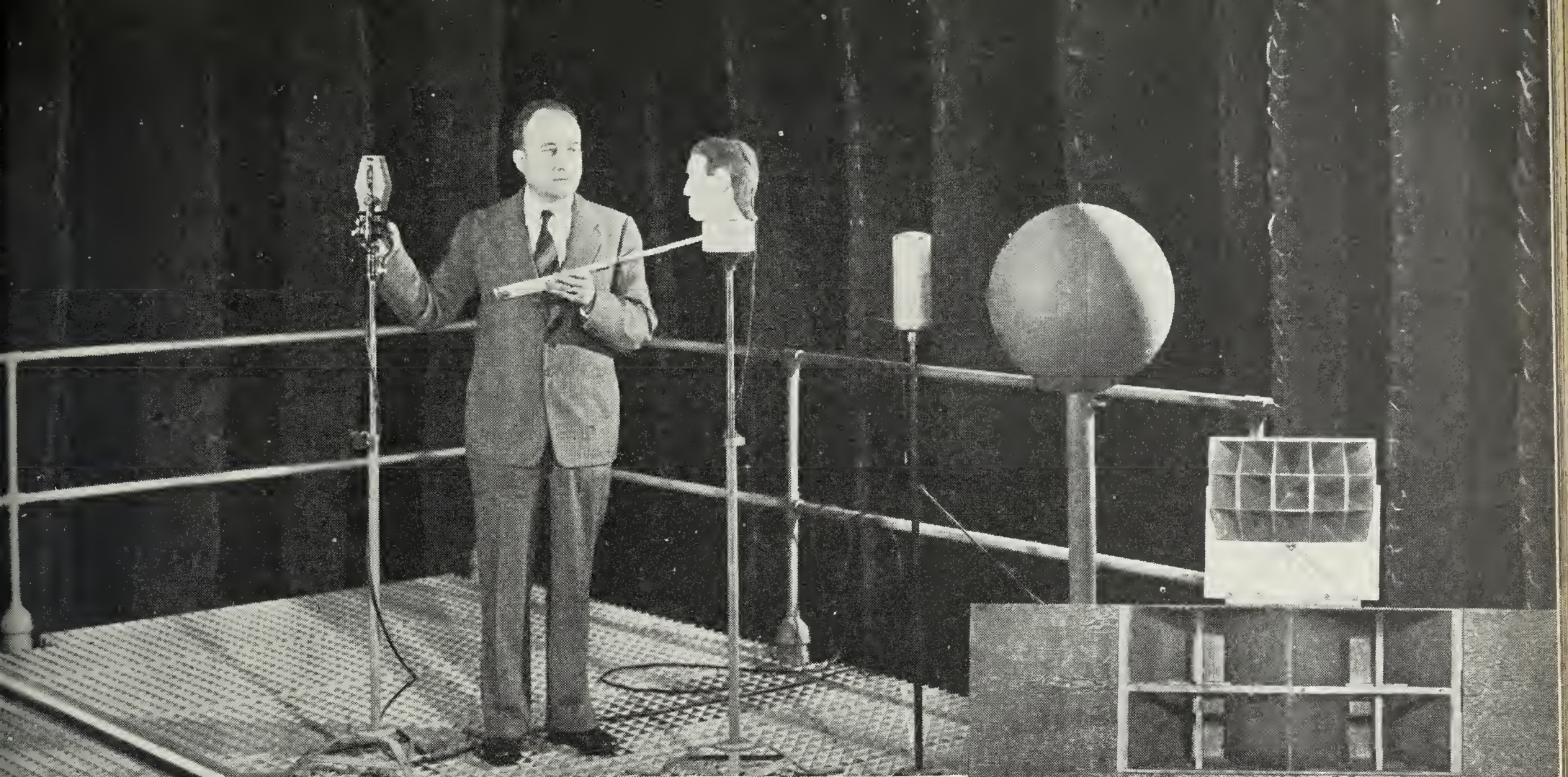
The recent campaign of the Golden Gate for Walt Disney's "Melody Time" was built around six separate contests. Under the direction of Jay Golden, West Coast Theatres district manager, assisted by Helen Wabbe, publicity director, and Mark Alling, manager, it was unique in both approach and coverage.

For small Gerald McCready, grade-school-ager in San Francisco, the free kiddie show the local industry gave for "Youth Month" didn't work so well at first. Gerald started early in his favorite neighborhood house, the Balboa, but fell in with evil companions en route. "You going to the show?" the bigger boys asked him. "Sure," he said. "Too bad," they told him, "Kids your age have to pay double." The lad returned to his home in tears. When Gerald's story reached Edwin Scheeline, manager, the gratis show was over. But, McCready is still having his show. The following Saturday matinee when all the other kids were paying for their tickets to the Balboa, Gerald McCready was sitting in a loge as a personal guest of the management.

The Variety Club's Heart Fund received its first contribution for the playing of Gerald Karski's special shorts of Western Festivals in local houses. The Junior Executive section of the Club is handling distribution of the films which Karski, president, Motion Picture Service, shot at rodeos, round-ups, and other frontier fetes.

The campaign here gave Helen Wabbe, publicist, Golden Gate, opportunity to tie in "Good Sam." Each day spotters stationed on the city's streets selected drivers for a "Good Sam" Courtesy Award when they showed caution, courtesy, and common sense. The drivers received tickets to the Golden Gate.

Passes flew at Charles Sears' Noe as special inducement for his "Back To School" kiddie matinee but the manager wasn't papering his house. Sears had Frankie Albert, popular professional gridiron star and 49-er quarterback, on his stage flipping autographed footballs to the juvenile audience.



RCA Laboratories' "Room of Silence"—proving ground of tonal quality for RCA theatre sound equipment.

Through Silence ... sound is born!

..in "the quietest room in the world."

ON THE WALLS, ceiling, beneath the open, grated floor of this RCA sound laboratory, hangs enough heavy rug padding to cover 250 average living rooms. Sound is smothered in its folds—echoes and distortion are wiped out. This is "the room of silence"... "the quietest room in the world."

The purpose of this room? It was specially designed and constructed at the great RCA Laboratories, Princeton, N. J., so that

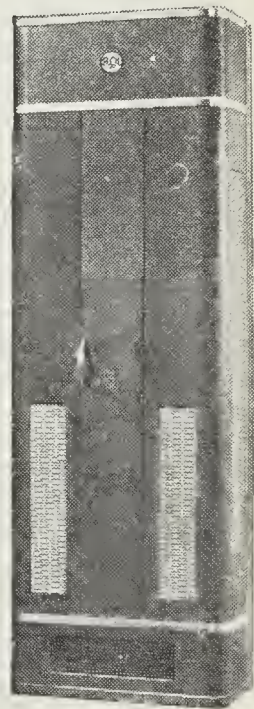
sounds of various frequencies could be produced and accurately measured in the development of RCA sound equipment.

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A full color sound motion picture designed to promote more efficient use of redwood lumber has been commissioned by the California Redwood Association to Gene K. Walker, film producer, Walker Productions.

Junior executives of the Variety Club are preparing for the resumption of an active social program of dances and special functions at Variety Club quarters during the fall according to Stanley Lefcourt.

Young son of Jerry Collins, San Francisco Theatres, Inc., booker, recovered from pneumonia....Edward L. Smith presented an illustrated lecture before the Chamber of Commerce, Centerville, Calif....Bing Crosby will appear with other stars in a benefit show for the Boy's Clubs which he is bringing into the Opera House on Oct. 9 in a fund-raising project.

George Lewis, former assistant, Irving, was named by William Coover, district manager, Golden State Circuit, to take over management of the Midtown, neighborhood.

Howard Newman, manager, St. Francis, with his date of "Canon City," caught much attention by use of a miniature cell in front of his house, complete with convict and keeper....Mat Knighton, former manager, Irving, replaced Lester Immerman, State, South San Francisco; Immerman moves to the Daly City....Betty Gamble, booker, U-I, returned from vacation in Hollywood.

Lucille Schafer, booking department, and Phyllis Vetterline, receptionist, Golden State Circuit, returned from a Canadian vacation tour....Marcel Ceresa, former manager, Lindsay, Lindsay, Cal., moved up to the Strand, Merced, Cal., with Don Nichols, its previous manager, switching down to Lindsay....Jesse Wright, booker, Warners, and wife, Donna, announced the birth of a seven pound baby daughter.

Ben Stevenson, formerly at the Daly City house, moved to the Parkside as manager. Art Kloth left the Parkside to take charge of the Irving....George Glosser, booker, moved from 20th Century-Fox to United Artist....Severe injuries were suffered by the family of William Crosby, Blumenfeld Circuit executive, East Bay division, when his wife and daughter crashed in an automobile near Lafayette, Cal....Elmer Benjamin, salesman, National Screen Service, resigned.

Mary Bottarini, Republic, and Rita Clark, same office, made a vacation junket to Havana....Herman Wobber, B.D. Stover, and Alex Harrison, executives, 20th-Fox, attended the national meeting in Chicago....James R. Graininger, executive vice-president and general sales manager, Republic, was here for a brief business inspection....Chan Carpenter, salesman, Film Classics, returned from Los Angeles.

O.E. Rock announced that he has leased the Officers Club at Camp

Wolters, near Mineral Wells, Tex., for making motion pictures in the state.

Bill Johnson resigned as publicity director for Interstate Theatres, Houston, Tex....Jake Webb sold his Ban-Tex, Bandera, Tex., to Charles Knauf, formerly of Oklahoma....G.F. Lee sold his Portland, Portland, Tex., to M.R. Butler....G.A. Cole opened the Cole, a 250-seat house at Jarrell, Tex. He was a former exhibitor and film distributor at New Braunfels, Tex....C.A. Richter, head, Lone Star Circuit, announced a new Texas Drive-In is being constructed at Corpus Christi, Tex., a short distance from the present and original drive-in....The Rex, operated by Mike Benitez, Santa Rosa, Tex., was recently destroyed by fire.

Richard Morros, producer, MRS Productions, traveled here for a preview of "Inner Sanctum," the company's first film, and for conference with Irving M. Levin, chairman....A new exterior paint job is underway for Alexandria, San Francisco Theatre, Inc., neighborhood...Daniel O. McLean, Embassy, was divorced from his wife in an uncontested decree.

William Coover, district manager, Golden State Circuit, with members of the circuit's booking office, were judging winners in the managerial contest for the best exploitation of a "Back To School" kiddie matinee....Arthur Lubin, director, United Artists, with Joseph Nadel, production manager, "Impact," scouted for exterior shots.

A Cinecolor documentary "California's Golden Beginning", directed by Cecil B. DeMille at Paramount, and telling the story of Marshall's discovery of gold, was featured in a sneak preview for a recent special luncheon of the Advertising Club.

Newest series of Art in Cinema programs, avant garde films at the San Francisco Museum of Art, was launched recently with a showing of work of James Broughton, film experimenter.

Edna Allen, communications and statistician head, San Francisco Theatres, Inc., returned from a vacation tour of the Canadian Rockies....Benjamin Kalmenson, general sales manager, Warners, made an inspection of exchanges....Hans Kolmar, public relations, Fox West Coast, returned after publishing a special newspaper section for the opening of a new circuit house in Reno, Nev.

Seattle

Max Youngstein, was here from New York conferring with Wally Rucker, branch manager, and his sales staff on the Bill Heineman Drive....E.L. Walton, Republic, arrived for conferences with Paul McElhinney, branch manager....Junior Mercy was here from Yakima, Wash., on his way to Los Angeles to join Mrs. Mercy and their three sons, vacationing in Southern California....Barney Rose, western

district sales manager, Universal-International, was here from San Francisco. Slats Wilson, branch manager for U-I, Portland, resigned succeeded by Jimmy Hommel, a salesman.

C.R. Riggs, a district manager for United Film Service, Ind., was here screening a series of 13 one-minute public relations films for exchanges and exhibitors....Mrs. Hugh Becket, Sr., Metropolitan, returned from a business and pleasure trip in California....Homer Tegtmeier, manager for the B.F. Shearer Company branch in San Francisco, was here for a short visit.

Mrs. Nat Holt and Jacqueline Holt, wife and daughter of the veteran Hollywood producer, Nat Holt, was here as house guests of Mr. and Mrs. Frank Drew....Russ Morgan, RKO exploitation representative, and his wife, Ruby, are parents of a baby daughter born in Swedish Hospital. She has been named Terry Sue.

The following Washington theatres have signed sound servicing contracts with Altec Service: The Motor Vu, Bellingham; Selah, Selah; Granada, Spokane, and the Granada, Auburn.

W.B. McDonald, prominent Olympia exhibitor, is credited with the rescue of a 28-foot cruiser, its skipper, and guests from the rocks off the British Columbia coast.

Charles Bishop's Rex, Newport, Wash., was destroyed by fire. It will be rebuilt. Bishop also operates theatres in Metteline Falls, Cusick, and Ione, Wash....Eldon Pollock, Jr., Mt. Vernon, Wash., exhibitor, and Mrs. Pollock are parents of a baby son. The baby joins two sisters and a brother....John Lee, accompanied by his manager and booker, Corbin Ball, was on The Row from Ephrata, Wash. Lee has theatres in Ephrata, Quincy, Soap Lake, Cornell, and Moses Lake, all in Eastern Washington....Chilton Robinette, 20th Century-Fox branch manager, and Murray Lafayette, exploitation representative, were in Los Angeles to attend a meeting.

Work is now underway on a new \$260,000 theatre to be operated by Evergreen Theatres in Olympia, Wash. The construction work is being done by the A.G. Homann Company....John Bretz, manager, Evergreen Theatres, Aberdeen and Hoquiam, Wash; Bob Monaghan, manager, Mt. Baker, Bellingham, Wash., were here for conferences.

Fire destroyed the huge wooden and aluminum screen of William Forman's Auto-Vue Drive-In, just south of the Tacoma, Wash., city limits....Completely redecorated, the Green Lake Theatre reopened. The reopening was on the birthday of its manager, L.O. Lukan, and he observed the occasion by serving coffee and cake. The 10-year-old theatre has been equipped with new sound-proof wall covering, new projection, ventilating and sound equipment, and new curtains, drapes and lighting, furnished through B.F. Shearer Company.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Finals for the "Loves of Carmen" dance contest were held on the stage of the RKO Albee.

Harold Hoffer, manager, Terminal Art, announced special matinee advance showings of pictures to any group desiring them, by request.

September 30 is the date on which the RKO Albee introduces a new season of stage performances.

September 18 was the opening date for the Mariemont's Saturday matinees for children. The Mariemont will continue its Saturday matinees throughout the school year.

Detroit

John Lemke was appointed assistant manager, Ramona....Arlene Kotch is assistant manager, Cinderella....Virginia Martin is manager, Varsity.

Recently the United Detroit Theatres asked patrons of the Fisher and Woods to write 100 words on "What Motion Picture Entertainment Means to Me". In hundreds of answers, the desire for relaxation was most often expressed. Earl J. Hudson, UDT president, announced the winners. Prizes for the first five winners in each theatre were cash awards up to \$50. Theatre-paid admissions were awarded other winners.

Art Leazenby, Cinema, vacationing in Banff, climbed 8,000-foot Sulphur Mountain, and has a notarized statement to prove it.

Rufus Shepherd, manager, Broadway-Capitol, announced that anyone accompanied by an authentic wooden American cigar store Indian would be admitted as a guest at the first showing of Henry Morgan's "The City Slicker".

Circuit Judge Adolph F. Marschner refused to grant the Independent Theatre Owners Association an injunction restraining the City from operating on daylight saving time. Judge Marschner upheld a contention of Nathaniel H. Goldstick, assistant corporation counsel, that the theatre owners had not proved the time-change injurious to their business. The court however, invited further testimony from the association.

Rockwell Gust, prominent Detroit attorney, Paramount's mainstay in litigation in Detroit, has been retained to represent United Detroit Theatres in the anti-trust suit action filed here by the Society of Independent Motion Picture Producers

against UDT and Cooperative Theatres of Michigan. Gust is preparing an answer to the suit. He conferred with Mort Lane, Paramount homeoffice legalite, who made the trip to discuss Paramount's defense.

The Woods, newest entry in the United Theatre group, announced a new second-run policy making pictures available at an earlier date to residents of the Grosse Pointe Woods area.

James Sharkey, general manager, Cooperative Theatres, announced that special "Youth Month" matinees were set in a number of neighborhood theatres. Sharkey is chairman, "Youth Month" committee. Proceeds of these shows were donated to the "Youth Movement".

Cleveland

The Variety Club, closed all summer, reopened...."Mr. Blandings Builds His Dream House" was playing 20 deluxe neighborhood houses day and date, the first large scale day-and-date run of a picture established in Cleveland for many months.

Major Film, national distributors for Hygienic's "Mom and Dad" on 16mm. film and territorial distributors of a large library of entertainment 16mm. films, will occupy space in a modern building at 1800 East 30th Street after Oct. 1. Modern Talking Pictures, operated by B.W. Payne, will be in the same building. The two companies have no affiliation. Modern Talking is devoted to rental of sponsored film, and Major Films is devoted strictly to entertainment films.

John Forkin, Warren, O., purchased the Community from Mrs. Esther Clark.

Shaker Theatre, deluxe neighborhood house, was turned over to the Council of Jewish Women for a social event, to replenish the Thrift Shop. "Miss Tatlock's Millions", Paramount, was previewed to a completely filled house, and refreshments were served.

Ohio Theatre Service Corporation, operated by Tony Stern and Lou Ratener, are serving the Ace, recently acquired by Al Eisenberg and Sanford Zass....Jerry Sholer, manager, Warners' Ohio, Mansfield, O., is still on the sick list....Bob Pank, one-time member of the local Loew publicity staff, is back on Film Row after an absence of several years.

Julius Lamm received a royal welcome from his Uptown fans upon his return after a two-month leave of absence. His wife and daughter will remain in California, where they went for a vacation until Lamm finds an apartment.

Milton E. Cohen, Eagle Lion eastern division manager, spent most of a week here....Although it is not definite, when the Lake emerges from its \$50,000 remodeling policy under its new owners, Community Theatres Circuit, it will have a new name, the Esquire.



While on a recent tour of key cities on behalf of U-I's "Larceny", new U-I screen star Shelley Winters met Irvin Sochin, U-I's branch manager in Cinn.

Ohio Independent Theatre Owners in convention in Columbus, O., signed up for Caravan service in Ohio. First to be served will be theatres in smaller situations.

Bill Marshall has moved up from Memphis to Cincinnati in charge of Manley, Inc., products in the Southern Ohio district, with headquarters in Cincinnati. Margery Overholser, office manager, assisted Marshall to keep the exhibitors supplied with popcorn at all times.

Sam Weiss, former Cleveland salesman, is now with United Artists in Cincinnati, and Marty Seed, former United Artists salesman in Cleveland, joined Film Classics in Cincinnati.

Indianapolis

Larry Leshansky, assistant supervisor of branch operations, Warners, was in....Mrs. Janet Prewitt, Prewitt, Plainfield, Ind., installed new Simplex 4-Star sound system....J. Charles Clinkner, Mid-West Theatre Supply, is now a regular member of the Variety Club, Tent 10....Phyllis Ray, National Screen Service office staff, was vacationing in Hammond, Ind....Richard Coffey, NSS, file clerk, reported the arrival of a baby boy, Raymond Lee, at the Methodist Hospital.

E. Waxberg, home office insurance department, RKO, stopped over here on his way to the west coast, accompanied by his family....Mary Hargitay is the new cashier at RKO, succeeding Helen Holthaus, who accepted a similar position with U-Int....Gus Heinrich, head booker and office manager, Columbia, and wife were vacationing in Middleville, Mich....W.P. McGary, Lyric, Hardinsburg, Ky., installed new 4-Star sound system....W.D. Thomas, who formerly covered southern Indiana and Kentucky territory for National Screen Supply, resigned.

The Starlight Drive-In, operated by Andy Anderson, on the Calhoun Road, Owensburg, Ky., was equipped with Simplex 4-Star sound system, Peerless Magnarc lamps, Simplex LL-6 pedestals, Simplex magazines, Simplex In-A-Car

speakers, Golde automatic enclosed rewind, and Hertner transverter and underground cable....The State, Crothersville, Ind., was acquired by R.L. Richards. The house was owned by Mrs. Emelie Abbott....Joe Barr, general manager, Williston Circuit, was recovering from an emergency appendectomy in a hospital at Urbana, Ill.

Al Borkenstein, Wells, Ft. Wayne, Ind., was host to film men and executives at a stag party held in his summer cottage at Lake Wawasee, Ind. Al Chew, booker, United Artists, attended the VFW convention in St. Louis....Don Hammer, United Artists salesman, resigned to enter the concessions business....The 1100-seat Lake, built by the Mallers Circuit, Ft. Wayne, Ind., in Warsaw, Ind., held its formal opening. Nick Mallers is manager....Rogers Scherer, general manager, Mallers Circuit, Ft. Wayne, Ind., went to Hot Springs, Ark., for a rest.

Joe Schilling, Auditorium, Connersville, Ind., flew to Los Angeles to visit his son, employed at the RKO studios....James Akren succeeded his sister, Helen Akren, as booker for the Mallers Circuit, with headquarters at Ft. Wayne, Ind....Theodore Parvu, Lyceum, Terre Haute, Ind., is the father of an eight pound baby boy, born in St. Anthony's Hospital....The newly remodeled Hippodrome, Terre Haute, Ind., owned and operated by the Fourth Avenue Amusement Company, had its formal opening....Harry Watts, Alhambra, Kingstown, Ind., returned from an extended vacation at Lake Tippecanoe, Ind....Peter Rosian, district manager, U-Int. visited.

Exhibitors visiting included: William T. Studebaker, Logan, Logansport, Ind.; R.L. Hudson, Sr., and Jr., Hudson Circuit, Richmond, Ind.; J.F. Griffis, Boswell, Boswell, Ind.; Paul Meloy, Strand, Shelbyville, Ind., and Roy Harold, Princess, Rushville, Ind. Jim Keefe, director of publicity, 20th-Fox, was a business visitor.

Pittsburgh

OUT-OF-TOWN VISITORS: Mike Single, Jr., Liberty, Lilly, Pa.; William Habegger, Lincoln, Warwood, W. Va.; Joseph Moritz, former owner, Olympic, Verona, Pa.; Dr. Louis H. Urling, Brighton, New Brighton, Pa.; R.W. Thompson, Jr., Brookside Drive-In, Sewickley, Pa.; Theodore Mikolowsky, Rex and Liberty, Masontown, Pa.; Joseph Volpe, Rainbow Gardens Drive-In, McKeesport, Pa., and C.E. Warner, Skyline Drive-In, near Clarksburg, W. Va.

In his capacity as head of the motion picture division committee in this district for "Pennsylvania Week"

MARQUEES
BY
SUPERIOR SIGN
SYSTEM, INC.
ELIZABETHTOWN, PENNA.

M.A. Silver, Zone Manager, Warner Theatres, held a meeting of his aides in his office in the Clark building to set final details for the celebration. The committee assisting Silver included William J. Blatt, Blatt Brothers Theatres; Joe Feldman, Warner Theatres; Morris Finkel, president, and Fred J. Herrington, secretary, Allied Motion Picture Theatre Owners of Western Pennsylvania; John J. Maloney and Saal Gottlieb, MGM; Perry S. Nathan, manager, National Screen Service; Bert M. Stearn, Co-Operative Theatre Service, and M.A. Rosenberg, a member of National Allied's executive board.

While Bert Stearn was on the west coast on a recent trip, he conferred with producer Maurice Conn and his partner, Harry Mendel, at which time they made the final casting for that trio's next production. Shooting began on the picture about ten days ago, and the final cast is as follows: Jon Hall, male lead, with George Cooper as the supporting male lead; June Vincent, female lead, with Jane Nigh supporting and Georgie O'Hanlon to handle the comedy role. Dean Bridges will play the juvenile lead.

The Erie relay truck of Exhibitors Service Company upset one day recently, due to another car being driven on the wrong side of the highway. The truck driver, Eugene Carson, was forced to drive over to the soft shoulders. Carson was momentarily knocked out, but suffered no injuries. In order to see that the theatres received their film on time, he waved down another truck coming from Pittsburgh, which happened to have passengers going to the Lake on a weekend. Carson hired the passing truck for the day, which caused very little delay in the theatre openings in Erie. It so happened that this was the second accident in which Carson was involved the same day, but the earlier one was not so serious, the only damage being a telephone pole sheared in half. These were the first accidents Carson has had in his three years with the company.

Mrs. Lou (Roberta) Hanna has been discharged from the Allegheny General Hospital, where she presented father with a baby boy Sept. 16. This is the Hanna's second son, and the arrival of this newest blessed event was announced by a very clever card similar in makeup to a sneak preview announcement.

VARIETY CLUB NEWS: Variety American Legion Post 589 announced that on Oct. 18, the Cardinal Room of the William Penn Hotel will be the scene of the installation of officers and dinner for all members and friends. Guest speakers and honored guests will be announced later. The new officers to be installed are: Harry MacCadden, commander; William "Bill" Zeilor, first vice-commander; Carl Dozer, second vice-commander; Bob Kimelman, finance officer, and C.C. Kellenberg, former post commander and last year's post adjutant, who retains this office The Ladies Theatrical Club, com-

posed of wives of members of Tent 1, announced that the club will hold its annual election of officers on Oct. 6 The weekly "Family Night" held was under the auspices of "The Crew", and the many members and their wives who attended pronounced it a very enjoyable evening....A very interesting rumor is the fact that Nov. 14 is the date that will be finally selected for the annual banquet. Of course, there will be a confirmation of this just as soon as possible.

Bert Stearn returned from Hollywood, where he conferred with his partners in Fortune Films, Harry Handel and Mort Conn, on the production of a jungle feature. Stearn was to return to Hollywood as soon as possible.

Max Shulgodd recently returned from New York City, where he conferred with some of the distributors concerning future releases for his exchange. He has already secured the distribution rights for a series of "Bill" Elliott westerns, originally released by Columbia.

STATES

Indiana

FORT WAYNE

The Rialto rushed completion of its new marquee in celebration of the theatre's 24th anniversary. Latest in design, this marquee is the most attractive in the state, and was erected at a cost of \$15,000. It is entirely built of steel and porcelain enamel manufactured by Long Sign Company, Detroit. It has more than 900 bulbs and 700 feet of neon, rose, white, and gold. The colors of the porcelain are tan, light green, white, and yellow. It has four lines of Wagner stainless steel frames, with the latest opaline glass developments, and 10-inch plastic letters in colors are used. Its illumination may be seen seven blocks away. Much credit is given to the supervisor, Milton Mills, and his crew in erecting the new marquee as no time was lost to the theatre. George Heliotis is manager.

Kentucky

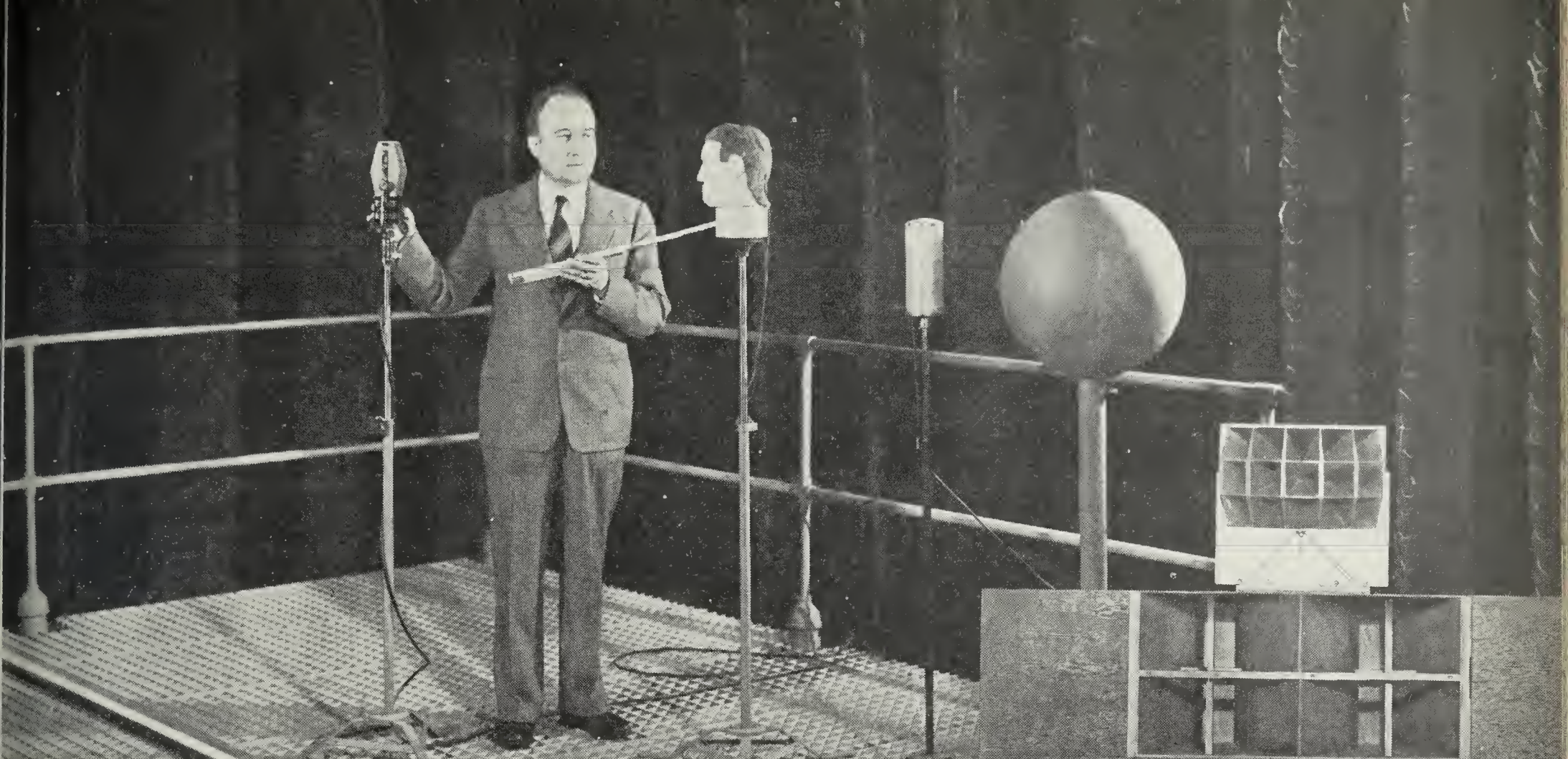
HARTFORD

The Moonlight Theatres Corporation's charter has been amended, changing the name to the Starlight Theatre Corporation.

LOUISVILLE

Louis Arru has gone into the drive-in business in a big way. In addition to completely reequipping his comparatively new Skyway Drive-in, Arru has supervised the construction of five additional drive-ins during the last year. The new projects are located in Kokomo, LaFayette, Vincennes, and Bloomington, all in Indiana, with the fifth in Champaign, Ill. At the present time, he has additional drive-in locations in mind.

Mrs. Gratia Locke, coowner, Savoy Amusement Company, returned from an extensive tour of Alaska and the West Coast. While in Alaska, she visited



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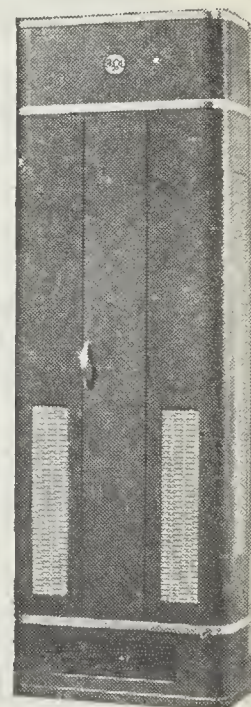
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448 N. Illinois St., Indianapolis 4, Ind.

her daughter and family. While visiting Film Row, she announced plans to attend the TOA convention in Chicago, and also stated she expected to return in time for the KATO convention in the latter part of October. Mrs. Locke is a director of KATO.

Out-of-town exhibitors seen on Film Row recently included: Bertha Wolf, Pastime, Owenton, Ky.; Clark Bennett, Valley, Taylorsville, Ky.; R. H. Robertson, Majestic, Springfield, Ky.; Clyde and Irene Marshall, Columbian, Columbia, Ky.; Eddie Humston, Lyric, Lawrenceburg, Ky.; J.E. Elliott, Jr., and Jackie Lewis, Lincoln, Hodgenville, Ky.; Lewis Baker, Star, West Point, Ky.; Jack Story, Mary Agnes, Jamestown, Ky.; James Howe, Richland, Carrollton, Ky., and Robert Enoch, Elizabethtown Amusement Company, Elizabethtown, Ky.

The National presented its first vaudeville show.

Ohio

COLUMBUS

Champion, H. and S. Theatres, went into a policy of five changes a week coincident with its reduction in adult admissions to 20 cents....Roger Garrett, organist and manager, University, was featured organist during a week's noon-day concerts on the Hammond electric organ at a music store....Martha Babington, assistant to John Barcroft, RKO publicity manager, underwent an emergency operation.

Miles' East Main Street Drive-In, seventh in the list of auto theatres in Central Ohio, opened with Irvin Dantzic as manager. Dantzic, former manager, Miles' West Broad Street Drive-In, has been succeeded by Myron Hubler. The new drive-in has an aluminum tower, De Vry speakers, and a stainless steel concessions stand. Proceeds from a special show at Miles' West Broad Street Drive-In go toward the fund of the boy scouts of the southwest district.

Pennsylvania

BADEN

Many people associated with the industry here and throughout the Beaver Valley noticed that the mammoth screen of Gabe Rubin's A-B-C Drive-In is visible from the opposite bank of the Ohio River for miles in all directions. Incidentally, A-B-C is the chosen name because it represents Ambridge, Pa., Baden, and Coraopolis, Pa., communities nearby. This drive-in is really a handsome looking one, and the rear of the screen tower which faces a four-lane highway features a lighted waterfall effect. The illusion is created by a stream of water which descends perhaps 30 feet over irregularly placed strips of stainless steel, which, therefore, makes the water ripple. The water drops into a large semicircular pool, which has many colored lights set into the bottom which reflect and light up the whole waterfall effect, making a very unusual and attractive display. Large scale landscaping is expected to be done this fall, if the construction

work on the highway nearby is completed on time. At the present time, it is necessary to use the old highway, Route 88, to get into the drive-in.

MAHONINGTOWN

Louis Perretta, owner-operator, Crescent, was recently fortunate enough to acquire immediate delivery on a 1949 Cadillac, and is the envy of all of his friends. He was still receiving lots of ribbing about a week after he started to drive the new car, when he was approached to try to win a new Plymouth sedan. Guess who won? Yup, you're right.

MCKEESPORT

Joseph Volpe, who opened the new Rainbow Gardens Drive-In, decided to remodel the bath house quarters and dance hall of his Rainbow Gardens swimming pool, adjacent to the drive-in. He intends to have a second-story of concrete erected on the top of the bath house, which will be of the "roof garden" variety, for the dancers.

NEW CASTLE

(In the Sept. 15 issue of THE EXHIBITOR, it was inadvertently stated that the Victor was owned and operated by the Fabian Circuit. This, of course, should have read Gamble Enterprises, Inc. Apologies are extended. To set the record straight, the Victor, owned and operated by Gamble Enterprises, Inc., and under the managership of Robert G. Cooney, instituted a "Family Night" on Thursdays. The show consists of a special selected program of shorts and a feature. The Penn, also operated by Gamble Enterprises, and managed by James G. Bell, also is featuring "Family Nights" and kiddie shows to help promote Youth Month during September. -Ed.)

Speer Marquisis, who owns and operates the Regent in addition to the Fountain Inn, located on the town square almost directly opposite the theatre, has been telling film salesmen that he was never definitely quite sure of the meaning of the phrase "featherbedding", until he contracted for the complete remodeling of the front of the Inn, but now there is no longer any doubt in his mind as to the meaning since the workmen began the project nearly a month ago. Speer says the old type movie, which featured slow motion for laughs, has nothing on the boys engaged in doing a fast remodeling job.

PHILLIPSBURG

Austin Interrante, Rowland, for a number of years a salesman for 20th Century-Fox, has been breaking the happy news that he is engaged to be married to a lady from Baltimore, Md. The happy event will take place some time during November.

RAMEY

Elmer J. Stitt is the new operator of the Pastime, which recently reopened after having been closed for several months. Stitt is the justice of the peace from Madera, Pa., and he leased the theatre from Robert A. Williams, former owner and operator. The policy of the theatre will be Sunday-

Monday, single day, Wednesday, and single day, Saturday. Williams continues to operate a grocery store in Ramey.

SHARON

The Gable is back in full time operation after the summer layoff, during which the theatre was operated only part time. This theatre is owned and operated by Harry Stahl and John Muller, who also operate the NuLuna.

UNIONTOWN

Joe Murdock, manager, State and Penn, for the Penstate Amusement Company, and his wife were very happy parents when their son, Jack, mysteriously missing for 18 months, contacted them by phone from Washington, D.C. All the Pittsburgh newspapers carried pictures and human interest stories on this happy event. After he and his parents got together, they found he had been wandering and traveling throughout the southern United States, and had made a trip to Ireland in the interim.

WARRENDALE

All exhibitors and film salesmen had best take warning that a speed trap is now in operation on Route 19. Warning signals are posted both north and south of the community. Communities north of Warrendale on Route 10 should watch for any change in the speed trap inasmuch as it has been moving northward from the outskirts of Pittsburgh on Route 19 for the past five months.

West Virginia

CLARKSBURG

Gray Barker, a former projectionist in several theatres in this community, is now reported doing the booking for a drive-in served out of the Washington, D.C. territory, the Harrisonburg Drive-In, Harrisonburg, Va.

C.E. "Charlie" Warner, Skyline Drive-In, was a recent visitor in Pittsburgh where he was telling several film men how, despite the location of his theatre, he has not had to give any refunds due to fog obscuring the screen. He maintained that during some of the severest fogs of the summer, the fog level reached only to the hub caps of the cars in the first four or five ramps down front and that it never reached a level or the intensity to obscure the screen. Warner feels that due to his being located on top of a ridge, he wouldn't have any fog at all if it were not for a deep ravine that almost encircles his entire drive-in location.

The first cool blasts of fall weather naturally had their effect on drive-in operation in the territory.

FAIRMONT

The Eastland, operated by the Eastland Theatre Company, announced a drastic reduction in admission prices. The reduction amounted to a 30 per cent cut. Children under six years of age, with their parents, are admitted free; children six to 12, 15 cents, tax included, and adults at all times 35 cents, including taxes.

NEWS OF THE

Territory

Boston

CROSSTOWN

The new publicity director for Loew's Theatres, Jim Shannahan and his right hand man, Bob Manson, started off with a bang. In conjunction with the Gilchrist Department Store, they have been running a contest for the "Teen Queen." Fifteen finalists were chosen from the hundreds of entries. These finalists appeared on the stage of Loew's State. The Teen-Queen received as prizes a Jane Powell-Elizabeth Taylor trophy, a new back-to-school outfit from Gilchrist, and a chance to compete in the finals for the national "Teen-Queen." This was to plug "A Date With Judy." The boys also sent a box of dates to all disk jockeys in the local area with the following inscription: "Of all the dates you might have enjoyed, you will never enjoy a date like 'A Date With Judy'".

Ben Williams recently announced that he expects to reopen his Beacon Theatre, now renamed the Beacon Hill, on or about Columbus Day. The theatre has been closed since July 11 in order that renovations could be made.

FILM DISTRICT

The following deletion was reported last fortnight by the Bureau Of Sunday Censorship: "Urubu", Parts 1 to 7. (Deletions: Scenes showing women's bare breasts, in part 5). United Artists.

The body of Lieutenant Newton Goldman, son of Mr. and Mrs. "Zippy" Goldman, was returned home, and buried the following day. Military arrangements for escort and funeral were made by the American Legion Post, recently renamed in honor of Lieutenant Goldman.

Alec Davis, head, Champ Amusement Company, which operates several houses, was observed wearing dark glasses while carrying on an animated conversation with the boys in the district.... Dick Rubin, State, Saugus, Me., paid one of his infrequent visits to the district.

Meyer Fox, formerly with Columbia at Buffalo, returned to Boston.... Arthur Greenblat, national sales manager, Screen Guild, was in town for a sales conference with Al Swerdlove, Screen Guild.... Ben Kalmenson, vice-president and general sales manager, Warners, paid a visit to the local exchange.

The initial meeting of the Boston Loge Coliseum of Motion Picture Salesmen of America, was held and 38 salesmen attended. They decided to go along with the principles laid down by the national organization. The Boston Loge is in the formative stage, electing its officers, and setting up

its organization. The next regular meeting will be held on Oct. 4.

Ben Abrams and his staff, Monogram, have been having a hectic time of late. The ash tray with the figure of Babe Ruth on it makes a cute gift.

On Sept. 14, the Lieutenant A. Vernon Macurley, Post 270, American Legion, held its elections as follows: Commander, Harrington B. Wyand; Senior Vice-Commander, Doug Mcleod, SRO; Junior Vice-Commander, Gus Dinand; Adjutant, Bill Romanoff, M. and P., and Finance Officer, Wilken Dooley. The executive committee was also elected: Joe Kentor, chairman; Ed Dobkin, MGM; Harry A. Aaronson, Rialto; Alvin G. Kenny, Patrick F. Healy, James Tebbetts, Loew's State, Al Goldman, Lee Doyle, and Philip McMahon. The membership in the post is being added to daily.

Tom Duane, SRO, visited New York recently. Prior to this, Dave Douglas, sales representative in New Haven, spent some time here conferring on business.

The annual managers' meeting of the Interstate Theatres will be held today Sept. 29. All managers are expected to be present at that time. There will be approximately 45 here for the annual affair, with luncheon at the Shangri-la Restaurant. After the luncheon, the group will journey to take in a Red Sox game.

Elinor Costello, shorts booker, Affiliated Theatres, was vacationing.... Teddy Rosenblatt, Community, Certerdale, R.I., was off on another trip in Canada. He claimed that his wife liked it so well that she wanted to go back for another visit.... Katherine McGovern, bookkeeping department, MGM, is taking a fall vacation.

Nate Oberman, head booker, MGM, was on vacation.... Saul Levin, city salesman, Eagle Lion, brought his family back from the Cape, where they have been vacationing through the summer. Penicillin, when taken externally, can be a rather painful proposition, and if one doesn't believe it, ask him.

District manager Callahan and Al Fowler, publicist, 20th Century Fox, returned from the convention on the Pacific coast.

Independent Exhibitors Inc. held its first meeting since June. Approximately 30 members were present. Prior to the meeting, a special screening was held at MGM by the Bay State Film for the members. Following this, and and before the meeting, the party were the guests of Ken Douglass at his demonstration and lunch. During the meeting, Ray Feeley, business manager, reported on the recent eastern regional meeting. ASCAP and the court decision were discussed at great length. Members were advised of certain facts pertaining to insurance and theatre liability, and were told to contact the office if any problems arise. Then President Dan Murphy appointed Les Bendslev and Walter

Mitchel to check on the possibilities and prospects of having a New England convention in 1949.

EL salesmen and publicist Joe Mansfield recently had as their guest at a small luncheon, district manager Tom Donaldson. This was more or less a celebration of his promotion as district manager of the Albany and Buffalo branches in addition to those branches now falling under his jurisdiction. Incidentally, he has already paid a visit to the exchange in Buffalo, and expected to drop in on the Albany branch.

The Shea Circuit was well represented in town a short time ago. Boss Jack Shea was here accompanied by district managers Ray Smith, Amherst, Mass.; Eddie Fahey, Manchester, N.H.; and Fenton Scribner from Nashua, N.H. Also in the group was Jim Hickey, Lawler, Greenfield, Mass.

June Cassidy, inspectress, Regal, was married recently to Eddie Marchesi. The couple spent their honeymoon in Canada, and are now making their home in Chelsea, Mass.... Joe Meckelberg, well known in the district and formerly manager, Roxbury, Mass., is once more up and around after spending considerable time in the New Bedford Hospital.... Another old-timer who has been missed around the district is back. Exec. Allen, Allen Pictures, was seen checking up on conditions in the district, the first in a long time since he has been laid up with a serious sickness.

If everyone was listening to WLAW on a recent noon, one might have heard some distinguished members of the Film District on the program, "Luncheon at O'Keefes". John Scully, district manager, and Ken Meyer, salesman, U-I, were on the air. Although they failed to answer the question, they did get a luncheon on the house. The boys got quite a kick out of it, specially Scully.

Ken Douglass, Sr., Capitol Theatre Supply, played host at a luncheon following the demonstration of the new Brenkert projector. Playing host with him, in addition to his staff, were Dutch Benham, factory production manager, Brenkert, and Martin Bennett, eastern divisional supervisor, RCA. Many exhibitors on their way to a meeting of Independent Exhibitors enjoyed the luncheon. Seen in the display room and offices were: Frank Perry, Orpheum, Foxboro, Mass.; Walter Mitchell, Morse, Franklin, Mass.; Joe Corrollo, Midway, Oakland Beach, R.I.; Ernie Warren, Warren, Whitman, Mass.; Ernie Zuretti, Lexington, Lexington, Mass.; Dan Murphy, president, Independent Exhibitors and operator, Loring and Hall, Hingham, Mass.; Dom Turturro, Elms, Millbury, Mass.; Henry Annotti, Uptown, Providence; Les Bendslev, Community Playhouse, Wellesley, Mass.; Charles Tobey, Lyric, Riverside, R.I.; Henry Sperling, Central, Manville, R.I.; Ted Rosenblatt, Community, Certerdale, R.I.; Leonard Richter, Star, Pascoag, R.I.; Leonard Goldberg, Adams, Quincy, Mass.; Fred Markey,

Exeter, N. H., where he operates the Ioka; Norman Glassman, Rialto, Lowell, Mass., and Joe and Meyer Stanzler, Community, Wakefield, R. I. Ed Reed, Strand, Providence, R. I., in for the luncheon and demonstration, had been in for several days while going under observation at the Pratt Diagnostic Hospital. There were also some members of the fair sex at the affair: Miss Marie Bruno, Empire, Manchester, N. H., and Mrs. Ella Mills, Milo, Milo, Me.

Connecticut

GREENWICH

20th Century-Fox general sales manager Andy W. Smith, Jr., was informed that he had been named one of the heads of this city's Community Chest drive. He immediately lined up Lew Lehr and other radio luminaries to make an appearance at the drive's first rally.

HARTFORD

Sam Horwitz, assistant manager, Loew-Poli, has been appointed to the home office publicity staff of the Loew Circuit, New York. He will take his new job on Oct. 1. Replacement here is Norman Levinson, assistant manager, College, New Haven. A fare-

well party in honor of Horwitz was slated.

A campaign committee has been set up to aid the Instrumental Music Foundation's drive to provide proper musical education for school children through the donation of instruments. Henry L. Needles, Hartford district manager, Warner Theatres, and chairman, Hartford Theatre Association, has been named the industry's representative on the committee.

"Some 80 per cent of the 206,000 people employed in the movie business is located in the 20,000 theatres in 11,000 cities, towns, and hamlets," Maurice N. Wolf, MGM, told a meeting of the Hartford Kiwanis Club.

Larry Gendron, formerly of Meriden, Conn., has been named student assistant manager, Loew-Poli Palace. Gendron is a veteran of World War II, having served for six years with the Marine Corps. He replaces Joe Gittelmann, now doing relief work for vacationing circuit assistant managers.

Mr. and Mrs. Paul Treske returned home after a summer vacation at a camp. He is the son of Kate Treske, manager, Lenox. He and his wife resumed studies at University of Connecticut.

Managing Director Ted Harris, Harris Brothers' State, promoted an essay contest through a sporting goods store in connection with "The Babe Ruth Story.".... Jim McCarthy, Strand, had a number of nice newspaper breaks in conjunction with "The Paradine Case."

Fred R. Greenway, manager, Loew-Poli Palace, reports that Mary Sullivan joined the staff. She replaces Irene Moquin, who has resigned to recover from serious injuries received in a recent horseback riding accident.

Massachusetts

FALL RIVER

A public poll is being conducted by Alan Lee, producer-manager, New Yorkers Summer Theatre, regarding the appeal live entertainment may have in this community. The Embassy may be secured for the stock company.

Tribute to Babe Ruth was paid by Mayor William P. Grant in a pre-showing proclamation in which the chief executive proclaimed a day as "Babe Ruth Day." The Sterling Beverage Company, in tribute, endorsed the picture, and was host to nearly 700 orphans from local institutions at a special showing at the Durfee.

The Strand, remodeled Yamins house, reopened with Norman Zalkind as manager, Herman Duquette as his aide, and the following new personnel: Dorothy Hindle, Theresa Marques, Leona Gagnon, J. Carroll, A. Camara, A. Pavao and E. Ross, T. Dumas, A. Salvo, M. Souza, H. Costa, N. Tetuan, and A. Cordeiros.

John O'Connor, Plaza owner and operator, and family returned from Barker Heights, Tiverton, Mass.,

where they spent the season at their summer home.

Paul A. Slayer, Durfee manager for several years, will assist Police Lieutenant Michael Ryan in the organization of a Police Athletic League for boys from 12 to 16. Slayer has had wide experience in a project of this type, having been one of the organizers of the New York City Police Athletic League back in 1921. William S. Canning, general manager, Yamins Theatres, and chairman, Park Commission, is also aiding in the organizing of the league.

WORCESTER

An effective campaign was recently arranged by Bob Portle, manager, and Edward Lazar, assistant, Loew's Poli Elm Street, for "The House Across The Bay" and "Stand-In." Highlights were numerous window displays, stories and art in daily newspapers, announcements over WTAG, attractive lobby display, a street bally consisting of "convicts" parading the main streets on opening day, and banners.

Rhode Island

CRANSTON

RCA Service Company, Inc., is preparing to open a television service center at 825½ Park Avenue.

PROVIDENCE

Fays will start the Godfrey radio winners in October.

Following an editorial which rapped "The Paradine Case", the Providence Visitor, Catholic diocesan weekly, commented favorably in an editorial on "Good Sam" mentioning the name of RKO Albee, where the film was showing.

Joe Samartano, manager, Loew's State, was planning a big promotion for an Italian-language version of "The Ziegfeld Girl" on Oct. 11.

Ed Reed, manager, Strand, was back at his desk in good health after a check-up at Pratt Diagnostic Hospital, Boston.

William Trambukis, assistant, Loew's State, was on vacation.... Charles Kurtzman, district manager, Loew's, was in.

RKO Albee, Dave Levin, manager, was receiving a new shade of wall paper in the theatre's Italian Lounge.

Ben Domingo, district manager, RKO, was in town, as was Jim Procaccini, New York publicity office.

"The Babe Ruth Story" was receiving a good play at the Met after Jim Randall, manager, had boosted the showing with a smash campaign.

Charles Darby, manager, Avon, was back from a vacation trip to Quebec, and suffering from a bad attack of hay fever. First on Darby's program was a campaign on "The Man Of Evil".

(continued on page NT-4)

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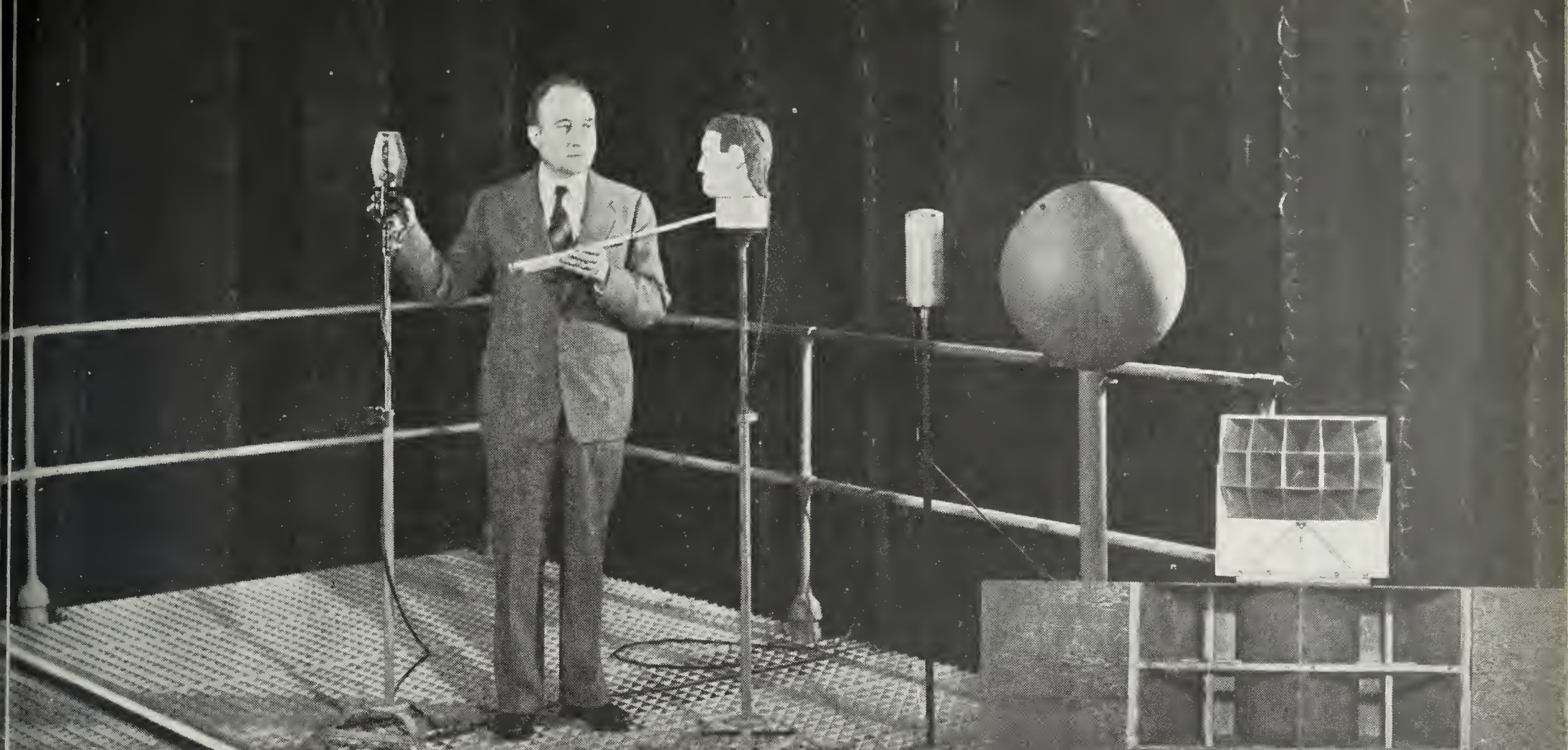
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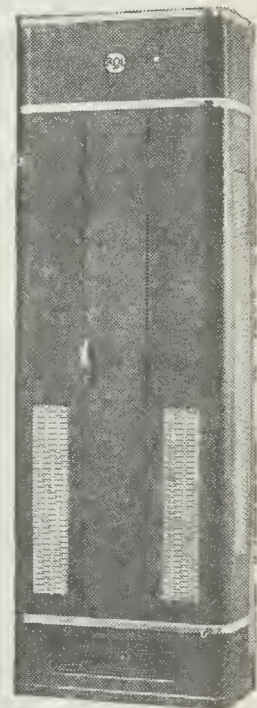
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TRAVELLING AROUND WITH LEW HERB

(Lew Herb continues with his travels through the New England territory. -Ed.)

Labor day came and went, and with it we made our entry into the Hub City, known far and wide as the home of the bean, and more currently described as



Lew Herb

the baseball hub by the local sports scribes and announcers. After parking our rolling home, we headed into the film district, where we took up temporary headquarters in the Theatre Candy Company offices with our good friends Phil and Junior Lowe. The brothers have both been busy as usual, and, with the passing of the Labor Day weekend, were looking forward to a good upsurge in business throughout the entire industry. In addition to the usual confections they handle, they also acquired several allied items, such as a well-known water cooler ideal for dispensing non-carbonated soft-drinks in conjunction with other extra profits items now being sold in theatres. They are handling a small portable electrically-lit sign that can be used to draw attention to many items either being sold in the theatre, or

it can be used to impart any special message the management wishes to convey to his patrons without the trouble of having it printed by an artist. Both items are "naturals" for theatres, either small or large, and should be welcomed everywhere.

We next found ourselves saying "hello" to Bill Koster, the man behind the scenes at the Variety Club, Tent 23, which has its quarters in the Statler Hotel. We found him, busy as usual, only more so this time, in the thick of making arrangements for the huge banquet on Sept. 20 in the Statler Hotel.

As executive director of the club, he has done a remarkable job in helping to bring about the widely-publicized Jimmy Drive, which resulted in the club's raising over \$200,000 to be used for cancer research, and which resulted in the international organization designating the Variety Club of New England as the outstanding tent throughout the country, doing "the greatest amount of good for the greatest number of people" during 1947. It all started with an idea that involved the cooperation of a few people, and it grew way beyond all expectations. It is a splendid example of team work, on the part of all concerned, in an unselfish desire to help others less fortunate than themselves, and should make every member of Tent 23, and those who cooperated with them, feel justly proud.

Having dropped in at the Variety Club just before the pre-banquet, final arrangements get-together by the banquet committee, we renewed many old acquaintances. Maurice N. Wolf, MGM Public Relations man, who also travels extensively in behalf of his organization, was in between trips, and, of course, was a member of said committee. Also serving in the same capacity were Albert Kane, Ted Fleisher, Max Levenson, Stanley Rothnberg, Philip Smith, Arnold Van Leer, Ben Williams, and Abraham Yarchin.

General chairman for the banquet was E. Harold Stoneman, president, Interstate Theatres, and acting as co-chairmen were Walter Brown, Louis Gordon, Charles Kurtzman, Arthur Lockwood, Philip Marget, M.J. Mullin, Sam Pinanski, Harry Rogovin, Benn Rosenwald, Ralph Snider, and M.W. Weiss. James S. Marshall was designated as the man to hold the purse-strings.

However, before continuing with our Boston travels, I should mention a bit more about our trip to Hartford, Conn.

Our visit in Hartford would not be complete without a report on the men behind the scenes, the projectionists, without whom the show could not go on. Many of them are veterans, with years of service to their credit, while others are youngsters, ex-servicemen, just breaking into the business. Here we found a mixture of union and non-unions, with the downtown theatres being mostly union-manned booths, while most of the smaller and neighborhoods have non-union help.

At Loew's-Poli we met A. William Gilwech, Henry L. Stagg, Frank Panton, and Russel Blake, who, together, have a total of 151 years of projection experience. Blake has 47

years, Panton and Stagg, 37 each, and Gilwech, 30. The Poli-Palace is staffed by Nick Tedesco, 34 years; Gus Soderberg, 22 years here, plus two years in Sweden, where he learned the business, and Bill Lewis, who has been at it for 48 years.

The Strand booth is occupied by Gerard Gerardi, who started his career in 1907, and Arthur Van Sicklin, who has been at it for the past 20 years; Euler B. Lane, 36 years, and Donnell I. MacDonnell, 29 years. At the Center, we met Harvey Slamon, 25 years; James Stack, 14 years; plus Ray E. Pierce, 23 years, and Leonard W. Albee, with eight years to his credit.

In the Allyn booth we encountered Joseph Budrick, 28 years, and Matt Dabrowski, a comparative newcomer, with two-and-a-half years experience. At the Daly, we chatted with Jack Kearns, who came out of the Edison Laboratory in 1904, and entered into exhibition, and Michael Maselli, in it only eight years.

In the Regal booth, we met Elmer Lloyd and Leigh Shaw, who split 50 years between them. The Princess is manned by Lewis Turner and Ed Massicotte, who each have been at it for 16 years.

The E.M. Loew booth is run by Louis Perrone, with six years of experience, and here we met an apprentice, Sal Catania, learning the trade.

The Crown booth is held down by Louis P. Tamiso, and out in Wethersfield, the Webb is staffed by Les Brown. Those whom we didn't get to see on this visit we hope to see on our next trip, and those who we did have the pleasure of shaking hands with, we hope to see again, soon. -Lew Herb

SATURDAY NIGHT OCT. 9

Dancing From 9 P. M.
Doors Open 8 P. M.

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GOFFE ST. ARMORY
NEW HAVEN

This space contributed by THE EXHIBITOR

PROVIDENCE

(continued from page NT-2)

Bernard Barry, Avon staff, was a delegate at the recent 50th annual convention of Spanish-American war veterans, and reported that he preferred the trip over a recent one to Block Island.

Gale Sullivan, ITO executive, was in for a visit.

VARIETY CLUB TENT 31, NEW HAVEN

Tent 31 will sponsor a giant variety dance jamboree, featuring Louis Prima and his Orchestra, at the Goffe Street Armory on Oct. 9. Tickets are available through Harry Rosenblatt, chairman, ticket committee, MGM. The committees which have already been set up for the affair are as follows: entertainment, Harry F. Shaw, chairman, Frank Meadow, Sam Wasserman, A. J. Mattes, George F. Wilkinson, Jr., Franklin Ferguson, and William Brown, decorations, Sidney Kleper, chairman, William O'Connell, concessions, Louis Ginsberg, chairman, B.W. Levy, Hyman Levine, and Wasserman, tickets, Rosenblatt, chairman, Sam Germaine, Maurice Shulman, Sam Rosen, Dr. Jack Fishman, Leo Ricci, Sam Bailey, John Pavone, Louis Phillips, Hyman Levine, and publicity, Lou Brown, chairman, Robert L. Kaufman, Rudy Frank, James Milne, and Ferguson.

NEWS OF THE

Territory

District Of Columbia
Washington

Around town probably the finest compliments ever tossed around town at a fellow came apouncing down on the shoulders of Loew's Carter Barron, whose very heart and soul went into the arrangements of the Variety International's "Humanitarian Award" dinner. From the lips of Bob O'Donnell, who expressed the sentiments of every person present, came the grandest talk about our own Carter that ever a man could get. "We just left it to Carter, because we knew it was in the best hands." This came when O'Donnell spoke of the beautifully-decorated, orderly functioning of the three-day meeting held here by the many tents. Certainly, many good folks like Frank LaFalce, Frank Boucher, Gene Ford, and Jack Foxe were in on the arrangements, but it still had the gentle but efficient touch of "Maestro" Carter Tate Barron, the State of Georgia's up-and-coming son in our National Capital.

"Red" Skelton, who put on his "Guzzler's Gin" gag for the Variety Club, was a busy man going around getting autographs from the international figures on hand for the big event. "Yes sir", said Skelton, "I served in the same outfit as Secretary Marshall, recipient of the 'Humanitarian Award.'" Skelton was provided with a grand ovation by the nearly 1,000 persons present.

Lloyd Nolan, who accompanied Skelton from Hollywood to attend the party, was introduced as an accomplished artists, which he is, and made a dandy appearance....Next to Secretary Marshall, the big applause went to Lieutenant Audie Murphy, the war's most decorated hero, and elder statesman Barney Baruch....Speaking of Murphy, when the big wheels were being entertained in the Continental Room prior to the march to the head table, Nate Golden was pulled in by Columbia exec. Cohen, and asked for an introduction to the famous lieutenant. Golden took great pride, as he put it, in introducing Cohen to Lieutenant Murphy, at which signal, Cohen very affectionately placed his hand on the handsome soldier's shoulder, and let Golden know that the two of them had been together for an entire week on some movie project. Golden, a great soldier himself of World War I, was just kinda if proud of the new product.

It is almost impossible to describe the beauty of the Congressional Room in the Hotel Statler, which had been bedecked with 20,000 American Beauty roses and little plastic hearts on each dinner table, subdued lights and flags, and the U.S. Marine Band. It was considered by many there (who ought to know) to be the gayest and most magnificently decorated dining hall in the history of dinners.

It was good to see the turnout among the picture companies and theatres. Warners' had its table with George Crouch and group. There were Fred Kogod, Frank Boucher, and the K-B crowd; Sam Roth with his Valley Enterprises; Hardie Meakin with the RKO group, including Bob Folliard and Joe Brecheen, and so on and so on. It was really good to see our good friend, J.C. Browne, who has been convalescing and managing to get along well on crutches since losing his leg. Good luck, we all knew you'd come through.

20th-Fox Facts: Glen Norris, branch manager, and Bill Michaelson, exploiter, returned from their trip to the west coast and the company's convention....Sara Young has had as visitors her daughter-in-law and grandson, who stayed with the Youngs here while son, Herbert, was on an extended New England tour....Lou Lichtenstein, travelling auditor, was in for a visit....In for a spot of booking was Harley Davidson, former Paramount salesman, who has a string of Virginia theatres for which he is now booking and buying...Meeting with Sara Young were her welfare awards committee.

Loew's: Joseph Kronman, office manager, was on vacation....Libby Blackstock, cashier department, was vacationing in Florida....A surprise birthday party for Joseph Kronman, who celebrated a birthday on Sept. 22, was given by the office staff....Barbara Weber, who transferred from Loew's, Pittsburgh, is the newest member of the contract department....Students at night schools are: Audrey Poulos, bookers clerk; Gloria Davis, PBX operator; Judy Jones, assistant branch manager's secretary, and Evelyn Cohen, biller....William F. Rodgers visited the exchange.

Ever alert to serve exhibitors and

keep Leo the Lion in the forefront, Jerry Adams, MGM branch manager, contacted visitors to the recent Variety Clubs meeting. The opening day of the convention, Adams had one of his associates place a letter of welcome in the hotel mail box of each registrant. The message also stated that the facilities and the personnel of the MGM offices were at the disposal of the visitors, and gave the office phone number and the names of the members of his staff assigned to be of service to visiting exhibitors.

Please don't miss seeing or showing your customers MGM's "The Secret Land", made with official navy fills of the 1946-47 Byrd Expedition to Antarctica.

The annual football game in Baltimore lived up to expectations. More than 20,000 fans were treated to one of the finest football games at the Babe Ruth Stadium when the Chicago Bears knocked off the Washington Redskins, 17 to 14. The tents from both Baltimore and Washington cooperated closely in the sponsorship of this game. All of the proceeds, after necessary expenses are deducted, will be devoted to the Boys' Clubs of Baltimore and Washington.

"The Red Shoes", Technicolor film romance based on the Hans Christian Anderson story, has been selected as the opening attraction at the National on Oct. 14, when that famed theatrical showcase is launched as the capital's most deluxe theatre. "The Red Shoes", was chosen to reopen the completely redecorated theatre by Marcus Heiman, head, United Booking Office.

PARAMOUNT: Vice-president Charles M. Reagan and mid-eastern division manager Earle W. Sweigert were branch visitors. They remained for the Vari-



At the recently held Valley Enterprises Welfare Club outing near Harrisonburg, Va., many different sports contests were held. At top, left, the softball game is about to get under way as the team discusses a play: from left to right, Hobart Morris, manager, Grottoes, Va.; VE general manager John Broumas; Harry T. King, Lurty C. Taylor, Alton Lawson, and Charles A. Freer. Top right shows King and Taylor collecting the trophies they won for pitching horseshoes. Making the presentation is Jane Welsh, daughter of Nan Welsh. There was food at the picnic, too. Bottom right shows the last rush for the fried chicken and the Virginia ham, while, bottom left, are the last people to leave the picnic grounds: from left to right, Carl Berman, projectionist, and his young son; William Steele, Harrisonburg, Va., Theatres; Jane Puffenberger, Carol Anne Broumas, Hazel Richie, Betty Miller, and Caroltie Simmons.

ety Club's dinner at the Statler.... The branch welcomes a new addition to the sales force, Russell Ricker, recently with Eagle Lion. Russell is really "back home", as he was a booker at Paramount from 1935-42 during the Harry Hunter and J.E. Fontaine regimes....Trend-of-the-times dept.: Max Joice reports that on a recent vacation trip to the wide open spaces of the west, he crossed over numerous dried up river beds in Wyoming and Colorado, and only the Republican River had water in it.

RKO MINUTES: Glad to have the co-operation of efficient Agnes Turner, cashier, in bringing news of this friendly exchange...Robert E. Mochrie, general sales manager, attended the office meeting with branch manager Joe Brecheen and staff....Office manager Joe Kushner was away on the second half of his vacation....Branch manager Joe Brecheen travelled to Charlottesville, Va,...Mrs. Beryl Walters rejoined the staff as a book-keeping machine operator attached to the cashier department after an absence of a year-and-a-half....Norma Yahraus, former NSS employe, joined RKO as operator of a bookkeeping machine....Also new is Mrs. Judith Douglas, steno to the bookers....Back at her old post is Mel Nau after an absence of several years....Minnie Garber, cashier's department, left to become a Mrs....Agnes Turner, one of the top executives in the local Soroptomists Club, a service organization, has been named regional delegate to the South Atlantic regional conference of that group, and has been also named chairman of the Venture Club, an organization within the group for young women in business.

The navy and Carter Barron combined to present a proper setting for the presentation of "The Secret Land". The several hundred who participated in this unusual private screening partook of a sumptuous meal at the officers' mess quarters of the Potomac River Naval Command as the guests of Rear Admiral Glenn B. Davis, Commandant. The screening was to have been presented in an LST moored in the Anacostia River. A heavy downpour, however, changed the plans, and with prompt navy service four buses whisked the guests away to the Anacostia Receiving Station. There, together with gobs attached to the station, the

dressed-up folks enjoyed the showing. In attendance at the screening, hosted by Loew's able Carter Barron, were: Mr. and Mrs. Jack Foxe, Mr. and Mrs. Jay Carmody, Oscar Davis; Dick Coe and Ernie Schier, representing the drama desks of the city; Mr. and Mrs. Ray Henle, Mr. and Mrs. Claude Mahoney, radio's Bukhage, Eddie Gallaher, Mark Evans, and Lou Brott; Thomas R. Henry, Mr. and Mrs. I. William Hill, Mr. and Mrs. Herman Loew, Mr. and Mrs. Arthur Krock; Mr. and Mrs. Jerry Adams, and Mr. and Mrs. Tom Baldrige.

Valley Enterprises: Employees of Valley Enterprises, Inc., celebrated the first anniversary of the Valley Welfare Club, and, whether they knew it or not, proved that it doesn't take a large circuit to provide for its employees physical and mental welfare. A little over a year ago, VE President Sam Roth suggested a plan whereby a recreation and welfare fund would be established which would benefit every employee in the circuit. This fund would be in addition to the company-paid life insurance policy and the employee-company paid hospitalization policy. The actual working plans for the Valley Welfare Club are simple. While 25 cents a month is collected from every employee-member as dues, the major portion of the income comes from a service charge placed on all passes distributed throughout the circuit. The celebration was an all-day affair held at the Massanutten Caverns near Harrisonburg, Va. Every employee was invited, and, to make sure that they could all attend, theatre work schedules were rearranged. A caterer was engaged. The menu ran the gamut from hot dogs and potato salad to Virginia ham and fried chicken. A softball game was called between the county (Elkton, Shenandoah, Broadway, and Grottoes) theatres and the Harrisonburg theatres. With VE general manager John G. Broumas doing the pitching, the county team won by more than enough runs. District managers Lurty C. Taylor and Harry T. King took over the horse shoe pitching courts with a challenge to all comers. Undeclared, the managers were presented duplicate trophies.

Kynn Griffin, a Harrisonburg aide, donned swimming trunks, and beat a pool full of theatre people in a swimming race. His trophy was presented

KEY CITY

First Run

BALTIMORE, MD. (26) - Century, "Pit-fall" (UA); Town "Rachel and the Stranger" (RKO); Stanley, "Beyond Glory" (Para.); Hippodrome, "Triple Threat" (Col.); Keith's, "A Foreign Affair" (Para.); New, "Forever Amber" (20th-Fox); Mayfair, "Angel in Exile" (Rep.); Times and Roslyn, "Joe Palooka In Fighting Mad" (Mono.), "Monsieur Beaucaire" (Para.).

by Charles A. Freer, accountant, VE Circuit. A special trophy was awarded to Alton Lawson for "outstanding services to the Valley Welfare Club during the past year." Lawson and Taylor were responsible, for the most part, in the handling of the outing's details. There were no fancy speeches during the outing or even short announcements. All club members had been notified earlier of the accomplishments of the past year. Gratuities had been awarded once to newly-weds, twice for births, and one loan was made for a welfare case where money was needed for an operation. The expenses of the outing were covered by the club treasury, and spending was governed at approximately \$3 per person, the annual dues paid by the members. These disbursements from the treasury can be made only on the approval of the club's board of governors who meet in informal session whenever a loan is needed or other business has to be transacted. The processing of birth, wedding, and death gratuities is automatic, but loans have to be approved by a majority. These loans, incidentally, are made without interest, and are repaid only when the borrower feels able to do so.

Maryland

BALTIMORE

The Walbrook recently lost its plea to block the booking of 20th-Fox first-runs into the Windsor, right across the street, when District Court Justice F.D. Letts handed down his decision recently. An even division of the 20th-Fox product was promised to the Windsor in an agreement reached this summer on the basis of

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An all-out campaign was planned recently in Washington to publicize MGM's Technicolor saga, "The Secret Land." Arranging for press previews and premieres in 80 cities are, left to right, Russell Stewart, Howard Dietz's office, MGM; Lieutenant Renee Bachhuber; Jack Foxe, Loew's; Captain R.B. Dexter, Navy Public Relations; Carter T. Barron, Loew's theatres division manager; Commander J.G. Reardon, and Captain E.M. Eller, who is chief of the NPRO.



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sounds of various frequencies could be produced and accurately measured in the development of RCA sound equipment.

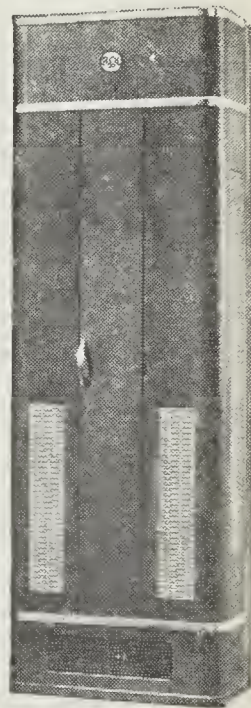
Information gained in "this room of silence" has contributed greatly to RCA's unmatched high-fidelity sound reproduction in motion picture theatres.

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which 20th-Fox was excused as a defendant in the Windsor's \$600,000 treble-damage suit against it and five other major companies. The court refused the Walbrook attorney's request that 20th-Fox and the Windsor file findings in short order so that a special appeal could be taken from Letts' ruling. The time for filing was set at 10 days, and the Windsor showed the first of the films made available to it under the agreement on Sept. 19. John Caskey, representing 20th-Fox, stated that he did not believe the anti-trust laws compelled a distributor to license its product to a theatre which brought in consistently low revenue when higher-profit competitor also wanted the picture.

About 42,000 persons attended the charity football game at the Baltimore stadium, sponsored by the Baltimore and Washington Variety Clubs. The Baltimore committee was headed by Rodney Collier and Spalding Albert. Lloyd Nolan was the film star present, and many prominent citizens from Washington and Baltimore attended.

Miss Jane Myers attended to the work of Miss Catherine Nuth while she was on her vacation and honeymoon for she became Mrs. Edward L. Knight while she was away. The honeymoon trip included a trip to Canada and various other points.

The Maryland opened with a show on stage called "Girls of the Follies"... Mr. and Mrs. Abraham Cohen, Essex, New Esses, Md., attended the Jewish War Veterans' convention at Kiamesha Lake, N. Y.

A petition was filed in Circuit Court by Edward J. Ryan, attorney for the operators of the Potomac Drive-In, Cresaptown, Md., on Winchester Road, waiving their rights before a grand jury, and asking for an immediate trial on information. The theatre owners, Kennth R. Baker and G. Roy Sutherland, received that trial before Judge Olivdr H. Bruce on Sept. 24 in Circuit Court. They are charged with operating their theatre on Sunday in violation of the law. State's attorney Morgan C. Harris said that the theatre was closed on Sept. 5 by his orders after the owner had been warned several days previously that operation of theatres on Sundays in all unincorporated sections is illegal. Following the closing of the drive-in, the Majestic, Mt. Savage, Md., operated by George Bishields, was also warned to refrain from Sunday operation. The Mt. Savage theatre had been operating on Sundays in recent years, but the law still provides that only in communities which are incorporated and have ordinances under terms of an enabling act, can Sunday movies be shown. The drive-in owners posted \$500 bond for the hearing.

Robert H. Marhenke, manager, Essex, says he was planning to appeal his conviction for speeding in a police magistrate's court. Marhenke, who has been heading a protest against what he calls a speed trap on Eastern Ave-

nue, said he also planned to continue presenting his warnings against the trap on the screen of his theatre.

The passing of Martin H. Rogers, manager, McHenry, was mourned last week. He died of a heart attack, and had been at the theatre for 12 years.

Irwin Cohen, head, Capitol, passed the bar examinations with 95 others, is now a member of the bar. He is the son of Mr. and Mrs. Maurice Cohen. Cohen was long interested in the film business as an exhibitor in Baltimore. He attended law school at the University of Baltimore.

Martin H. Rogers, manager, McHenry Durkee Circuit, for 12 years, and before that manager of a theatre in Annapolis, Md., died suddenly here.

"The Moment", amateur children's stage play presented on the stage at the Centre, through courtesy of M.A. Mechanic, owner, for benefit of United Nations Appeal for Children was successful. Plans are under way to present it in other theatres throughout the city for the same appeal.

Jacques Shellman

HAGERSTOWN

Stating that "there is widespread sentiment for repeal of the antiquated blue laws of Maryland", State Senator David K. McLaughlin, Washington County, said he would propose a referendum on legalizing Sunday movies and sports at the next session of the General Assembly in January. Opposition may be expected from the Hagerstown Ministerial Association.

KITZMILLER

The Maryland, owned and operated by Miss Lena Thrush, has made several improvements. The work was in progress since late July, and was only recently completed.

LEONARDTOWN

"Discovery Night" will be held within the next few weeks at the New, manager Raymond Trumbule states, as he has almost 24 contestants signed up for tryouts....The first of a series of "Food Nights" was held at the New. Groceries are promoted from merchants....A tie in has been effected with the Charlotte Hall Military School by The New for "Beyond Glory"....The New was attractively decorated with flags in connection with the second annual agricultural fair of St. Mary's County, attended by many leading lights.

Lessee Jack Fruchtman, New and Park, Lexington Park, Md., has been spending most of his time recently between the two theatres, and getting things set at the Park....New projectionist Paul Hampton sold his car, and is now in the market for a new one....Val Lyons, assistant manager, New, takes a busman's holiday on his night off, and attends the show at the Park, Lexington Park....Word has been received from former New assistant manager Clark Mattingly and his wife, now in Sidney, Australia....Kenneth Duke,

St. Mary's, was assistant manager of the St. Mary's Fair association held at Camp Calvert, one mile below Leonardtown. Assistant manager Ernest Abell Sterling attended to the theatre....George Morgan Knight, Jr., area correspondent for The Exhibitor, has his 14th song out, "You're My Distraction."

LEXINGTON PARK

The Park is having finishing touches applied, including gold pull back curtains at the cashier's windows in the boxoffices, curtains in the ladies lounge, furniture on the small porch adjoining the projectionist's booth, where the men may rest.

UPPER MARLBORO

Don "Red" Barry made a personal appearance with his "Hollywood Cowboy Musical Revue" at Sidney Lust's Marlboro.

Virginia

NORFOLK

George Peters, Loew's State manager, Richmond, Va., was in to call Norris Krufman, State manager....Jim Hargroves, Wells manager, was in Danville, Va., to attend the opening of Craver's Drive-In...Catherine Reddis, Colonial, resigned.

Oscar Swain, Colonial assistant manager, and his family were visitors to upper New York state...The Willard, formerly the Fairmount, was nearing completion of its remodeling. The theatre added a face-lifting with new seats and sound equipment....Hal Lyon's Franklin Theatre reopened for the winter season. The house has no air-conditioning, and closes every summer.

Bob Ozmer, Granby manager, was off on his vacation with his family to Georgia. Otto Martison, Granby assistant manager, replaced him.

Evelyn Garrett is back at the Norva....Bessie Comer was filling in for Helen Swain at the Granby box-office while the later was on vacation....Melvin Creech, Wells, was off on a fishing trip with his company in the Virginia State Guard.

L. Wieford, manager, Craver's Grandin, was in town to attend the Shriners convention....Jack Safer, Monogram branch manager, was in to visit Sidney Dowden and Jim Hargroves.

- A. B. C.

West Virginia

KEYSER

The New Keyser, managed by Charles Randalls, held a special Sunday midnight showing for "The Emperor Waltz", simultaneously with the Liberty, owned and managed by Olin R. Thrush, on "The Babe Ruth Story"....Lena Trush, owner-manager, Maryland, Kitzmiller, Md., has a new car.

ROWLESBURG

The Rowlesburg, Bob Wilson's theatre, starts showing Sunday matinees again on Oct. 3.

NEWS OF THE

Territory

New York City

CROSSTOWN

Loew's Brevoort, Brooklyn, in co-operation with the PAL and the United Youth Improvement Association of Brooklyn, recently staged a special show devoted to honoring four local youths, three boys and one girl, for outstanding character and leadership. The event, first of this theatre's activity for "Youth Month", started with a parade. At the theatre "Johnny", of the Philip Morris radio program, presented each child with a comic book. The four honored youths were called to the stage, and presented with special citations, medals, and prizes. Guest speakers were Rev. Felix, George Hewan, president, United Youth Association; Tommy Watkins, editor, The Brooklyn Amsterdam News, theatre manager W. Neustein, and patrolman William King, 80th Precinct PAL, who stressed the slogan that "The cop is your friend." This theatre is located in the Bedford Styvesant section of Brooklyn, and is an all-Negro house. However, for this "Youth Month" campaign, 200 white children were invited to the show. Special lobby displays on "Youth Month" were made from press sheets, and announcements made from church pulpits informing the neighborhood of the event. The Brooklyn Eagle, Amsterdam News, and local papers all covered the event as did the All American Newsreel. This event was only the beginning of this theatre's tribute to "Youth Month", with the entire show paid for by the United Youth Improvement Association. H. Fuchs, assistant manager, also lent invaluable assistance.

R.Z. Walters, Altec Service controller, arrived last week from the coast.

Finals in the contest to find Brooklyn's "Most Heavenly Miss" was held last week at Ravenhall Park, Coney Island. The winner was awarded a major course in modelling by UA, which sponsored the contest, and other prizes. A. Edward Golden, producer, "Brooklyn, Texas and Heaven", Strand, acted as one of the judges.

The pre-war German film, "Maedchen In Uniform", has been completely retitled, and will be rereleased commercially for the first time in 16 years on Oct. 1. It will be shown at the 55th Street Playhouse, presented by John Krinsky, through Lopert Films.

Henri Bonnet, French Ambassador to the United States, and Grover Whalen spoke last week at the opening of the Paris, Pathe Cinema's first American theatre. A ribbon-cutting ceremony at the 571-seat house was participated in by French Consul General Ludovic Chancel, Whalen, and Mrs. Elliot

Roosevelt. The premiere was a charity affair for five French relief associations, the film being "Symphonie Pastorale."

An RKO "Stunt of the Month" showmanship award and accompanying check went last fortnight to Leon Kelmer, manager, RKO Albee, Brooklyn, for performing outstanding showmanship events during the past month. Kelmer won for his staging of a "Little Toot" birthday party in conjunction with the showing of "Melody Time" and for his overall campaign on "Abbott and Costello Meet Frankenstein."

Universal-International last fortnight held a special screening of "The Case Against Calvin Cooke", formerly known as "An Act Of Murder", at the Park Avenue for members of the Euthanasia Society of America, leading judges, distinguished lawyers, and other important members of the medical profession.

Sid Mesibov, exploitation manager, Paramount, last week joined the faculty of the College of the City of New York, Institute of Film Techniques, as instructor in the principles of motion picture advertising, publicity, exploitation, and distribution. The course is given as part of the College's evening sessions. Mesibov was invited to conduct the course by the Institute's director, Professor Hans Richter.

Abraham Tamarin, 74, died last fortnight of pulmonary post-operative complications. Burial services were held at Hudson City Cemetery, Hudson. Surviving are his sons, Alfred H. Tamarin, publicity director, United Artists, and Dr. Joseph Tamarin, New York City.

William Kurtz last week joined the United Booking Office. He will supervise the National, Washington, and its film bookings. He was recently with Arthur Mayer at the Rialto.

Edward Muller last fortnight was elected business agent, Local 52, IATSE, defeating Sal L Scoppa, incumbent. Other officers, President W.J. Gerrity, vice-president Charles Schlosser, and secretary-treasurer James A. Delaney, were reelected.

The ITOA last fortnight went on record as opposing giveaways, lotteries, and prizes in New York City theatres, cooperating with the drive of License Commissioner John N. Cannella.

City Council last week defeated a resolution calling for a boycott on British films and manufactured goods in the city until Great Britain "ceases active and passive support of the nations attacking Israel."

B.G. Kranze, vice-president and general sales head, Film Classics, left by plane last week for San Francisco and Los Angeles....Screen Guild exchange moved last week to new quarters in the Film Center Building,

630 Ninth Avenue. David Sohmer is branch manager....Doris Glass, U-I advertising department, announced her engagement to Leonard Koplin, Philadelphia, and plans to be married in December

Ben Abner was appointed chairman of the nominating committee at a meeting of Motion Picture Associates last fortnight at which Arthur Mayer, president, presided. Other members of the committee are David Levy, Maury Miller, Seymour Florin, and Leon J. Bamberger. Reservation has already been made for the main ballroom of the Waldorf Astoria Hotel for the annual dinner and dance on May 6. A special committee has been set up to cooperate with the welfare committee in an endeavor to install improved methods of investigating requests for assistance. This committee consists Saul Trauner, Cy Seymour, and Jack Farkas. The membership drive has proven so successful that it has been decided to continue the \$1 initiation fee for the balance of this year.

Madeleine Carroll, who co-stars with Fred MacMurray in "An Innocent Affair", which had its premiere last week at the Rivoli, arrived from Hollywood....Ben Wirth, president, Warner Brothers Service Corporation, left last week for the coast.

Brandt's Windsor reverted to its fall and winter double feature film policy last week, with vaudeville added on weekends.

The promotion of Nick Schermerhorn, district manager, Walter Reade Theatres in southern New Jersey, to the newly created post of general manager of theatre operations for the entire circuit was announced last week, as well as transfer-promotions of three city managers. All changes become effective on Oct. 1. Schermerhorn, who has been with the Reade organization for 18 years, being stationed in Saratoga Springs and Kingston, N.Y., before moving to Asbury Park, N.J., for the district managership, will be directly responsible to Reade for general supervision of management, operation, and maintenance of all theatres in seven New Jersey and one New York State community. He will continue to maintain his offices in Asbury Park. Guy Hevia, city manager, Morristown, N.J., was transferred to Asbury Park as city manager; Ralph Lanterman, city manager, Long Branch, N.J., replaces Hevia at Morristown, and John Balmer, manager, Strand, Freehold, N.J.; takes over as Long Branch city manager. Schermerhorn's district manager position will also be left temporarily vacant. For Lanterman, the promotion represents a quick rise in the organization. He broke in as an assistant manager in Morristown under Hevia immediately after the war. At the same time, Reade disclosed the resignation of John Kohler, as manager, Oxford, Plainfield, N.J.

Paula Gould, Capitol publicist, was vacationing....John Murphy, in charge of Loew's out-of-town theatre opera-

tions, returned last week from Boston, accompanied by Harry Moskowitz, the company's chief engineer.

New York

ALBANY

A general meeting of all theatre managers was called by Charles A. Smakwitz, zone manager, Warner Theatres, New York State, at the Hotel Syracuse, Syracuse, on Sept. 21. Office executives attending were Ralph Crabill, district manager, James P. Faughnan, contact manager, Max Friedman, booker and buyer, Joe Weinstein, booker, and Gerry Atkin, advertising manager. The managers attending were James Morgan, Delaware, Albany; Herbert Jennings, Madison, Albany; Oscar Perrin, Ritz, Albany; Al LaFlamme, Strand, Albany; Vic Bunz, American, Troy; Joseph Stowell, Lincoln, Troy; Sidney Sommer, Troy, Troy; George Laurey, Avon, Utica; Andy Roy, Stanley, Utica; Jack Breslin, Utica, Utica; Allen Newhall, Lafayette and New Family, Batavia; Horace Robinson, Steuben and Strand, Hornell; Walter League, Haven and State, Olean; William Fitch, Babcock and Temple, Wellsville; William Tallman, Capitol, Dunkirk; Jules Curley, Keeney, Elmira; Gus Nestle, Palace, Jamestown; Deane Emley, Wintergarden, Jamestown; Al Griffith, Diana, Medina, and Jack Swartout, Griswold, Troy. Plans for the coming months were discussed.

Dan Houlihan, 20th Century-Fox branch manager, returned from the coast convention.... Mildred Belkin, secretary to James P. Faughnan, Warner Theatres' contact manager, left for a vacation in Florida.... The Strand will stage a fall fur fashion show in a tieup with a furrier in conjunction with "That Lady in Ermine".... Rosemarie Coogan and Helen Dravis are new additions to the 20th Century-Fox office.

Film Row was shocked to learn of the sudden death of George Goldberg, Warners' salesman, on Sept. 11. He sold films for Warners for the past 20 years, and was very well liked by both distributors and exhibitors.

Local F 43 held its first meeting at Carman's Hall, and plans were discussed for a union outing.... Cathy Mueller, Loew's telephone operator, resigned, was replaced by Margaret Weichmann.

BUFFALO

It was a boy, seven pound, 11-ounce Stephen Michael, at the D.J. Pasins'. Father is the WB city salesman, and it is the first child.

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Ed Wall, Paramount exploiteer, was in, in advance of "Sorry, Wrong Number", George Masons Sheas, Great Lakes.

Everett Thorner, United Artists exploiteer, was in to work with Charlie Taylor, Sheas' publicity staff, on "Pitfall".... Herb Pickman, Warners' exploiteer, was in from New York to lend a helping hand on "Rope" at Sheas' Great Lakes.... Gert Nigro, assistant cashier, Columbia, is now established in her new home, taking up domestic duties.... Dot Greenberg, secretary to Phil Fox, Columbia branch manager, resigned.... Myer Fox, former Columbia salesman, handling the Buffalo territory, returned to Boston to live.

Chuck Harter, Columbia office manager, booker, and wife, Alice, celebrated their ninth wedding anniversary on Sept. 12.... Peggy Scheuer, Warners' inspectress, on a three-month leave of absence, arrived in England, and penned her sister Rose Murphy, Clark Film staff, of her many varied experiences.

Merritt A. Kyser, president, Motion Picture Theatre Owners of New York State, Inc., attended the national convention of Theatre Owners of America at the Drake Hotel, Chicago.

A pretty wedding was solemnized at the Evangelical and Reform Church on Sept. 11 when John Bickel middle-aisled it with his bride, Beverly Lehman, Eagle Lion staff. Smiling Julie Cage, Eagle Lion cashier, acted as bridesmaid. After the ceremony, a reception was held at the Wurtzhoff for 150 guests. The couple left for a honeymoon in the Adirondacks. The bride looked charming in an egg shell satin gown and an illusion veil. The maid of honor wore rose, while the two bridesmaids had aqua taffeta gowns.

Max Yellen, 20th Century, was host to a stag party of exchange managers at his home in Elma.... Frances Rubach, RKO staff, is back on the job after undergoing a major operation at Buffalo General Hospital.

Herman Lorence, former owner, Cattaraugus, Cattaraugus, which he operated for many years, who now owns and operates the 18th Street, Erie, Pa., paid a visit to the MPTO headquarters with his young son.

Condolences go to Mell Edwards, formerly of First National and Educational, on the passing of his wife.... Film Row was sorry to learn of the passing of Tessie Hays, wife, late Eddie Hays, former branch manager, First National. Deepest sympathy is extended to their two sons.

It is hoped for the speedy recovery of Mrs. Kemp, mother of Warners' booker, Bert Kemp, who is confined to the Millard Fillmore Hospital, where she had a toe amputation.

Art Pflieger, Warners' shipper, was on his annual vacation. —M.G.

KINGSTON

For U-I's "Man-Eater Of Kumoan",

Broadway, Walter Reade city manager Bob Case tied in with WKNY, and, twice daily, for six days prior to playdates, the station asked a question pertaining to tigers and India, giving away two sets of passes to the person giving the first correct answer. Case also had five soda fountains selling "Kumoan Sundaes", had a local fur shop and the local Montgomery Wards each devote a full window to display of tiger skins, stills from the film and playdate cards, and placed scene stills from the picture in three dress shops.

SCHENECTADY

Maurice N. Wolf, MGM Boston publicity office, spoke on the industry to the Kiwanis Club.

Local business places climbed aboard the advertising bandwagon when Phil Rapp, manager, State, booked "Mr. Blandings Builds His Dream House" into the house. City papers "cooperated" with teaser ads on several pages directing readers to double-page spreads of building contractors, home-furnishers, etc.

Val Ritchey, manager, Scotia, was supposed to be mighty busy giving door prizes away on each of two weekend "gala fall opening" nights. The former Sylvania comptroller tossed a special kiddies' Saturday matinee in his newly redecorated house with a free prize for every child.

At the Colony, another Saturday kiddie show was set for city youngsters.... Dick Murphy, manager, Plaza, was spiking his first "back to school" Saturday morning show for local kids with a p.a. in the person of "Western Pete" Williams. Murphy's curtain-raiser for the Saturday series linked Gene Autry, and five color cartoons with the p.a.

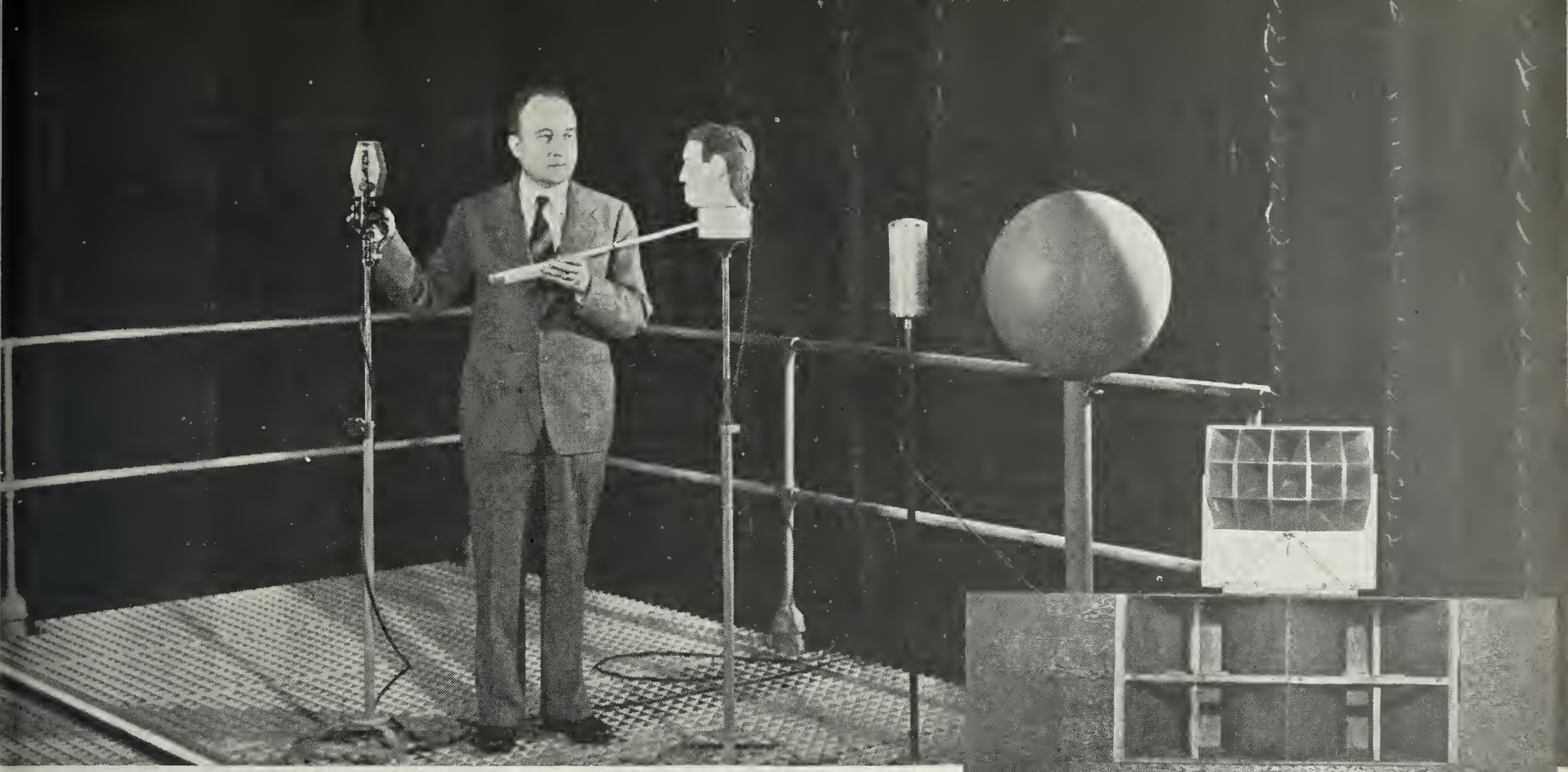
Plans have been set for the use of the Erie as the site of a Wallace-Taylor rally on Oct. 6. The rally is sponsored by the local Wallace-for-president committee and the American Labor Party.

The RKO Motion Picture Service, in an introductory program, offered sound films at 50 cents with \$5 the tag for a sound projector.... We were off for a look-see at JJS' Syracuse scene and some tales about the local fishing situation. —C.B.J.

SYRACUSE

In connection with "Walk A Crooked Mile", Harold S. Mortin, manager, Loew's State, asked police to solve a "who done it" mystery, with prizes for the first three officers solving the crime. In addition, there were other prizes for those winning. The film was stopped five minutes before the conclusion to give the police a chance to figure out the answer.... In a tieup with WAGE, Loew's State on Monday nights presents a \$1,000 per night quiz show. It is called "Step-Up", with audience participation. Persons have to be identified. Tieup is with a local department store.

(Continued on page NT-4)



RCA Laboratories' "Room of Silence"—proving ground of tonal quality for RCA theatre sound equipment.

Through Silence ... sound is born!

..in "the quietest room in the world."

ON THE WALLS, ceiling, beneath the open, grated floor of this RCA sound laboratory, hangs enough heavy rug padding to cover 250 average living rooms. Sound is smothered in its folds—echoes and distortion are wiped out. This is "the room of silence". . . "the quietest room in the world."

The purpose of this room? It was specially designed and constructed at the great RCA Laboratories, Princeton, N. J., so that

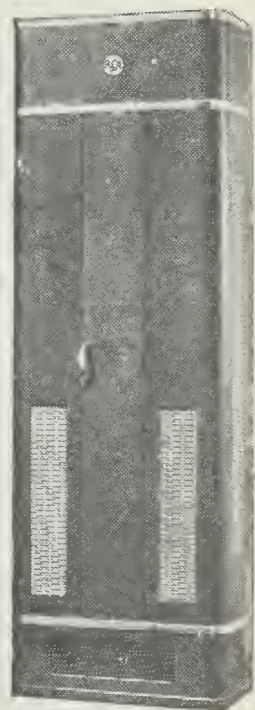
sounds of various frequencies could be produced and accurately measured in the development of RCA sound equipment.

Information gained in "this room of silence" has contributed greatly to RCA's unmatched high-fidelity sound reproduction in motion picture theatres.

It is because of such RCA research and advanced scientific thinking that wise exhibitors around the world know: When you buy an RCA Theatre Sound System, you buy the best!

RCA THEATRE SOUND SYSTEMS PROVIDE THE FINEST IN SOUND REPRODUCTION AND OPERATING EFFICIENCY

RCA heavy-duty de luxe Loudspeaker System utilizes a true cellular high-frequency horn and a low-frequency baffle. Acoustically and electrically designed for the larger size theatres. Other speaker systems for medium-size and small-size theatres.



RCA Amplifier and Power Supply Rack. Large, heavily shielded audio and power transformers and advanced circuit designs provide high output with low distortion and freedom from noise and hum.

RCA's famous Rotary Stabilizer Sound-head. Film flows smoothly past the light source—no flutter or speed variation to mar the perfect illusion of living sound.



THEATRE SUPPLY DEALER

ASK YOUR INDEPENDENT RCA THEATRE SUPPLY DEALER FOR DESCRIPTIVE LITERATURE.

CAPITOL MOTION PICTURE SUPPLY CORP.

630 Ninth Ave., New York 19, N. Y.

BICKFORD BROTHERS COMPANY

1209 Broadway, Buffalo 12, N. Y.

EYEING THE

Exchanges

NEW YORK - The first of scheduled weekly meetings of the Motion Picture Bookers Club was held recently to discuss plans and ticket sales for the forthcoming ninth annual dinner and dance at the Hotel Commodore on Oct. 17. Advance report has it that there will be absolutely no speeches, and the affair will commence with cocktails at 7 and dinner at 8. Arrangements for the entertainment are being made, and selection of band, etc. will be announced shortly. The committee in charge of selling and contacting exhibitors is composed of Chairman Lou Woff, Ed Richter, George Trilling, Etta Segall, Seymour Berkowitz, Al Blumberg, Dave Jacobs, Jack Birnbaum, Irv Kaplan, Ben Drexler, Dan Ponticelle, and Pete Saglembiani. Alex Arnsvalder is supervising, and Jean Slade is treasurer.

MGM: Eastern division manager Jack Byrne moved to the home office at 1540 Broadway, and his trusty transcriber, Rose Morgan, went with him.... Mary Taglianetti, popular clerk, booking department, resigned to join Eagle Lion....The contract department welcomed Shirley Gottlieb, and the new office aide is Richard Lubin....Alvin Plotkin, clerk, resigned....A bookers' screening of "Southern Yankee" was held....Various New Jersey visitors to MGM included Vince Trainer and Ed Lachman, State, Boonton, N.J., Dave Mate, Oxford, Little Falls, N.J., Herb Nolen, St. Cloud Circuit, and Wilber Snaper, Snaper Circuit.

U-INTERNATIONAL: Annette Dropkin, bookkeeper, was on vacation....Hank Fineststein, accounting department, left for a cruise of the Caribbean on the Missouri, compliments of the Naval Reserve....The film room welcomed inspector Morris Harrison back from a seven-month leave after 28 years service....Max Eskowitz, inspector, returned from a vacation, and expects to be married soon....Film examiner Viola Meissner is recuperating at home on her vacation after her dismissal from the hospital....Frankie Gellato, foreman, is showing everyone a picture of his grandson, Bruce.... Examiner Florence Knight is back from her vacation, which she spent traveling the U.S....Otto Sabatino, film room, celebrated his first anniversary on Sept. 28....Film inspectress Ruth Melaugh visited her sick sister in Portland, Me. on her vacation.... Rose Furr, inspectress, was overcome by the heat recently.

EAGLE LION: Fluff Bolme, secretary, returned from her vacation which she spent at Blufton, O....Ruth Starr, booker's stenographer, returned from her vacation....Telephone operator Rose Procopio was off on a sojourn.... Paul Sculky joined the staff as the staff as the New Jersey salesman. He was formerly of Pictorial-Pathe.

RKO: Renovation of the office was being completed....New Jersey booker Charlie Raffaniello was on a two-week vacation....Pearl Yampolski, booking department, was ill....Sadie Castanza, bookkeeping department, was hatching plans to get hitched on Oct. 31.... The office saw a screening of "Station West".

UNITED ARTISTS: Gloria Patrizzio, secretary to booker Tony Agoglia, was recuperating from severe injuries suffered in an automobile accident... District manager Jack Ellis' new secretary is Madeleine Berger, and Rhoda Welber was welcomed at the switchboard....Film Room inspectress Mae McGee was beaming over the marriage of her daughter, Eleanor....Mrs. E. Miranda returned from the Poconos.

MONOGRAM: Secretary Cicil Blackman resigned prior to her marriage, replaced by Stella Logan....Eleanor Swedlow, secretary, resigned...Pauline Gibbs, biller, returned from her honeymoon in the White Mountains with hubby, navy booker Lee Kay...The film room's 16mm. specialist, pretty Scottish lass Winifred Ceglin, received belated second anniversary congratulations.

NATIONAL SCREEN SERVICE: Special Service typist Helen Swiander middle-aisled on Sept. 25, and is honeymooning in Canada....Softball team manager Marty Parillo was eyeing the championship as NSS won its first

semi-final contest, 10-2, thanks to a grand-slam home run hit by Jim McArdle and Red Winchell's 5-hit pitching.

20TH CENTURY-FOX: Branch manager Seymour Florin and assistant branch manager Herbert Gillis returned from the national convention in California....Alex Arnsvalder, booking department, recovered from his recent illness....Ann Jones, secretary, was preparing to be maid of honor at her sister Claire's wedding on Oct. 2.... Irving Kaplan, Randforce Theatres, visited.

RAMBLIN 'ROUND: Secretary Toby Rosenthal, Columbia, returned from her vacation....Screen Guild was reveling in the green and blue paint job of its new offices. Among the many visitors were Louis Weitzman, George Stomatis, Max Cohen, and Bernard Morrison....Al Bondy was off on a business trip, and his secretary, Rozalyn Leloh, returned to earth after her honeymoon....Assistant shipper Abe Solomon, film room, Republic, was overcome with the joy of getting an apartment in the Marcy Houses, Flushing....Robert Lefke, Lefke, Inc., points with pride to the coating of blue now adorning his walls....The boys at Film Classics were enjoying the bonus they received for a recent sales drive....Hoffberg Productions acquired distribution rights to "Thunder In The City". -WALT PASHKIN

SYRACUSE

(Continued from page NT-2)

The welcome back mat was out at the Schine Eckel for Irving Cantor, manager, who returned following a serious illness....Wally Allen, 20th-Fox, Pittsburgh, was in to help Schine managers on campaigns for coming attractions.

Joe La Bella, chief, Paramount, is feeling the call of Uncle Sam, probably for the army...Fred (enlongated) Hand, Paramount staff, has the distinction of being the only theatre aide in the city to drive to work in a 1948 Buick....Those attractive new slip covers in Hank Wolf's car are drawing the attention of all....Stewart (formerly slow motion) Steves, was doing one of his super two-coat jobs on manager Richard Feldman's home, and Mrs. Feldman was forced to double the weekly coffee purchase....Manager Feldman, Paramount, wonders where it will end, since he played "Life with Father" one week, and followed with The March of Time's "Life with Grandfather."....Nick Yost, pinchitting for Irving Cantor, Eckel, was recalled to Gloversville.

Jack Crowe, Auburn, spends his time off in and near his old workplace, Paramount, Syracuse...Barbara Brennan is the new aide at the Paramount and Eckel....Thanks to the kindness of Walter Scarfe, we were able to get the groceries home without being drenched in the recent downpour.

Since Harry H. Unterfort, Schine

zone manager, rubbed his old 1948 car the wrong way, he is driving a new 1948 car, and with much more care and caution....Betty Houghton, Paramount, misses the requests for home made pie since Jack Crowe left for Auburn.

Managers of WB Theatres in Albany and Buffalo met here last week for a discussion of problems. Charles A. Smakwitz, zone chief, presided.

. Louis W. Schine, Gus Lampe, and Bernie Diamond, Schine home office, headed the discussions at the regional meeting of Schine managers at the Hotel Syracuse. The North country, Syracuse, Central New York, and the Mohawk Valley zones were represented by zone managers Harry H. Unterfort, Lou Hart, and Joe Schwartzwalder, with over 41 house managers in. -J.J.S.

WHITE PLAINS

Al Pluchos, manager, RKO Keith's, and Fred Herkowitz, RKO Theatres exploitation representative, recently placed an attention-getting ad in The Reporter Dispatch in connection with U-I's "Abbott and Costello Meet Frankenstein." In 100 lines over two columns, Pluchos offered: "Apartment For Rent. Six rooms; New; All modern improvements. Rent \$30 per month. Short lease. Concession." And then in italics, "Oh yes, we almost forgot. 'Dracula' is in the closet. 'Frankenstein' is in the living room. 'The Wolfman' is in the bedroom. Apply RKO Keith's starting Wednesday. Ask for Mr. Abbott or Mr. Costello."

NEWS OF THE

Territory

Philadelphia

Crosstown

George Resnick's Grant, 40th and Girard Avenue, was robbed last week of between \$1,000 and \$2,000, covering weekend receipts. John Ehrlich is manager. Two other West Philadelphia theatres were also entered and robbed of minor amounts last week, Morris Wax's Fans and the S-W Leader.

Two teen-agers were found sleeping in the Venice one night last week. After an investigation by police, who ascertained that nothing had been stolen, the boys said they were runaways, and figured the theatre a good place to spend the night. They were held for investigation.

Sidney Kapner is moving to the west coast due to his child's health. He expects to make a connection there, and will make an announcement soon.

More than 1,500 boys paraded in North Philadelphia last week in observance of "Tribute To Youth Day." The parade was sponsored by the PAL Boys Club of the 19th and Oxford Streets police station in which Paul Klieman, Morris Wax's Pearl, is interested. After the parade, the marchers went to the Pearl, where several prizes were awarded boys for their work in youth activities.

Vine Street

Bill Brooker, Paramount's ace district advertising manager for Philadelphia and Pittsburgh, on behalf of "Sorry, Wrong Number," Goldman, executed what might be called "The Miracle Of The Telephone Bells." The stunt was so far-reaching in scope as to arouse the attention of front office officials of the Bell Telephone Company of Pennsylvania, who became apprehensive that their key boards in all exchanges would become jammed, but who have since been placated. Brooker's stunt works like this: a radio station is contacted, and induced to promote numerous expensive giveaway prizes, such as television sets, washing machines, laundralls, freezers, etc. The station, over various programs and at station breaks, announces the stunt daily for one week in advance of the film's opening. This is augmented by paid spot announcements. The day before the event, an advertisement is placed in the daily papers reiterating the announcements of the station. This is to the effect that on the following day, if the telephone rings, in order to be eligible to win a prize, the subscriber must immediately say upon lifting the receiver: "'Sorry, Wrong Number' is playing at the Goldman." The radio station makes all the calls, and the numbers are selected for calling through a card shuffling system, which has the approval of the U. S. Postal Authorities and the Federal Communications Commission. If the wrong response is made, the station apologizes, informs the listeners what they have just lost by not answering correctly, telling them the right answer, and advising them to keep tuned to the station for further announcements. If the subscriber replies correctly, he wins one of the prizes. The station then discontinues making calls for two hours, although the public does not

know it, and in this manner the awards are spaced throughout the day and the plugging of the picture and the contest are sustained with listeners encouraged to keep tuned to the station. As soon as a winner is obtained, the station breaks into some program to announce the name, address, telephone number, and exact time of winning, and describes the prize. It is conservatively estimated that in over 60 per cent of all telephone calls made in Philadelphia, telephone subscribers became the unwitting advertising mediums for Paramount by saying "Sorry, Wrong Number." It will probably be some time before another tub thumper dreams up the like of this stunt, and many years before another will be conceived that will have the far-reaching effect of getting into the homes and making a press agent out of every housewife. The picture, "Sorry, Wrong Number." The producer, "Paramount." The guy who dreamed it up: Bill Brooker.

Benny (American) Harris wants the world to know he has a flock of new reissues available, some 17 titles, all of which he expected this department to list. . . . Amy Hatsukano, the street's only Japanese, formerly with National Penn Printing, left last week to return home to Seattle. . . . Sam Palan, Monogram sales manager, returned after an illness. . . . Margaret Glassmire, UA stenographer, was married last week to Russell Ewer.

Douglas Klein, UA shipper, was married last week. . . . Arthur Greenblatt was in at Screen Guild last week. . . . Screen Guild is holding a screening of "Harpoon" and "The Return Of Wildfire" at 20th-Fox screening room on Sept. 30 at 2 p. m. . . . Peggy Johnson, Warner biller, walked down the orange blossom-decorated aisle last week, and became Mrs. Edward McGee.

Mr. and Mrs. James Dalton, he is THE EXHIBITOR ad manager, gave birth to a seven-and-one-half pound baby daughter named Nan last week. The whole office and street suffered with him. This makes J. J. Scully, U-I district manager, a grand-pop again.

Noah Reynolds, industry veteran, who was a juvenile leading man in 1907 with Lubin Studios, later with McCurdy Film Company, and recently employed by U-I, died last week. Surviving are his wife, a daughter, two sisters, and three grandchildren.

Flora MacLeod Lee, daughter of Mr. and Mrs. William Harold Lee, will be married on Oct. 9 to Robert Bruce Wentz, at Swarthmore Presbyterian Church, Swarthmore. The bride-to-be's father is the prominent architect.

Marcia Dembow, daughter of Mr. and Mrs. Harry Dembow, was married on Sept. 7 to David Strousse. The bride's father is the veteran exhibitor.

A meeting of Motion Picture Associates of Philadelphia, Inc., was held last week at the RKO projection room.

Sidney Samuelson, Allied top man in the local area, was seen in close conference with Irving Mack, Filmack of Chicago, when the latter was in town last week for several hours.

Circuits

Stanley-Warner

Miss Sally Ruth Levine, daughter of Mr. and Mrs. Herman Levine, New York, was married last fortnight to Ernest Pinter in the Towers of the Park Central Hotel,

New York City. The ceremony was performed by the Rev. Dr. Bernard J. Bamberger. Miss Ruth Levine, Newark, N. J., a cousin of the bride was maid of honor, and Frederick Strauss, Chicago, cousin of the bridegroom, was best man. The bride is a graduate of New York University. Pinter is an alumnus of the College of the City of New York, School of Engineering. During the war, he served in the Army Air Forces. The father of the bride is an executive in the Philadelphia zone of Stanley-Warner theatres, in charge of real estate in the area. After a wedding trip through Canada and the New England States, Mr. and Mrs. Pinter will reside in New York City.

The board of the Warner Club held its annual meeting, and elected the following officers: Wally Makowski, head, purchasing department, president, and Bob Kessler, manager, Benn, vice-president in charge of entertainment. Reelected were Adele Plechner, sound department, vice-president in charge of welfare; Floyd Bretz, employment office, vice-president in charge of membership; J. Ellis Shipman, treasurer, and Helen Mahoney, secretary. The new president will attend the national meeting in New York in October.

The bowling league of the Warner Club got under way, and held the first matches of the season. For further details, contact Bill Yurasko, manager, Diamond. . . . Everett Thorner and Milton Harris, United Artists, were in doing the advance work on "Red River," Stanley. . . . Paul Blaufox, also of United Artists, was in working on "The Time Of Your Life," Earle.

The Mastbaum held its first sneak preview with "Johnny Belinda." . . . Hilton Francis, manager, Virginia, Atlantic City, returns from his vacation on Oct. 8 as new manager, State, Chester. . . . Joe Feldman, personnel head, is moving from 17th and Walnut to 16th and Spruce. That's the reason he's seen carrying all those papers home daily for wrapping lamps, china, glasses, etc.

Everything happens to John, the barber. He was coming in to open the shop, and was standing up just as the train pulled into Reading Terminal when a sudden lurch threw him forward. He was taken to the Jefferson Hospital for X-Rays, and was home recovering from his fall most of the week.

Dick Brown is certainly a man of distinction since he got that new folding umbrella.

The foreign film policy was resumed at the Princess this week. The first picture is "Angelina," an Italian film with English titles, starring Anna Magnani.

Frank Marshall, film buyer from the home office, visited the local office.

Delaware

Wilmington

Ernestine Rash, secretary to A. J. Belair, president, Rialto Theatre Company, vacationed in the Chesapeake Bay area. . . . Sylvan Shaivitz, manager, Crest, Woodcrest, and Benjamin Shindler, manager, Ace, were in a party of six who went fishing at Indian River Inlet. . . . Wilma Koczak, Earle, New Castle, was vacationing in Hollywood. . . . A. Joseph DeFiore, manager, Park, attended the convention of the Theatre Owners of America in Chicago.

Jacqueline Ford joined the S-W Ritz, replacing Janet Fleetwood, and giving the house two aides named Jacqueline, the

Now

• • • THAT ONE OF
OUR BUSIEST SEA-
SONS IS ABOUT TO
CLOSE WE CAN BE
JUSTLY PROUD OF
THE FACT THAT ALL
OUR THEATRES WERE
SERVICED PROMPTLY
AND WITHOUT A
MISSOUT.

NEW JERSEY MESSENGER SERVICE

250 N. Juniper Street
PHILADELPHIA

LO 7-4822

LO 7-4823

MEMBER NATIONAL FILM CARRIERS, INC.

Get THE CATALOG habit

PROGRESSIVE ELECTRIC CONSTRUCTION CO., Inc.

240 N. 13th STREET • PHILADELPHIA 7, PA.

THEATRE INSTALLATIONS
and MAINTENANCE

MARQUEES

BY
SUPERIOR SIGN
SYSTEM, INC.
ELIZABETHTOWN, PENNA.



When Bob Sidman, Senate, Harrisburg, took a drive through the surrounding area recently, he stumbled across the postoffice in Sidman, which, however, was not named after him, despite the fact that his showmanship activities have brought him considerable publicity. Making the picture official are his children, Helen and Bobby, neither of whom is old enough to protest forcibly against their father using them in a publicity stunt such as that which is shown here.

other being Jackie Fox. . . . H. Clifton Foreman joined the S-W Savoy. . . . Robert L. Mills, chief, engineering and maintenance department, S-W Theatres, Philadelphia, and G. W. Hanlon, sound and projection department, S-W Theatres, Philadelphia, were in. . . . John O. Hopkins, Jr., National, and a group of friends secured hunting privileges on a 700-acre farm near St. Georges, Del., and went squirrel hunting. . . . The National is cooperating with the United Community Fund drive. . . . Joseph Spencer became a full-fledged projectionist at the National. . . . Vacationing were Genevieve Rudd, National, and Clinton Jefferson, National. . . . Peggy Mitchell, once at the National, became the mother of a baby girl.

Richard Edge, manager, Pike, Claymont, was planning a trip to the west coast, including Chehalis, Wash., and Hollywood.

—HENRY L. SHOLLY.

New Jersey Trenton

The application of Louis J. Caham, Philadelphia, for a building permit to construct a drive-in was denied by the Township Committee of Lawrence Township because of residence zone restrictions. The ruling of the committee was to the effect that to grant an exception would result in other applications to lift the zoning restriction. Residents of the Brunswick Avenue section of the Township filed objection to the drive-in. Arthur Teich, Trenton attorney, appeared for the applicant.

Pennsylvania

Harrisburg

Although the till of the City Treasury has been enriched by \$66,331.27 in amusement tax receipts for six months, this sum falls about \$20,000 short of the anticipated revenue from this source, according to A. A. Poist, director of accounts and finance. The above sum represents the total collected since the law became effective on March 15, 1948, and a large percentage was received from theatres. City officials estimated that such taxation would add \$117,000 to the coffers by Dec. 31, 1948, but the monthly average receipts have been running more than \$2,000 below the anticipated income, Poist calculated. Theatremen have told Poist they expect business to improve this fall, which would increase the tax payments. The rate here is one cent tax on each 12 cents or major fraction thereof on admissions to theatres, carnivals, sporting events, and other amusements. . . . The City Planning Commission has approved the proposed widening of Aberdeen Street, which would cut off one side of a garage and parking lot owned by Loew's Regent.

Mr. and Mrs. Morton N. Brodsky are receiving congratulations on the recent birth of a daughter at the Harrisburg Hospital. He is manager, Hill and Lemoyne, West Shore. She is the former Miss Audrey C. Chertcoff. . . . Further exploitation for "The Babe Ruth Story" by manager Jack O'Rear, Colonial, included a tieup with Chesterfield cigarettes. In exchange for a lobby display, the local distributors placed 360 posters in windows and on counters of dealers. Stickers imprinted with "Now Playing at the Colonial" were pasted on Chesterfield ads on the picture.

A fetching lobby board called attention to "The People's Choice of Pictures" at Loew's Regent. Patrons were invited to "Vote for Your Favorite in Loew's Movie Harvest."

Dick McCrone, editor, theatre page, The Patriot and Evening News, resigned last week upon advice of his physician. He said he is grateful for the splendid cooperation given him by the local industry during the past seven years, and that he shall always treasure the friendships his work and the people of the amusement business promoted.

Hummels Wharf

That NuWay Drive-in recently opened by Melvin Spigelmeyer had all of its equipment furnished by Vincent M. Tate, Motiograph dealer, Wilkes-Barre.



HARVARD ROSE

America's Most Beautiful Dinner Set

- HANDSOME IMPORTED DECAL
- YOUR CHOICE OF TWO SHAPES
- READY FOR YOUR INSPECTION ABOUT OCTOBER 10

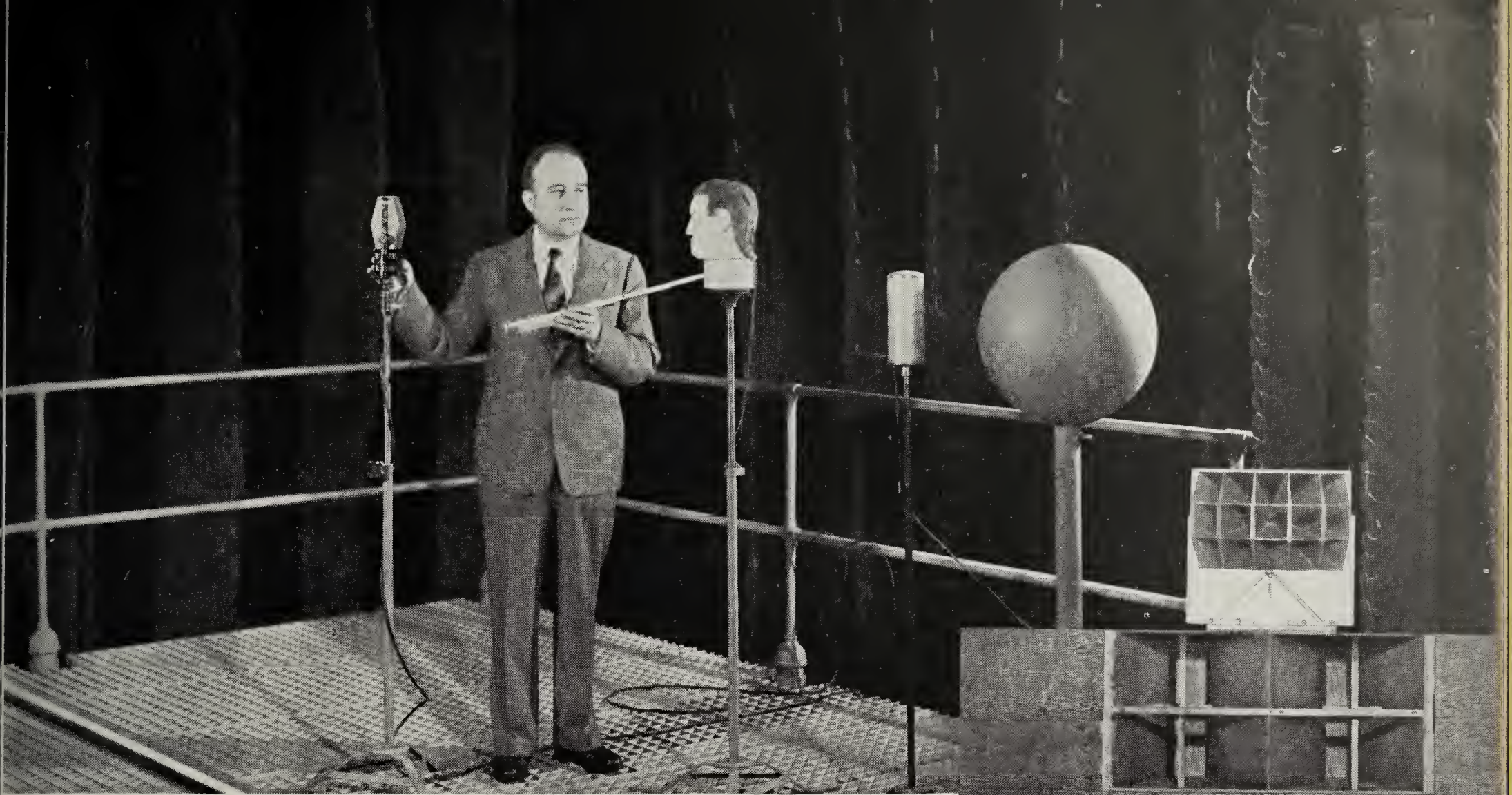
Quality

PREMIUM DISTRIBUTORS

JOE ENGEL, Branch Manager

Home Office 1309-11 Vine Street, Philadelphia

SHOW ROOMS IN PRINCIPAL CITIES



RCA Laboratories' "Room of Silence"—proving ground of tonal quality for RCA theatre sound equipment.

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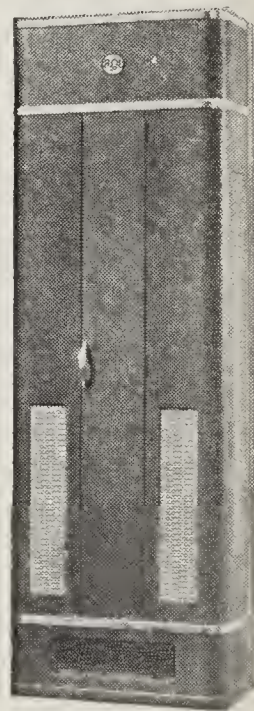
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ASK YOUR INDEPENDENT RCA THEATRE SUPPLY DEALER FOR DESCRIPTIVE LITERATURE.

BLUMBERG BROTHERS, INC.
1305-07 Vine Street
Philadelphia 7, Pa.

TRADE SCREENINGS

WARNERS (230 N. 13th) Oct. 18, 9.00 p. m., "June Bride."

Lancaster

Despite protest of local theatremen, City Council last week passed an amusement tax calling for one cent on each 10 cents, disregarding all fractions. The tax goes into effect on Oct. 20. The measure affects all entertainments of a non-charitable nature within the city limits.

Reading

The Reading Fair, blessed with perfect weather for eight days, rolled up a paid attendance mark of 331,346, a record for all time. Paul H. Esterly, manager, Strand, and racing chairman of the fair, set up some new high records for his department.

Mrs. James F. Moyer, wife of the Ritz manager, is slowly recovering after a major surgical operation in the Reading Hospital.

Manager Paul H. Esterly and assistant manager Russell Noll, Strand, are finding the theatre's newly laid out "crying room,"



Lewen Pizor, president, UMPTO, in charge of the area "Youth Month" celebration; Gael Sullivan, executive secretary, TOA, and Judge Nochem Winnet are pictured recently in the mayor's office in Philadelphia when the official "Youth Month" festivities started.

part of the Strand's recent improvements, very useful for women patrons with children. Another improvement at the Strand, one that might set a pattern for many other houses, is a new lighting system.

KEY CITY

First Runs

WILMINGTON, DEL. (17)—Rialto, "That Lady In Ermine" (20th-Fox); Loew's Aldine, "The Pirate" (MGM); Warner, "Rope" (WB); Queen, "Unconquered" (Para.); Arcadia, "Two Guys From Texas" (WB); Grand, "Waterfront At Midnight" (Para.); "The Arizona Ranger" (RKO).

PHILADELPHIA (20)—Aldine, "The Crusades" (Para.); Boyd, "Luxury Liner" (MGM); Capitol, "Jungle Goddess" (SG); "The Prairie" (SG); Earle, "Embraceable You" (WB); "The Spiritualist" (EL); Fox, "The Luck Of The Irish" (20th-Fox); Goldman, "One Touch Of Venus" (U-I); Karlton, "Larceny" (U-I); Mastbaum, "Rope" (WB); Stanley, "Beyond Glory" (Para.); Stanton, "Race Street" (RKO).

READING (26)—Loew's "Pitfall" (UA); Ritz, "The Crusades" (Para.), "The Winner's Circle" (20th-Fox); Strand, "Give My Regards To Broadway" (20th-Fox); Warner, "Rope" (WB); Astor, "The Best Years Of Our Lives" (RKO); Embassy, "Beyond Glory" (Para.).

Mr. and Mrs. James H. Maury, formerly of Reading and the Embassy, later of Allentown and Easton, were guests at a "goodbye" dinner in the Berkshire on the occasion of the Maurys' leaving for Miami, where Maury and a brother, Franklin, will operate a theatre. Among the guests were Mrs. B. Gougler, Reading, mother of Mrs. Maury, and Howard Whittle, uncle of Maury and owner, Penn, West Reading.

City councilmen here began consideration of a one per cent wage tax, to be levied effective on Jan. 1, because it was estimated the yield for Reading's nearly empty municipal treasury would be about \$800,000 a year. "Consideration" lasted only about one day, or less, however. The Reading Times, in a strong editorial, lambasted the proposed tax so hard that within eight hours Mayor John F. Davis and Councilman J. Clinton Bach declared themselves against the proposal.

Louis Heizmann, chairman, Reading Bicentennial general committee, was the speaker at the first meeting of the Reading Motion Picture Forum in the Berkshire Hotel. Mrs. William N. Kline presided.

Using the initials "F. K. V.," as those of its own show critic, the Rajah, Bernard B. Keeney, manager, is buying display space to tell the story of its weekend name band and vaudeville shows, booked for the last three days of each week. The Rajah "critic's" story is set in regulation news type, with a news type head, and it appears on the theatre display page.

Variety Club

Philadelphia, Tent 13

"The Luck Of The Irish" was screened through the courtesy of 20th Century-Fox.

A testimonial dinner to the outgoing commander of the Philadelphia Variety Post 713, American Legion, Everett Callow, plus election of new officers and streamlined installation ceremonies conducted by the newly elected district officials, was held at Palumbo's C. R. Club.

The annual golf tournament and dinner dance was held at Whitemarsh Valley Country Club on Sept. 24. Full details and list of prize winners will appear in the next issue of THE EXHIBITOR.

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COLUMBIA

Triple Threat (104) SPORTS DRAMA 70M.

ESTIMATE: Okeh programmer with football angle to help.

CAST: Richard Crane, Gloria Henry, Mary Stuart, John Litel, Pat Phelan, Joseph Crehan, Regina Wallace, Syd Saylor, Dooley Wilson. Announcers Harry Wismer, Tom Harmon, Bob Kelley. Professional football players Sammy Baugh, Paul Christman, Johnny Clement, "Boley" Dancewicz, Bill Dudley, Paul Governali, "Indian" Jack Jacobs, Sid Luckman, Charles Trippi, Steve Van Buren, Bob Waterfield. Produced by Sam Katzman; directed by Jean Yarbrough.

STORY: Richard Crane and Pat Phelan are rival football team captains at the annual Rose Bowl game and Crane wins for his team by deliberately disobeying the coach's orders. Both captains are offered professional football contracts with the Los Angeles Rams. Crane accepts, but Phelan turns it down, preferring to follow his mother's wishes, and go to medical school. This decision causes a rift between him and his girl friend, Mary Stuart, who wanted him to make a great deal of money quickly. He agrees to play, and keeps it a secret from his mother with the aid of his sister, Gloria Henry. Crane becomes his usual arrogant self with the whole team. Crane eventually meets Henry, and is attracted. During one game, Crane's disobedience to orders is instrumental in Phelan sustaining an injury. This, plus Phelan seeing Crane and Stuart together, causes a rift. Eventually, Henry straightens things out, Crane reforms, and is given a chance to play in the big East-West All-Star Game when Phelan fakes an injury, and everybody winds up happy, in love, and on the winning side.

X-RAY: Combining a passable story, adequate direction, and production plus capable performances by all concerned, this, with its football theme and its presentation of stars of the game, should prove a pleasing draw for all football fans. The football theme is prevalent from start to finish, with clips from outstanding professional games present, although those not interested in the game may find it a trifle tiring.

TIP ON BIDDING: Low bracket.

AD LINES: "His Team Needed To Win The Game, And He Won It But Got In Trouble With The Coach"; "He Sought Glory On The Football Field"; "Don't Miss Some Of Football's Really Great Stars In Action."

EAGLE LION

The Olympic Games Of 1948 (902) DOCUMENTARY 134M.

(English-made)

(Color by Technicolor)

ESTIMATE: High-rating sports documentary.

CREDITS: Produced and directed by Castleton Knight. Narration and commentary by Bill Stern and Ted Husing.

SUBJECT: Thorough coverage of most of the events in the Olympic games is to be found here, including the winter events held in St. Moritz, Switzerland. Seen are skiing, various sled runs, ice skating races, figure skating, foot races (both individual and relay runs) for men and women,

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soccer games, sailboat races, broadjumping, highjumping, discus, hammer, and shotput and javelin throwing, bicycle racing, swimming, diving, etc.

X-RAY: Excellent photography, combined with outstanding performances by the athletes, helps make this colorful film fare. This entry will be especially appropriate for sport loving audiences, although the running time is excessive. Technically, the work is high-rating, and is worthy of attention where this type of entry is received. There are some good human and comedy touches as well.

AD LINES: "The Greatest Athletes In The World Compete For Fame And Glory"; "Don't Miss The Greatest Athletes From All Over The World Showing Their Best"; "There's Excitement And Action Galore As Champion Athletes Battle It Out For Olympic Titles."

MONOGRAM

The Golden Eye (4720) MYSTERY MELODRAMA 69M.

ESTIMATE: Okeh series entry.

CAST: Roland Winters, Wanda McKay, Mantan Moreland, Victor Sen Young, Tim Ryan, Evelyn Brent, Ralph Dunn, Lois Austin, Forrest Taylor, Lee 'Lasses' White, George L. Spaulding. Produced by James S. Burkett; directed by William Beaudine.

STORY: When attempts are made on his life, mine owner Forrest Taylor sends for Roland "Charlie Chan" Winters to come to his aid. Winters arrives with his son, Victor Sen Young, and chauffeur, Mantan Moreland, only to find police lieutenant, Tim Ryan, already on the case posing as a playboy visitor at the dude ranch, and Taylor in bed heavily bandaged as the result of an alleged fall. Winters learns that much gold is coming from the supposedly worked-out mine, but Taylor's daughter, Wanda McKay, denies this, claiming the amount barely meets their expenses. Winters begins to suspect Taylor's nurse, Evelyn Brent. Ryan follows men taking heavy boxes into the mine, and is attacked, but rescued by Winters. Brent, in league with the attackers, promises a payoff after the next shipment of gold, being smuggled in from Mexico for sale at a higher price in the U. S. Moreland finds the dead body of Taylor in the mine, and Winters is almost run down by a mine car. Winters discovers that the bandaged patient, whom he believed Taylor is really Lois Austin, who took Taylor's place when he died from an overdose of

drugs. McKay prevents Brent from shooting Winters. Mine superintendent Ralph Dunn, in with Brent and the other crooks and smugglers, is also killed when he tries to go straight. Winters then reveals the whole plot, and that in back of it was another scheme to get Dunn married to McKay, and thus have the conspirators get the mine.

X-RAY: This entry in the "Charlie Chan" series has a western setting, and what with mystery, murder, and gold smuggling combined, it makes for one of the better episodes in the Oriental sleuth's cinematic career. Mantan Moreland provides his usual effective type of comedy relief.

AD LINES: "What Is The Sinister Secret Of The 'Murder Mine?'"; "In A Mystery Mine Worth Millions 'Chan' Stalks The Boldest Killer Of His Crime Career"; "Murder And Chills As The Oriental Super-Sleuth Hunts Arizona Killers."

RKO

Station West (906) WESTERN 91½M.

ESTIMATE: Good western.

CAST: Dick Powell, Jane Greer, Agnes Moorehead, Burl Ives, Tom Powers, Gordon Oliver, Steve Brodie, Guinn "Big Boy" Williams, Raymond Burr, Regis Toomey, Michael Steele, Olin Howlin, John Berkes, Dan White, John Kellogg, Charles Middleton, John Doucette, Suzi Crandell. Produced by Robert Sparks; directed by Sidney Lanfield.

STORY: When two soldiers guarding a gold mine shipment are killed, and a shipment of 70 uniforms for the local fort are lost, Lieutenant Dick Powell is sent from Washington to investigate. In civilian garb, he secretly meets with the fort commander, Tom Powers, who is also the fiancé of Agnes Moorehead, wealthy mine owner, and learns that mine owners are so fearful of organized bands of outlaws that they have gathered all their gold together in the fort for protection and safe keeping. At the town's saloon, he meets the owner, Jane Greer, who also owns most of the town, impresses her by knocking out her bouncer, Guinn "Big Boy" Williams, and gets a job running her stage line. Powell persuades Moorehead to send out a shipment of gold valued at \$50,000, but this, too, is gathered in by the crooks, who kill Powell's guard, and leave him unconscious. Powell recovers, trails the bandits to a sawmill, and recovers the gold, posing as Greer's emissary. He hides

it, and gets back to town, where Greer orders him to produce the gold or else. He returns for it, but Moorehead, suspicious, follows, and relieves him of the treasure. When he returns to town empty handed, he is on the spot, but manages to get away after surmising that Greer's men at the sawmill plan to use the missing uniforms to raid the fort for the gold. He manages to destroy the uniforms and escape, after which he sends Powers and his men to gather in the bandits. He and Greer and her partner, Gordon Oliver, have a showdown in which he kills Oliver, but not before the latter fatally wounds Greer. Powell, his job accomplished, rides out of town.

X-RAY: Fistic action, gun play, and intrigue are combined with good performances, smart direction, and calibre production in this entry, which is in the better western class. Powell makes an admirable lead, and the support from the rest of the cast is very good. The story builds in suspense until a satisfying climax is reached. However, the attempt to get off the beaten track leads to an involved story, which often slows down the pace. Two songs, "The Sun Shinin' Warm" and "Sometime Remind Me To Tell You," are sung by Burl Ives, and the story is based on a novel by Luke Short.

TIP ON BIDDING: Better than average program rating.

AD LINES: "He Had A Secret Mission Which Could Neither Be Sidetracked By Romance Or Bribery"; "There's Action Galore, Romance, And Intrigue In This Super Western About The Old West And Its Bandits"; "The Army Wanted Some Answers, And Sent Dick Powell Out West To Get Them."

REPUBLIC

Nighttime In Nevada (733)

MUSICAL
WESTERN
67M.

(Trucolor)

ESTIMATE: First rate Rogers.

CAST: Roy Rogers, Adele Mara, Andy Devine, Grant Withers, Marie Harmon, Joseph Crehan, George Carleton, Holly Pate, Steve Darrell, Jim Nolan, Hank Patterson, Bob Nolan and the Sons of the Pioneers, Trigger. Associate producer, Edward J. White; directed by William Witney.

STORY: Grant Withers kills his friend, Jim Nolan, in a mining deal, believing the mine is rich. Withers soon learns there is no gold there, but is left in charge of Nolan's daughter, Adele Mara, and finds a way to juggle Nolan's estate. He is assisted by crooked lawyer George Carleton. When Mara arrives from the east to collect her holdings, the estate is short \$50,000. Withers and Carleton take to cattle rustling, but make the mistake of raiding Roy Rogers' ranch. This puts Rogers and his men on their trail. Withers attempts to murder Mara and her girl friend, Marie Harmon. Later, Withers kills Carleton. When Withers makes another raid on Roger's ranch, he finds Rogers and his boys ready for action, Rogers triumphs, and Withers, trying to escape, is killed. Mara's estate is restored.

X-RAY: This typical Rogers entry is packed with action plus, with not too many song numbers. Rogers again delivers most satisfactorily, while Andy Devine provides plenty of laughs to relieve the tension, and Mara adequately meets all requirements as the leading femme beauty in the cast. The color photography is pleasing, and the musical numbers include "When It's Nighttime In Nevada," "Sweet Laredo Lou," "Over Nevada," and "The Big Rock Candy Mountain."

AD LINES: "A Riot Of Thrills; A Round-Up Of Action In The Rough And Rugged West"; "Big Thrills In The Nevada Hills As Roy Rogers Races To A New Adventure"; "Roy And Trigger Ridin' High On The Road To Action, Thrills, And Adventure In The West."

SCREEN GUILD

Jungle Goddess (4802) ADVENTURE DRAMA 64M.

ESTIMATE: For the lower half.

CAST: George Reeves, Wanda McKay, Armida, Ralph Byrd, Smoki Whitfield, Dolores Castle, Rudy Robles, Linda Johnson, Helena Grant, Fred Coby, Onest Conley, Zach Williams, Jack Carroll. Produced by William Stephens; directed by Lewis D. Collins.

STORY: George Reeves and Ralph Byrd fly into the jungle to find Wanda McKay, who has been lost there for almost six years, and who has become the white goddess of the natives. Byrd accidentally kills a native, and is condemned to die for his crime. Anxiety unhinges his mind, so that when McKay and Reeves devise a plan to escape, Byrd almost ruins the entire affair, but after the tribe's witch-doctor, Smoki Whitfield, kills Byrd, McKay and Reeves get back to their plane and civilization.

X-RAY: This entry shows a lack of story, direction, production, and acting, is rather dull, and comes to an unsatisfactory conclusion. There are, however, one or two native dance scenes and jungle shots that may draw a few fans. One song, "No One In My Heart But You," is heard.

AD LINES: "The White Goddess Condemned Them To Die . . . How Could They Escape?"; "See The Jungle In All Of Its Savageness"; "Gripping Drama . . . In 'Jungle Goddess'."

20th CENTURY-FOX

Apartment For Peggy (842) COMEDY DRAMA 99M.

(Color by Technicolor)

ESTIMATE: High-rating heartwarmer.

CAST: Jeanne Crain, William Holden, Edmund Gwenn, Gene Lockhart, Griff Barnett, Randy Stuart, Marion Marshall, Pati Behrs, Henri Letondal, Houseley Stevenson, Helen Ford, Almira Sessions, Charles Lane, Ray Walker, Crystal Reeves, Ronald Burns, Gene Nelson, Bob Patton, Betty Ann Lynn, Therese Lyon, Ann Staunton, Hal K. Dawson, Frank Scannell, Robert B. Williams, Paul Frison. Directed and written for the screen by George Seaton; produced by William Perlberg.

STORY: The setting is a post-war college campus loaded with emergency housing, and still overcrowded with G.I. students and their families, both prospective and present. One of these is Jeanne Crain, pregnant, and her husband, William Holden, would-be teacher. Crain meets retired philosophy professor Edmund Gwenn, who had previously announced his intention to his friends to commit suicide several weeks hence when his book was completed, declaring that he was a widower with no responsibilities, and no further purpose in life. When Crain learns that he once permitted several students to reside in his attic for a short time, she talks him into permitting her and Holden to reside there. He is amazed at the couple's ingenuity. Meanwhile,

Gwenn starts saving sleeping pills obtained from his doctor-friend toward the fateful day. Gwenn's friendship is won by Crain, and she proves a help in many ways, in addition to stimulating his interest in lecturing by arranging sessions for the "uneducated" wives of G.I. students. One day, Holden is summoned to the hospital where he learns that their baby is dead but Crain is okeh. He decides to abandon his studying, and try to make some money, and goes to Chicago. With Crain out of the hospital, and no prospect of joining Holden, Gwenn goes to Holden, and tries to persuade him to return. Eventually, Holden does return, and attempts to take make-up exams to be readmitted to his classes. Gwenn, however, decides to take the sleeping pills, which turn out to be harmless, and Holden arrives with the news that he has been reinstated. Everything turns out okeh with the pair permanent boarders.

X-RAY: Here is a strong entry that will be compared quality-wise with "Miracle On 34th Street." It deals with the housing shortage for G.I. students and their families, and does so effectively, humanely, and in an entertaining fashion. It holds interest from start to finish, with many a chuckle present. The performances by all are very fine with special honors going, perhaps, to Crain and Gwenn. Direction is high rating as is the production value. All-in-all, it's superior entertainment. The film is based on a story by Faith Baldwin. The script manages to get in a message now and then, but it doesn't detract from the entertainment.

TIP ON BIDDING: Better than average rating.

AD LINES: "Need A Place To Live? Try Peggy's Methods"; "She Had A Husband And A Baby On The Way So An Apartment Was Also In Order"; "There's Fun And Heartwarming Drama Galore When Peggy Tries To Find An Apartment."

Cry Of The City (841) MYSTERY MELODRAMA 96M.

ESTIMATE: Good meller has names for selling power.

CAST: Victor Mature, Richard Conte, Fred Clark, Shelley Winters, Betty Garde, Berry Kroeger, Tommy Cook, Debra Paget, Hope Emerson, Roland Winters, Walter Baldwin, June Storey, Tito Vuolo, Mimi Aguglia, Dolores Castle, Claudette Ross, Tiny Francone, Elena Savanarola, Thomas Ingersoll, Vito Scotti, Konstantin Shayne, Howard Freeman, Robert Karnes, Charles Tanner, Oliver Blake, Antonio Filauri, Joan Miller, Ken Christy, Emil Rameau, Harry Cheshire, Eddie Parks, Charles Wagenheim, Kathleen Howard, Gail Bonney, John Cortay. Produced by Sol C. Siegel; directed by Robert Siodmak.

STORY: Richard Conte, badly wounded after killing a policeman, is questioned by detectives Victor Mature and Fred Clark about another murder case, in which Berry Kroeger has an interest. Conte will not talk. Later, he is moved to the prison hospital, while Mature talks to Tito Vuolo, Conte's father, and Mimi Aguglia, his mother, trying to find evidence. Tommy Cook, Conte's brother, tries to imitate Conte, and aids him after he has broken out of jail. Conte, on the track of the woman who committed the murder in which Kroeger is interested finds the evidence in Kroeger's safe, kills him, finds Hope Emerson, the woman in the murder, and tries to hide from the police. Emerson prevents Conte from tricking her. She is caught by police, wounding Mature in a struggle. Though wounded, Mature finds Conte, and is forced to shoot him.

X-RAY: Although of the cops and robbers school, this has been well-directed

with an eye toward getting out of the beaten path, and the result is a melodrama that should hold interest. Based on a novel by H. E. Helseth, it can boast of good performances, especially by the feature players, and although lacking in big name values, it should gain by word-of-mouth. Characterizations by Mature and Conte are above average, with Clark, Shelly Winters, Betty Garde, Cook, and Aguglia coming in for special praise. The musical score by Alfred Newman also rates attention.

TIP ON BIDDING: Better than average program rating.

AD LINES: "Trapped . . . The World Against Him . . . Can Martin Rome Escape 'Cry Of The City'"; "He Claimed He Killed For Love . . . Does Murder Prove True Love? See A Lost Man's Fate . . . In 'Cry Of The City'"; "They Were All Against Him . . . And He Was Against Himself! Can A Man Escape Himself? Can Martin Rome . . . In 'Cry Of The City'?"

Forever Amber (838)

COSTUME
MELODRAMA
140M.

(Color by Technicolor)

ESTIMATE: Has the angles.

CAST: Linda Darnell, Cornel Wilde, Richard Greene, George Sanders, Glenn Langan, Richard Haydn, Jessica Tandy, Anne Revere, John Russell, Jane Ball, Robert Coote, Leo G. Carroll, Natalie Draper, Margaret Wycherly, Alma Kruger, Edmond Breon, Alan Napier, Margot Grahame. Produced by William Perlberg; directed by Otto Preminger.

STORY: In England, in 1660, Linda Darnell, abandoned as a child in the small village cottage of Leo G. Carroll, gets a job as a waitress at an inn, and attracts Cornel Wilde, who, with Richard Greene, is a member of the King's Horsemen. She follows Wilde and Greene to London. Wilde and Greene get George Sanders (King Charles II) to approve a pirateering jaunt. While they are away, Darnell, falling into debt, is sentenced to prison. She escapes with John Russell, a highwayman, and later gives birth to a son, the child of Wilde. Russell keeps Darnell in the highway band, headed by Anne Revere, although Margot Grahame, Russell's girlfriend, opposes her staying. Grahame double crosses Darnell, and she is captured by Glenn Langan, leader of the soldiers. Darnell works her charms on Langan, and he gets her a job as an actress. Wilde returns, and Langan finds them together. They fight, Wilde mortally wounding Langan. Wilde leaves Darnell, and goes off with Greene. Sanders then is attracted to Darnell, as is Richard Haydn, an earl, who offers marriage. A plague hits London, and, Darnell, learning Wilde is a victim, nurses him back to health. Wilde sails from London, Haydn is burned in a fire in his home, and Darnell becomes Sanders' mistress. Later, she learns Wilde has married Jane Ball. Darnell seeks to compromise Ball with Sanders, who, however, knows what is going on. Wilde leaves for America with Ball, asking Darnell to give up their son. Darnell agrees, letting Wilde think she is still the king's mistress.

X-RAY: Now being released at popular prices, this still has the angles for the merchandising. Although, at higher admissions, it did not attain the heights expected and ran into difficulties with the Legion Of Decency, which later gave it a "B", unobjectionable for adults, rating, there is no denying the fact that the book by Kathleen Windsor was widely read, and that the show is still saleable merchandise. This was first reviewed in THE SERVICESECTION on Oct. 15, 1947, at which time it was declared that "Extremely popular novel has been made into a topnotch film."

Since a sequence of events affecting its boxoffice ability did follow, this is printed for the record.

TIP ON BIDDING: Higher bracket.

AD LINES: "You'll Forever Remember 'Forever Amber'"; "Kathleen Windsor's Biggest Best-Seller Now Comes Gloriously To The Screen"; "The Best-Selling Sensation Of All Time Brought To Thrilling Screen Life With A Great Cast Of Top Stars In A Dazzling Technicolor Production"; "Now At Regular Prices, One Of The Screen's Biggest Sensations."

Road House (844)

MELODRAMA
95M.

ESTIMATE: Good melodrama.

CAST: Ida Lupino, Cornel Wilde, Celeste Holm, Richard Widmark, O. Z. Whitehead, Robert Karnes, George Beranger, Ian MacDonald and Grandon Rhodes. Directed by Jean Negulesco; produced by Edward Chodorov.

STORY: When Richard Widmark, owner of a road house not far from the Canadian border, turns up with singer-piano player Ida Lupino, his two trusted employes and friends, manager Cornel Wilde and cashier Celeste Holm aren't too surprised. Wilde tries to get rid of Lupino but she announces her intention to stay for the duration of her contract, and goes over in a big way. Wilde is ordered to teach Lupino how to bowl while Widmark goes off for a week's hunting at his lodge. Wilde and Lupino find themselves growing closer until they admit that they are in love. Widmark returns, and shows Wilde a marriage license that he intends to use as soon as Lupino says okeh. Wilde informs him of their love for one another, and Widmark flies into a rage, and orders Wilde out. As Wilde and Lupino are about to board a train, they are taken into custody by the police, who, at Widmark's insistence, hold Wilde for theft. The trial results in Wilde being judged guilty. At Widmark's insistence, the judge paroles Wilde in his custody. With Wilde and Lupino in his power, he makes the most of it. Eventually, he asks Wilde, Lupino, and Celeste Holm up to his cabin for a weekend. Wilde gets into a fight with Widmark, and knocks him out. Realizing he has violated his parole, he and Lupino head for the border. Holm finds the receipt which covers the 'stolen' money, and flees to inform Wilde. Widmark follows, and wounds Holm as she reaches the pair. Wilde tangles with Widmark, and is knocked out, but Lupino kills Widmark. The remaining three head back for the cabin and help.

X-RAY: Presenting an absorbing, highly interesting yarn, this presentation rates with the better melodramatic entries. It's slightly different, but in the solid entertainment class. Lupino also gets a chance to do some attractive vocalizing, which enhances the value of the film. Among the numbers heard are: "One For My Baby," "The Right Time," and "Again." The picture is based on a story by Margaret Gruen and Oscar Saul.

TIP ON BIDDING: Higher than average rating.

AD LINES: "She Sings . . . She Makes Love . . . And She Also Brings Trouble"; "She Was Bored With Everything And Everyone Until The Right Man Came Along, And Then Things Really Began To Happen"; "The 'Road House' Saw Romance, Action, Adventure, And A Crime That Would Change A Man's Life."

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UNITED ARTISTS

The Girl

COMEDY DRAMA
81M.

From Manhattan

(Bogaus)

ESTIMATE: Names will have to sell this.

CAST: Dorothy Lamour, George Montgomery, Charles Laughton, Ernest Truex, Hugh Herbert, Constance Collier, William Frawley, Sara Allgood, Frank Orth, Howard Freeman, Raymond Largay, George Chandler, Selmar Jackson, Adelaide De Walt Reynolds, Maurice Cass, Eddy Waller. Produced by Benedict Bogaus; directed by Alfred E. Green.

STORY: When George Montgomery, All-American football player, decides to follow his father's ministerial footsteps, Bishop Charles Laughton assigns him to a town close by, and Montgomery takes up temporary quarters in a boarding house run by Ernest Truex, who is slightly on the eccentric side, and who also keeps all his old friends on without rent for a share in their so-called enterprises. These include Hugh Herbert, a radio contest fanatic; Constance Collier, a faded actress trying to sell a play; Frank Orth, an erratic inventor working on a miniature train in the basement, and Sam Freeman, who has ideas on how to run everybody's business at a profit but his own. Dorothy Lamour, successful model, returns to the boarding house and the loving arms of uncle Truex. She and Montgomery are old buddies, and they continue their friendship. Montgomery learns from the local church committee that real estate dealer Raymond Largay is donating the land on which Truex's house stands as the site for a new church, which he is taking over since Truex hasn't paid any of the mortgage payments due. He is also donating the sales price of the land on which the old church stands, \$10,000, toward the building of the new edifice. Montgomery keeps this from Lamour and the others, but she discovers the plans, and tries to help but with little avail. Truex takes ill, and little hope is held out unless the house can be saved. At this time, a package of currency arrives, and Truex thinks it's one of his investments that has finally paid off. When Lamour tries to pay off Largay, he refuses, stating it's overdue, until she discovers that he is making a secret profit on the whole deal. In fear of exposure, he agrees to let Truex have his home and the old church to stand but remodeled. Lamour also discovers that Montgomery sent the money, and they plan their future together.

X-RAY: The only commendable factor here is the names. However, even they have little to do except mouth some lines, and walk hither and yon. There is little originality to be found, and the screenplay and direction could have stood improvement. All-in-all, the names may insure some measure of attendance.

TIP ON BIDDING: Low bracket.

AD LINES: "She Came Home For A Vacation, And Found Romance"; "He Wanted To Play Football Until He Saw The Light And Dorothy Lamour"; "A Great Cast Bands Together For Your Entertainment And Amusement."

My Dear Secretary

COMEDY
94M.

(Popkin)

ESTIMATE: Comedy has names to help.

CAST: Laraine Day, Kirk Douglas, Keenan Wynn, Helen Walker, Rudy

Vallee, Florence Bates, Alan Mowbray, Grady Sutton, Irene Ryan, Gail Robbins, Virginia Hewitt, Abe Reynolds, Jody Gilbert, Helene Stanley, Joe Kirk, Russell Hicks, Gertrude Astor, Martin Lamont. Produced by Leo C. Popkin; written and directed by Charles Martin.

STORY: Laraine Day works as a secretary to book store tycoon Rudy Vallee while studying to write a novel. Successful author Kirk Douglas appears at her class, and talks about how to become a writer. His associate spots Day, and offers her a job as secretary to Douglas, with the latter's approval. She accepts. She finds that he only dictates a line a day for his new book, spending the rest of the time at the track or beach with Keenan Wynn. She wants to quit but Douglas begs for another chance, and really settles down to dictation at his beach house. The session, however, is too passionate for Day and she leaves. He arranges to meet her and Vallee while the two are out on a date, and persuades her to marry him. When they return from an elopement, Douglas finds his publisher waiting to see the results of the new novel in which he has invested \$20,000 as an advance. They go off to his mountain retreat, where he goes to work on his book while Day starts one of her own. The publisher turns down Kirk's. Vallee agrees to take both their manuscripts to see what he can do. Day's is an immediate success. When Douglas learns she has seen Vallee again, he denounces her as unfaithful. However, when he learns the visits were to help him, he tries to apologize unsuccessfully. He begs for a job as her secretary, and she dictates to him, and forgives him. Meanwhile Wynn has married landlady Florence Bates, and shows up for the rent at a most inopportune time.

X-RAY: While this has many humorous moments, for the most part it will depend on the name draw for its boxoffice appeal. The yarn is light, but there is plenty of humor throughout. Wynn takes honors in the laugh line division, with the other performers also contributing good characterizations. The production is quite lavish, and the net result should be a satisfactory programmer.

TIP ON BIDDING: Fair program rating.

AD LINES: "He Thought A Secretary Ought To Take Dictation On His Lap, And She Didn't, So She Married Him"; "He Gave All His Secretaries Mink Coats Until The Right One Came Along, And He Gave Her A Marriage License"; "He Was All Set To Get To First Base Until She Tagged Him Out."

WARNERS

Johnny Belinda (804)

DRAMA
102M.

ESTIMATE: High rating.

CAST: Jane Wyman, Lew Ayres, Charles Bickford, Agnes Moorehead, Stephen McNally, Jan Sterling, Rosalind Ivan, Dan Seymour, Mabel Paige, Ida Moore, Alan Napier, Monte Blue, Douglas Kennedy, James Craven, Richard Taylor, Richard Walsh, Joan Winfield, Ian Wolfe, Holmes Herbert, Jonathan Hale, Ray Montgomery. Produced by Jerry Wald; directed by Jean Negulesco.

STORY: In a small town in Nova Scotia many farmers become fishermen during the season to help them exist. Farmer Charles Bickford is aided by his deaf-mute daughter, Jane Wyman, and his spinster-sister, Agnes Moorehead. Both keep Wyman working hard despite her handicap. Lew Ayres, a doctor, takes over a practice in the town, and aiding him is

helper and day housekeeper, Jan Sterling, romantically inclined. She is the belle of the town especially since she inherited some money and a farm from her father. Stephen McNally, village he-man and captain of a fishing boat, is well aware of her charms. Ayres meets Wyman, and teaches her how to "talk" using the sign language. Bickford is amazed, and becomes more friendly to his daughter, while she sees that life can be pleasant and enjoyable. McNally proposes to Sterling, who thinks she loves Ayres, but as the latter shows no reaction toward her, she accepts the proposal. Meanwhile, during a party, McNally, who is drunk, rides out to see Wyman, and rapes her. Later, when she is to have a baby, the whole village suspects Ayres because of his frequent visits, and his practice suffers. Bickford suspects McNally when he shows undue interest in the child on one of his visits for flour, and a fight ensues unknown to anyone else, and Bickford is killed. McNally escapes since no one witnessed his arrival or the fight. After Bickford's death, the two women and the infant get along as best they can, and Ayres is forced to accept a staff position with a hospital in a distant part of Canada. Eventually, the town council decides that Sterling and McNally should adopt Wyman's child, and, when they arrive to take back the baby, McNally is shot by Wyman. On trial for murder, with Ayres at her side, the future looks black for Wyman until Sterling admits McNally confessed he was the father of the child, and that he tried to take the baby away forcibly. Wyman is discharged, and she and Ayres leave.

X-RAY: A natural for feminine audiences, this has heart-touching drama and poignant scenes. Performances are top-notch, with special mention due Wyman for her fine portrayal of the difficult role assigned her. Direction and production are also aces while the story holds interest from start to finish. All-in-all, this shapes up as a highly effective adult and dramatic entry, and it presents a special quota of interest for the femmes. The film is based on the stage play by Elmer Harris.

TIP ON BIDDING: Higher bracket.

AD LINES: "She Didn't Know What Love Was Until The Wrong Man Came Along"; "She Faced The World Unafraid With Her True Love At Her Side"; "There's Bitter Adventure And Romance In 'Johnny Belinda'."

Smart Girls Don't Talk

MELODRAMA
81M.

(803)

ESTIMATE: Fair program.

CAST: Virginia Mayo, Bruce Bennett, Robert Hutton, Tom D'Andrea, Richard Rober, Helen Westcott, Richard Benedict, Ben Welden, Richard Walsh. Produced by Saul Elkins; directed by Richard Bare.

STORY: Patrons of the illegal gambling room run by New York night club owner Bruce Bennett are held up. Bennett makes good the claims but finds two falsified. One is Ben Welden, deeply in debt to the club, and the other is Virginia Mayo, possessor of a good family name but little wealth. Bennett gives Welden a week's time to pay his debt, and takes Mayo home to inspect the non-existent insurance policy for her missing "jewels." A friendship is formed, but Mayo is awakened by detective Richard Rober, who informs her that Richard Walsh, who staged the club holdup, identified her car just before dying. Mayo informs Bennett of the new complications, and later accepts a check for \$18,000 for her silence. Mayo's brother, Robert Hutton, who has

completed his internship, visits her, and is invited to the club by Bennett. He learns of Bennett's business and friends, and at the party berates Mayo for her association with him. Mayo breaks her relationship with Bennett, and gives him back the check while Hutton is meeting vocalist Helen Westcott, and getting intoxicated. He returns to the club to apologize to Westcott. Meanwhile, Bennett has been wounded while attempting to collect the debt from Welden, who is killed by the gambler. At the club, Hutton is forced to extract the bullet, but refuses to accept a fee for his work, tries to report the wound, and is killed by henchman Richard Benedict in the ensuing fight. Embittered by the death, Mayo cooperates with the police. She feigns making up with Bennett, and gets him to follow her to the microphone-rigged apartment of Westcott with gunman Benedict. The police ambush them, and Bennett chivalrously saves Mayo from the maddened Benedict before both are killed, leaving Mayo and the law together.

X-RAY: This follows a pattern, and emerges as a programmer, despite some name strength which may help. The story is slow-moving, with too much talk and too little action. Screen play is by William Sakheim. Selling the names seems the best bet.

TIP ON BIDDING: Program rating.

AD LINES: "Virginia Mayo Was Never Lovelier Than In 'Smart Girls Don't Talk'"; "He Was A Gambler, She Was A Society Girl, And Murder Rode On The Spin Of The Wheel"; "Another Thriller—'Smart Girls Don't Talk'."

FOREIGN

Symphonie Pastorale

DRAMA
105M.

(Film International)

(French-made) (English titles)

ESTIMATE: High rating French entry.

CAST: Michele Morgan, Pierre Blanchar, Line Noro, Louvigny, Jean Desailly, Andree Clement, Rosine Luguet. Produced by Andre Gide for Pathe Cinema; directed by Jean Delannoy.

STORY: Clergyman Pierre Blanchar, called to attend a dying woman, arrives to find her dead, but survived by a totally blind little girl, unable to speak, living like a primitive animal. Blanchar takes her back to his household, names her Gertrude, and teaches her how to walk, talk, and study while instilling her with a love for beauty and goodness. At 18, Michele Morgan is a sensitive, intelligent, lovely Gertrude, who feels a strong, binding affection for her benefactor. Blanchar's wife, Line Noro, grows resentful. Blanchar's son, Jean Desailly, returns from school abroad, and, though matched to the neighbor's daughter, Andree Clement, falls in love with Morgan. Blanchar is indignant and pessimistic about the effect upon the delicate Morgan, and Desailly obeys him, leaving the village after being engaged to Clement. Morgan is seemingly happy until she blames herself for an accident that befalls one of the sons. Blanchar realizes his error, and has her operated upon, with success. Desailly returns for his true love, quarrels with Blanchar violently, and is sent away. Noro accuses Morgan of complicity with Blanchar, and angrily leaves the two alone, whereupon Blanchar declaims his love for her. Morgan admits her love for Desailly, and, greatly shocked, Blanchar leaves her alone in distraction. At morning, he discovers her body in an icy stream.

X-RAY: A top bracket French drama, this simple, moving study of faith and people is completely absorbing after a slightly slow start. Characterization is meticulously drawn in this Jean Delannoy adaptation of the Andre Gide story of the same title. Blanchar is fine as the pastor, and Morgan turns in a poignant performance, far better than her English-speaking roles. Desailly and Louvigny shine in lesser roles.

AD LINES: "Don't Miss Michele Morgan In Her Finest Role"; "The First Filming Of A Gide Work"; "See The Incomparable Blanchar In 'Symphonie Pastorale'."

We Live Again

DOCUMENTARY
DRAMA
54M.

(Jewish Films)

(French-made) (English titles)

ESTIMATE: Good Yiddish documentary type drama.

CAST: Produced by M. Bahelfer, O. Fessler, A. Hamza, I. Holodenko, J. Weinfeld.

STORY: This is the story of what happened to some of the thousands of homeless and orphaned Jewish children who were the unfortunate by-product of World War II. Concentrating on France, the camera shows the anguish and misery that befell the children under Nazi occupation. Deportations, shooting of hostages, and mass murders are depicted graphically, and one scene of especial horror shows a milk-seeking Nazi soldier terrify four children in a farmhouse. Then came the liberation and the need for caring for the children. This was recognized by the Central Commission for Child Welfare of the Union of Jews for Resistance and Mutual Aid in France, who, with the aid of world wide contributions, managed to set up camps and homes at Drancy, Andresy, Aix Le Bains, Saint Martin, Compiègne, and Montrouill. Here on farms, near cities, and at the seashore, the children work and play together under organized supervision so that they, and their parents through them, may live again.

X-RAY: Though this documentary is thorough and touching, it has a limited appeal because of its Yiddish narration and its sombre subject. Houses catering to Yiddish patronage may do well with it.

AD LINES: "What Happened To The Homeless Children Who Survived?"; "They Died So Their Children Could Live Again"; "You Will Never Forget Them Nor Their Plight, See 'We Live Again'."

MISCELLANEOUS

Louisiana Story

DRAMA
77M.

(Lopert)

ESTIMATE: High rating drama for the art houses.

CAST: Joseph Boudreaux, Lionel Le Blanc, Mrs. E. Bienvenu, Frank Hardy, C. T. Guedry. Produced and directed by Robert Flaherty.

STORY: Petit Anse Bayou in Louisiana is the locale for oil well drilling. The land is leased by a Cajan family headed by Lionel Le Blanc. His son, Joseph Boudreaux, is an inquisitive and friendly boy who, aside from paddling around in his boat with his pet raccoon, is fascinated by the well machinery, and watches the operations from close range. Extreme pressure blows the "top" off the well, gushing forth oil and salt water for days before being checked. Careful drilling avoids the pressure area, and the well is then a success. In the meantime, Bou-

dreaux has wandered around the bayou observing the beauties of nature, and has a near-fatal battle with an alligator. The oil company leaves after capping the well for the future, and the bayou is serene again.

X-RAY: Employing the documentary approach and a minimum of dialogue, this fine Robert Flaherty production should get plentiful attention in the art houses, and offers many exploitation angles. Brilliant photography by Richard Leacock and a distinguished score by Virgil Thomson, well played by members of the Philadelphia Orchestra under Eugene Ormandy, add lustre to this simple, absorbing account of a boy in the Louisiana bayous. Beauties of the bayou such as the stagnant and flowing waters, flowers, moss, spider webs, are exquisitely shown and contrast well with the hammering machines, the suspenseful alligator battle, and the gushing well. There is humor in the crisp dialogue, and the entire cast is arresting in visage and performance. In short, while the appeal of such a subject is restricted, it does reflect the care and intelligence which went into its making.

AD LINES: "One Of The Best You'll Ever See . . . Don't Miss 'Louisiana Story'"; "For A Timeless Work Of Art, See Robert Flaherty's 'Louisiana Story'"; "You'll Thrill To The Heart-Clutching Death Struggle Between Unarmed Man And An Alligator."

The Shorts Parade

Two Reel

Comedy

PEST FROM THE WEST. Columbia—Comedy Favorites. Re-release. 18½m. Buster Keaton steps off his yacht south of the border, and becomes entangled with the beauteous local cafe girl. Among her admirers are a boy friend and a jealous fiancé. His northern style of wooing results in duals, and makes for much laughter in this better than average comedy. **GOOD.** (1441).

One Reel

Color Cartoon

HEP CAT SYMPHONY. Paramount—Noveltoon. 7m. Mr. Cat likes to swing musically in tin pan alley but a symphony of mice continually interrupt his music. He does everything he can to dislodge them, with little success, usually winding up on the receiving end. He finally decides to try and lure them to water graves a la the Pied Piper, but ends up in the drink himself. One more try results in him leaving the vicinity for good, with a nest of hornets to help him along. **GOOD.** (P8-5).

THE MITE MAKES RIGHT. Paramount—Noveltoon. 7m. When the stork shows up at a farmhouse with a baby so small that he can be held in the palm, he is named Tom. As the years go by, he doesn't grow, but remains a mite. One night, he hears his father complaining over having to do the work all by himself, and Tom and his pet mouse run off. They visit a circus, and the mouse brings on a stampede of the elephants until Tom puts a stop to the chaos. He is signed up by the circus people, and becomes the star of the show with a trained mouse act. **GOOD.** (P8-1).

OLD ROCKIN' CHAIR TOM. Metro—Cartoon. 7m. When mouse Jerry terrorizes the housekeeper, and cat Tom's efforts to catch him are ineffectual, she gets a new cat, Lightnin', younger and faster. The latter gets rid of Jerry, and then raids the ice box so that Tom is blamed, and he is thrown out, too. Tom and Jerry join forces, and, with the aid of a flat iron and a magnet, succeed in slowing Lightnin' up so that Jerry can again terrorize the housekeeper. Tom arrives for the rescue, and he is reinstated handsomely. The cat sees that Jerry shares in the reward. **GOOD.** (W-31).

THE OLD SHELL GAME. Paramount—Noveltoon. 7m. The wolf is real hungry, and eyes a calf for steak until the bull in the pasture curbs his yearning. He finally resorts to trying to obtain some turtle steaks until the turtle raises objections, and refuses to emerge from his shell, despite assorted efforts on behalf of the wolf. The turtle has the last laugh when he is summoned for another film by his old rival, the hare. The wolf goes slightly mad, and resorts to trying to dig up a caterpillar. **GOOD.** (P8-3).

Musical

BABY FACE. Columbia—Community Sing. Series 13, No. 1. 9m. Don Baker and The Song Spinners combine to render some of the current song hits in a smooth manner. Among the tunes presented are "Love Is So Terrific," "Little White Lies," "You Can't Be True Dear," "Tell Me A Story," and "Baby Face." **GOOD.** (1651).

Color Novelty

PIGSKIN SKILL. Metro—Pete Smith Specialty. 9m. (Technicolor.) The camera and Pete Smith via narration concentrate on the practice and prowess of the Los Angeles Rams football squad and its members, giving special attention to Bob Waterfield, Tom Harmon, and Kenny Washington. Some of the plays, passing, and kicking are out of this world. **GOOD.** (S-52).

Novelty

WHY IS IT? Metro—Pete Smith Specialty. 9m. Dave O'Brien portrays "Mr. Average," and he can't fall asleep, fearing that the alarm clock won't awaken him in time for an important appointment the next morning. He finally does fall asleep. Sure enough, the alarm does fail to ring so he gets up late, cuts himself trying to shave with ordinary soap, and finds that his shoe lace breaks. He locates one other, a white one, messes himself up dying it black, and this, too, breaks when he tries to tie his shoe. Another sequence has his wife making a special meat sauce, and he identifies it as canned, with disastrous results. The next night comes the same sauce, but, from a can, so he tells her its the best she's ever made. The final sequence has him in a public library trying to read. A character who mumbles to himself, cracks his knuckles, and clears his throat, annoys him. **EXCELLENT.** (S-51).

HOME OF THE ICEBERG. Universal-International—The Answer Man. No. 8. 7m. The usual questions are asked of The Answer Man, including "What are the odds of bowling a 300 game?" He thinks that they are two in a million of bowling 12 strikes in a row, and illustrations are presented. Another question is "Can a lion cub lick a cub bear?" No is the answer. "How does a fly keep his balance in flight?" Answer: Via a balancing gyroscope effect. "Where do icebergs come from?" Answer: From the land in the polar regions where they start as snow. Naturally, there are illustrations. **GOOD.** (3398).

National Release Dates, Prod. Nos. On 1947-'48 And 1948-'49 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1947-48 and 1948-49 product, accurate to time of publication.—Ed.)

Columbia

(For additional 1946-47 listing, see Pages 2288, 2395)

(1947-48)

901	Best Man Wins	May 6
902	Adventures In Silverado	Mar. 25
903	Black Eagle, The Story Of A Horse	Sept. 16
904	Thunderhoof	July 8
905	Key Witness	Oct. 9
906	Mary Lou	Jan. 23
907	Glamour Girl	Jan. 16
908	Streets Of Monterey	
909	Port Said	Apr. 15
910	The Woman From Tangier	Feb. 12
911	Blondie In the Dough	Oct. 16
912	Blondie's Reward	June 3
913	Blondie's Anniversary	Dec. 18
914	My Dog Rusty	Apr. 8
915	The Crime Doctor's Gamble	Nov. 27
916	Gentleman From Nowhere	Sept. 9
917	The Lone Wolf In London	Nov. 13
918	Sweet Genevieve	Oct. 23
919	Two Blondes and a Redhead	Nov. 6
920	The Return of the Whistler	Mar. 18
921	Trapped By Boston Blackie	May 13
923	Devil Ship	Dec. 11
928	The Fuller Brush Man	June
929	Her Husband's Affairs	Nov.
930	Down To Earth	Oct.
931	It Had To Be You	Dec.
932	The Swordsman	Jan.
933	Prince of Thieves	Jan.
934	I Love Trouble	Jan.
935	To the Ends of the Earth	Feb.
936	The Sign of the Ram	Mar.
937	Relentless	Feb.
938	The Lady From Shanghai	May
939	Coroner Creek	July
940	The Mating of Millie	Apr.
941	Lulu Belle	Aug.
942	The Black Arrow	Aug. 27
951	Rose Of Santa Rosa	Dec. 25
952	Song of Idaho	Mar. 30
953	The Arkansas Swing	July 29
961	Buckaroo From Powder River	Oct. 14
962	Six-Gun Law	Jan. 9
963	Whirlwind Raiders	May 13
964	The Last Days Of Boot Hill	Nov. 20
965	Phantom Valley	Feb. 19
966	West of Sonora	Mar. 25
967	Trail To Laredo	Aug. 12
968	Blazing Across the Pecos	July 1
981	The Last Round-Up	Nov.
982	The Strawberry Roan	Aug.
	Singin' Spurs	Sept. 23

(Reissues)

9071	Texas	
9072	Arizona	
9073	Golden Boy	
9074	Good Girls Go To Paris	
9075	More Than A Secretary	
9076	The Doctor Takes A Wife	
9077	Let Us Live	
9078	She Couldn't Take It	
9079	The Daring Young Man	
9080	Shut My Big Mouth	

(End 1947-48 Season)

(1948-49)

104	Triple Threat	Sept. 30
	Walk A Crooked Mile	Sept.
	The Loves Of Carmen	Oct.
113	I Surrender, Dear	Oct. 7
	Rusty Leads The Way	Oct. 21
	The Untamed Breed	Oct.
	El Dorado Pass	Oct. 14

Eagle Lion

(For 1947 listing see Page 2394)

(1947-48)

801	Out of the Blue	Oct. 11
802	Green For Danger	Oct. 4
803	Bury Me Dead	Oct. 18
804	Return of Rin Tin Tin	Nov. 1
805	Whispering City	Nov. 15
806	Love From A Stranger	Nov. 15
807	Blonde Savage	Nov. 22
808	Linda Be Good	Jan. 3
809	T-Men	Jan. 10
810	Headin' For Heaven	Jan. 17
811	The Smugglers	Jan. 31
812	Adventures of Casanova	Feb. 7
813	Open Secret	May 5
814	Take My Life	Feb. 28
815	Man From Texas	Mar. 6
816	Ruthless	Apr. 3
817	The Enchanted Valley	Mar. 27
818	Hangman's Noose (The October Man)	Mar. 20

819	The Noose Hangs High	Apr. 17
820	The Cobra Strikes	Apr. 24
821	Assigned To Danger	May 19
822	Raw Deal	May 26
823	Sword of the Avenger	June 2
824	Close-Up	June 9
825	Mickey	June 23
826	Canon City	June 30
827	The Splritualist	Aug. 1
828	Oliver Twist	July 14
829	Shed No Tears	July 21
831	Lady At Midnight	Aug. 8
832	Northwest Stampede	
851	Black Hills	Oct. 25
852	Shadow Valley	Nov. 29
853	Check Your Guns	Jan. 24
854	Tornado Range	Feb. 21
855	The Westward Trail	Mar. 13
856	The Hawk of Powder River	Apr. 10
857	Prairie Outlaws	May 12
858	The Tioga Kid	June 17

EDWARD SMALL REISSUES

734	International Lady	Sept. 26
737	My Son, My Son	Sept. 26
738	Count of Monte Cristo	Oct. 24
739	Son of Monte Cristo	Oct. 24

(Reissues)

847	Hold That Ghost	Aug. 15
848	Seven Sinners	Mar. 27
849	Sutter's Gold	Mar. 27
850	Hired Wife	Aug. 27

(1948-49)

901	Northwest Stampede	Sept. 5
902	The Olympic Games of 1948	Sept. 12
903	In This Corner	Sept. 19
904	Hollow Triumph	Oct. 3
905	Adventures of Gallant Bess	Oct. 10
906	Behind Locked Doors	Oct. 17

Film Classics

(1947-48)

Patient Vanishes	Sept. 1
Spirit of West Point	Oct. 10
Furia	Feb. 6
For You I Die	Jan. 2
Women In the Night	Jan. 23
Discovery	Feb. 1
Devil's Cargo	Apr. 1
Money Madness	Apr. 15
Argyle Secrets	May 7
Blonde Ice	May 20
Will It Happen Again?	Apr. 29
Sofia	July
Miraculous Journey	Aug.
The Unbelievable	Sept.

(Re-Releases)

Spoilers	Oct. 24
Diamond Jim	Oct. 24
Bride of Frankenstein	Nov. 7
Son Of Frankenstein	Nov. 7
Bad Lands of Dakota	Dec. 26
Trail of Vigilantes	Dec. 26
Elephant Boy	Jan. 1
Broadway	Jan. 15
Flame Of New Orleans	Jan. 15
Suck Privates	Jan. 9
South of Tahiti	Mar. 1
Jungle Woman	Mar. 25
The Challenge	May 20
Gung-Ho	June 11
Eagle Squadron	June 11
Tower of London	July 1
The Man Who Reclaimed His Head	July 1
Drums	July 7
Four Feathers	Aug. 1

(Western Re-Releases)

Lone Star Trail	Feb. 15
Smoking Guns	Feb. 15
Courage Of The West	Mar. 15
Bury Me Not On The Lone Prairie	Mar. 15
Honor Of The Range	Apr. 15
Singing Outlaw	Apr. 15
Deep In The Heart Of Texas	July 15
Wheels Of Destiny	July 15
Border Wolves	Aug. 15
Pony Post	Aug. 15
Gun Justice	Sept. 15
Last Stand	Sept. 15

Metro-Goldwyn-Mayer

(For 1947-48 Listing, see Page 2449)

(1948-49)

901	Luxury Liner	Sept.
902	A Southern Yankee	Sept.
903	Julia Misbehaves	Oct.
	No Minor Vices	Oct.
	The Secret Land	Oct.

Monogram

(For 1946-47 Listing, see Page 2395)

(1947-48)

4701	High Tide	Oct. 11
4702	Joe Palooka In the Knockout	Oct. 18
4703	Louisiana	Nov. 1
4704	Jiggs and Maggie In Society	Jan. 10
4705	Rocky	Mar. 7
4707	Perilous Waters	Feb. 14
4708	Angel's Alley	Mar. 21
4709	Fighting Mad	Feb. 7
4712	Docks of New Orleans	Apr. 4
4713	Campus Sleuth	Apr. 18

4714	French Leave	Apr. 25
4715	Stage Struck	June 13
4716	I Wouldn't Be In Your Shoes	May 23
4717	Jinx Money	June 27
4718	The Shanghai Chest	July 11
4719	Michael O'Halloran	Aug. 8
4720	The Golden Eye	Aug. 29
4721	Music Man	Sept. 5
4725	Kidnapped	
4726	Smuggler's Cove	Oct. 17
4751	Overland Trail	Jan. 31
4752	Triggerman	June 20
4753	Fighting Ranger	Aug. 15
4754	The Sheriff Of Medicine Bow	Sept. 19
4755	Crossed Trails	Apr. 11
4756	Frontier Agent	May 16
4757	Back Trail	July 18
4758	Gunning For Justice	Oct. 24
4761	Oklahoma Blues	Mar. 28
4762	Cowboy Cavalier	July 4
4763	Silver Trails	Aug. 22
4764	Outlaw Brand	Oct. 17
4765	Partners of the Sunset	May 6
4766	Range Renegades	June 6
	Joe Palooka In Winner Take All	Sept. 12

(Reissues)

4402	Dillinger	July 5
4706	Betrayed	Dec. 27
4710	Rose of the Rio Grande	Mar. 14
4711	Sign of the Wolf	May 2
	Drums of the Desert	

(Range Busters Reissues)

Texas To Bataan	
Trail Riders	
Two Fisted Justice	
Haunted Ranch	
Land of Hunted Men	
Cowboy Commandos	
Black Market Rustlers	
Bullets and Saddles	

ALLIED ARTISTS

AA1	It Happened On 5th Avenue	Apr. 19
AA2	Black Gold	Sept. 16
AA3	The Gangster	Nov. 22
AA4	Song Of My Heart	Jan. 31
AA5	The Hunted	Apr. 7
AA6	Smart Woman	Apr. 30
AA7	Panhandle	Feb. 22
AA8	The Dude Goes West	Aug. 30
AA10	The Babe Ruth Story	Sept. 6
	Last Of The Badmen	Nov. 15
	Strike It Rich	Dec. 25
	When A Man's A Man	Feb. 15
	My Brother Jonathan	

(1948-49)

4801	16 Fathoms Deep	July 25
4803	Incident	Nov. 7
	The Ranger's Ride	

Paramount

(For 1948-49 Listing, see Page 2449)

(1948-49)

4801	Sorry, Wrong Number	Sept. 24
4802	Isn't It Romantic	Oct. 8
4803	Night Has A Thousand Eyes	Oct. 22
4804	Sealed Verdict	Nov. 5
4805	Miss Tatlock's Millions	Nov. 19
4806	Disaster	Dec. 3
4807	The Paleface	Dec. 24

RKO

(For 1946-47 Listing, see Page 2223)

(1947-48)

801	The Bachelor and the Bobby-Soxer	
802	Crossfire	
803	Riffraff	
804	Seven Keys To Baldpate	
805	Under the Tonto Rim	
806	Night Song	
807	Out of the Past	
808	So Well Remembered	
809	Wild Horse Mesa	
810	Dick Tracy Meets Gruesome	
811	If You Knew Susie	
812	Western Heritage	
813	Tarzan and the Mermaids	
814	The Arizona Ranger	
815	Berlin Express	
816	Fighting Father Dunne	
817	Return of the Badmen	
819	Guns of Hate	
820	They Live By Night	
821	Race Street	
822	Mystery In Mexico	

Specials

751	The Best Years of Our Lives (Goldwyn)	
951	The Secret Life of Walter Mitty (Goldwyn)	
852	The Bishop's Wife (Goldwyn)	
861	The Long Night (Hakim-Litvak)	
862	Magic Town (Riskin)	
863	The Fugitive (Argosy)	
864	Man About Town (Clair)	
866	Tycoon (Ames)	
868	I Remember Mama (Stevens)	
869	The Miracle of the Bells (Lasky)	
870	Fort Apache (Argosy)	

(Continued on page 2483)

Production Numbers

(Continued from page 2482)

(1948-49)

901	Rachel and the Stranger	
902	Variety Time	
903	Mourning Becomes Electra	
904	The Pearl	
905	Bodyguard	
906	Station West	
907	Design For Death	
991	Melody Time	
962	Good Sam	
872	The Velvet Touch (Independent Artists)	
891	Fun and Fancy Free (Disney)	

(Reissues)

818	Bring 'Em Back Alive	
892	Bambi (Disney)	

Republic

(1946-47)

656	The Timber Trail	
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(For Additional 1946-47 Listings, see Page 2396)

(1947-48)

701	The Main Street Kid	
702	Slippy McGee	
703	Campus Honeymoon	
704	Madonna of the Desert	
705	The Inside Story	
706	Lightnin' In The Forest	
707	Heart of Virginia	
708	Old Los Angeles	
709	King of the Goblars	
710	I, Jane Doe	
711	Secret Service Investigator	
712	Train To Alcatraz	
713	Code Of Scotland Yard	
714	Moonrise	
715	The Gallant Legion	
716	Doredevils of the Clouds	
717	Out Of The Storm	
718	Sons Of Adventure	
719	Angel In Exile	
728	Bill and Co	
731	Under California Stars	
732	The Eyes Of Texas	
751	Wild Frontier	
752	Bandits of Dark Canyon	
753	Oklahoma Badlands	
754	The Bold Frontiersman	
755	Carson City Raiders	
756	Marshal Of Amarillo	
757	Desperadoes Of Dodge City	
733	Night Time In Nevada	
	Denver Kid	
	Drums Along The Amazon	

Screen Guild

(For 1946-47 Listing, see Page 2224)

(1947-48)

4701	Hollywood Barn Dance	
4702	Killer Dill	
4703	Dragnet	
4704	They Ride By Night (The Burning Cross)	
4705	The Prairie	
4706	Road To the Big House	
4707	Where the North Begins	
4708	Trail of the Mounties	

(Reissues)

S-1	Racketeers	
S-2	Call It Murder	
S-3	Runaway Daughter	
S-4	King of the Turf	
S-5	Flirting With Fate	
S-6	That's My Boy	
S-7	Duke of West Point	
S-8	Miss Annie Rooney	

(Hopalong Cassidy Reissues)

HC13	Pride of the West	
HC14	In Old Mexico	
HC15	The Frontiersman	
HC16	Sunset Trail	
HC17	Silver On The Sage	
HC18	Renegade Trail	
HC19	Range War	
HC20	Law of the Pampas	
HC21	Santa Fe Marshal	
HC22	The Showdown	
HC23	Hidden Gold	
HC24	Stagecoach War	

(Herald)

X-1	Sepia Cinderella	
X-2	Boyl What A Girl	
X-3	Miracle In Harlem	

(1948-49)

4801	The Return Of Wildfire	
4802	Jungle Goddess	
4803	SOS Submarine	
4804	Harpoon	
4805	The Mozart Story	
	Last Of The Wild Horses	
	Dead Man's Gold	
	Mark Of The Lash	
	Thunder In The Pines	
	Police Force	
	Shep Comes Home	

I Shot Jesse James	
Grand Canyon	

SRO

Duel In The Sun	
The Paradine Case	
Mr. Blandings Builds His Dream House	
If This Be My Harvest	
(Reissues)	
Intermezzo	
Rebecca	

20th Century-Fox

(For 1946-47 Listing, See page 2396)

(1948)

801	Captain From Castile	
802	You Were Meant For Me	
805	Call Northside 777	
806	Gentleman's Agreement	
807	The Challenge	
809	An Ideal Husband	
810	Sitting Pretty	
811	Scudda Hoo! Scudda Hay!	
812	Meet Me At Dawn	
813	Let's Live Again	
814	13 Lead Soldiers	
815	Fury At Furnace Creek	
816	The Iron Curtain	
817	Arthur Takes Over	
818	Green Grass of Wyoming	
819	The Counterfeiters	
820	Anna Karenina	
821	Deep Waters	
822	Escape	
823	The Street With No Name	
824	Mine Own Executioner	
825	The Checkered Coat	
826	The Walls of Jericho	
827	Give My Regards To Broadway	
829	The Winner's Circle	
836	That Lady In Ermine	
837	The Luck of the Irish	
838	Forever Amber	
839	The Creeper	
840	The Gay Intruders	

(Alson)

803	The Tender Years	
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(Wurtzel)

804	Dangerous Years	
808	Half Past Midnight	
828	Fighting Back	

(Reissues)

830	Belle Starr	
831	Frontier Marshal	
832	Rose Of Washington Square	
833	Slave Ship	
834	Blood And Sand	
835	I Wake Up Screaming	
841	Cry Of The City	
842	Apartment For Peggy	
844	Roadhouse	

United Artists

(For 1946-47 Listing, See Page 2224)

ENTERPRISE

The Other Love	
Body and Soul	
Arch Of Triumph	
So This Is New York	
Four Faces West	

FEDERAL

Carnegie Hall	
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ROACH

Hal Roach Comedy Carnival	
Laff-Time	

STROMBERG

Personal Column (Lured)	
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NEBENZAL

Montano Mike (Heaven Only Knows)	
Atlantis, The Lost Continent	

BOGEAUS

Christmas Eve	
On Our Merry Way (A Miracle Can Happen)	
Girl From Manhattan	

CHAPLIN

Monsieur Verdoux	
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BISCHOFF

Intrigue	
Pitfall	

TOLA

The Roosevelt Story	
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TRIANGLE

Sleep My Love	
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GAINESBOROUGH

Man Of Evil	
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WESTPORT

Kings of the Olympics	
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HOPALONG CASSIDY

The Dead Don't Dream	
Sinister Journey	

Folse Paradise	
Strange Gamble	
Silent Conflict	
Borrowed Trouble	

CAGNEY

The Time Of Your Life	
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GOLDEN

Texas, Brooklyn, and Heaven	
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ROGERS-COHN

High Fury	
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HAWKS

Red River	
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NASSER

An Innocent Affair	
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POPKIN

My Dear Secretary	
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WILDER

The Vicious Circle	
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BREAKSTON-COPLIN

Urubu	
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SMALL

Indian Scout	
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CARTER

Just William's Luck	
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Universal International

(For 1946-47 Listing, see Page 2289)

(1947-48)

624	Frieda	
625	Ride the Pink Horse	
626	The Lost Moment	
627	The Secret Beyond the Door	
628	The Wistful Widow of Wagon Gap	
629	Black Narcissus	
630	The Exile	
631	The Upturned Glass	
632	Pirates Of Monterey	
633	The Senator Was Indiscreet	
634	A Woman's Vengeance	
650	A Double Life	
651	Naked City	
652	Captain Boycott	
653	Black Bort	
654	Jassy	
655	Casbah	
656	Are You With It	
657	All My Sons	
658	Dear Murderer	
659	Letter From An Unknown Woman	
660	Another Part of the Forest	
661	River Lady	
662	Up In Central Park	
663	Bad Sister	
664	Abbott And Costello Meet Frankenstein	
665	Feudin', Fussin', And A-Fightin'	
666	Man-Eater Of Kumaon	
667	Mr. Peabody and the Mermaid	
668	Tap Roots	
669	Larceny	
670	One Touch of Venus	
671	The Saxon Charm	
672	For The Love Of Mary	
673	The Case Against Colvin Cooke	

Warners

(For 1946-47 Listing, See Page 2224)

(1947-48)

701	Deep Valley	
702	Life With Fother	
703	Dark Passage	
706	The Unsuspected	
707	That Hogen Girl	
708	Escape Me Never	
711	My Wild Irish Rose	
713	Always Together	
714	Treasure of Sierra Madre	
715	My Girl Tisa	
716	The Voice of the Turtle	
717	I Became A Criminal	
719	April Showers	
720	To The Victor	
721	Winter Meeting	
724	The Woman In White	
725	Silver River	
726	Wallflower	
727	The Big Punch	
728	Romance On The High Seas	
731	Key Largo	
732	Embraceable You	

(Reissues)

704	Bad Men Of Missouri	
705	Each Dawn I Die	
709	Anthony Adverse	
710	Jezebel	
712	A Slight Case Of Murder	
718	The Adventures of Robin Hood	
722	Valley Of The Giants	
723	The Fighting 69th	
729	God's Country and the Woman	
730	Flowing Gold	

(End 1947-48 Season)

(1948-49)

801	Two Guys From Texas	
802	Rope	
803	Smart Girls Don't Talk	
804	Johnny Belinda	

ALPHABETICAL GUIDE To 84 Features Reviewed Since The Aug. 18 Issue

(This index covers features reviewed thus far during the 1948-49 season, in addition to any features of the 1947-48 season reviewed after the issue of Aug. 18, 1948.—Ed.)

A	
ACT OF MURDER, AN—91m.—U-Int.	2460
ADVENTURES OF GALLANT BESS, THE—73m.—Eagle Lion	2453
APARTMENT FOR PEGGY—99m.—20th-Fox	2478
AUGUST 14 (ONE DAY IN THE USSR)—68m.—Artkino	2461
B	
BEHIND LOCKED DOORS—61m.—Eagle Lion	2469
BLACK EAGLE, THE STORY OF A HORSE—76m.—Columbia	2469
BLANCHE FURY—93½m.—Eagle Lion	2470
BLOOD AND SAND—125m.—20th-Fox	2459
BODYGUARD—62m.—RKO	2471
C	
CHAMPAGNE CHARLIE—71m.—Bell	2462
CODE OF SCOTLAND YARD—60m.—Republic	2458
COWBOY CAVALIER—54m.—Monogram	2455
CREEPER, THE—64½m.—20th-Fox	2472
CRY OF THE CITY—96m.—20th-Fox	2478
D	
DEAD DON'T DREAM, THE—62m.—UA	2460
DESIGN FOR DEATH—48m.—RKO	2457
F	
FIGHTING RANGER, THE—56½m.—Monogram	2471
FOR THE LOVE OF MARY—90½m.—U-Int.	2460
FOREVER AMBER—140m.—20th-Fox	2479

G	
GENTLEMAN FROM NOWHERE, THE—66m.—Columbia	2469
GIRL FROM MANHATTAN, THE—81m.—UA	2479
GOLDEN EYE, THE—69m.—Monogram	2477
GOOD SAM—114m.—RKO	2457
H	
HOLLOW TRIUMPH—89m.—Eagle Lion	2453
HONORABLE CATHERINE, THE—85m.—LeLarge	2462
I	
I SURRENDER, DEAR—70m.—Columbia	2469
I WAKE UP SCREAMING—82m.—20th-Fox	2459
IN THIS CORNER—61m.—Eagle Lion	2470
INNOCENT AFFAIR, AN—90m.—UA	2472
ISN'T IT ROMANTIC—87m.—Paramount	2456
J	
JOE PALOOKA IN WINNER TAKE ALL—64½m.—Monogram	2455
JOHNNY BELINDA—102m.—Warners	2480
JULIA MISBEHAVES—99m.—MGM	2454
JUNGLE GODDESS—64m.—Screen Guild	2478
K	
KIDNAPPED—81m.—Monogram	2470
L	
LARCENY—89m.—U-Int.	2460
LOVES OF CARMEN, THE—97m.—Columbia	2453
LOVES OF DON JUAN, THE—92m.—Superfilm	2473
LOUISIANA STORY—77m.—Lopert	2481
LUCK OF THE IRISH, THE—99m.—20th-Fox	2472
LUXURY LINER—98m.—MGM	2454
M	
MELODY TIME—75m.—RKO	2457
MIRACULOUS JOURNEY—76m.—Film Classics	2454
MISS TATLOCK'S MILLIONS—100m.—Paramount	2475
MOONRISE—90m.—Republic	2471
MOURNING BECOMES ELECTRA—121m.—RKO	2457
MURDERERS AMONG US—84m.—Artkino	2462
MY DEAR SECRETARY—94m.—UA	2479
N	
NIGHT HAS A THOUSAND EYES—81m.—Paramount	2456
NIGHTTIME IN NEVADA—67m.—Republic	2478
NIGHT WIND—68m.—20th-Fox	2459
NORTHWEST STAMPEDE—75m.—Eagle Lion	2454

O	
OLYMPIC CAVALCADE—56m.—UA	2472
OLYMPIC GAMES OF 1948, THE—134m.—Eagle Lion	2477
ONE TOUCH OF VENUS—81m.—U-Int.	2461
OUT OF THE STORM—61m.—Republic	2471
P	
PEARL, THE—77m.—RKO	2456
PRAIRIE, THE—68m.—Screen Guild	2459
Q	
QUIET WEEKEND—83m.—Distinguished	2473
R	
RACHEL AND THE STRANGER—93m.—RKO	2458
RETURN OF WILDFIRE, THE—79m.—Screen Guild	2459
ROADHOUSE—95m.—20th-Fox	2479
ROPE—80m.—Warners	2461
S	
SAXON CHARM, THE—88m.—U-Int.	2475
SEALED VERDICT—83m.—Paramount	2471
SECRET LAND, THE—71m.—MGM	2455
SHERIFF OF MEDICINE BOW, THE—54½m.—Monogram	2470
SINISTER JOURNEY—72m.—UA	2472
16 FATHOMS DEEP—83m.—Monogram	2455
SMART GIRLS DON'T TALK—81m.—Warners	2480
SOFIA—83m.—Film Classics	2454
SONG IS BORN, A—112m.—RKO	2458
SOUTHERN YANKEE, A—90m.—MGM	2455
SORRY, WRONG NUMBER—89m.—Paramount	2456
STATION WEST—91½m.—RKO	2477
SYMPHONY PASTORALE—105m.—Films International	2480
T	
TRAIL TO LAREDO—53m.—Columbia	2475
TRIPLE THREAT—70m.—Columbia	2477
TWO GUYS FROM TEXAS—86m.—Warners	2461
U	
URUBU—65m.—UA	2460
V	
VARIETY TIME—59m.—RKO	2458
W	
WE LIVE AGAIN—54m.—Jewish Films	2481
WHERE WORDS FAIL—63½m.—Lopert	2473
WALK A CROOKED MILE—91½m.—Columbia	2469

(The running times carried in these listings represent the latest corrected times of each feature.—Ed.)

	COLUMBIA	EAGLE-LION	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS	
SEPT 3	Gentleman From Nowhere W. Baxter, F. Baker, L. Van Rosten	The Olympic Games of 1948 Commentary by Bill Stern and Ted Husing (Technicolor) (English-made)		Music Man P. Brito, F. Stewart, J. Preisser The Babe Ruth Story W. Bendix, C. Trevor, C. Bickford (Allied Artists) Joe Palooka In Winner Take All J. Kirkwood, E. Knox, S. Clementis	Beyond Glory A. Ladd, D. Reed, T. Neal (End 1947-48)	(1948-49) The Velvet Touch R. Russell, L. Genn S. Greenstreet Station West D. Powell, J. Greer Rachel and the Stranger L. Young, W. Holden, R. Mitchum Variety Time J. Paar The Pearl P. Armendariz, M. E. Marques (Mexican-made) The Best Years of Our Lives F. March, D. Andrews, M. Loy, T. Wright They Live By Night C. O'Donnell, F. Granger, H. Da Silva Good Sam G. Cooper, A. Sheridan, R. Collins (McCarey)	Angel In Exile J. Carroll, A. Mara, T. Gomez	Flirting With Fate J. E. Brown, B. Roberts, S. Duna That's My Boy J. Durante, R. Tauber (Reissue) Dead Man's Gold, W L. La Rue, A. St. John S.O.S. Submarine (Semi-documentary) Harpoon J. Bromfield, A. Louis Duke of West Point L. Hayward, J. Fontaine (Reissue) Miss Annie Rooney S. Temple, W. Gargan (Reissue) The Mozart Story H. Holt, W. Markus Last Of The Wild Horses J. Ellison, J. Frazee, M. B. Hughes (Septatone)	(September releases) The Luck Of The Irish T. Power, A. Baxter C. Kellaway Escape R. Harrison, P. Cummins, W. Hartnell (English-made) Forever Amber L. Darnell, C. Wilde, R. Greene (Technicolor) The Creeper E. Cianelli, O. Stevens, J. Vincent The Gay Intruders J. Emery, T. Geva, L. Erickson (October releases) Cry Of The City V. Mature, R. Conte, B. Garde Apartment For Peggy J. Crain, W. Holden, E. Gwenn (Technicolor) Road House C. Wilde, I. Lupino, C. Holm, R. Widmark When My Baby Smiles At Me B. Grable, D. Dailey, (Technicolor) Belle Starr's Daughter G. Montgomery, R. Cameron (Alperson)	Urubu All-Native Cast (Breakstone-Coplen)		Two Guys From Texas D. Morgan, J. Carson, D. Malone (Technicolor)	
10													
17	Black Eagle, The Story of A Horse W. Bishop, V. Patton, G. Jones	In This Corner S. Brady, A. Shaw, J. Millican My Son, My Son B. Aherne, M. Carroll, L. Hayward (Reissue) International Lady G. Brent, I. Massey, B. Rathbone (Reissue) Hollow Triumph P. Henreid, J. Bennett, L. Brooks Adventures of Gallant Bess C. Mitchell, A. Long, P. Knight (Cinecolor) Behind Locked Doors R. Carlson, L. Bremer, R. Moore The Count Of Monte Cristo R. Donat, E. Landi (Reissue) The Son Of Monte Cristo L. Hayward, J. Bennett, G. Sanders (Reissue)	(September releases) A Southern Yankee R. Skelton, B. Donlevy, A. Dahl Luxury Liner G. Brent, J. Powell, L. Melchior (Technicolor) (October releases) Julia Misbehaves G. Garson, W. Pidgeon, P. Lawford No Minor Vices D. Andrews, L. Palmer, L. Jourdan (Enterprise) The Secret Land Admiral Byrd Adventure (Technicolor)										
24	Singin' Spurs H. Hotshots, P. White, K. Grant (End 1947-48) (1948-49) Triple Threat R. Crane, G. Henry, Pro Football Stars Walk A Crooked Mile D. O'Keefe, L. Hayward, L. Albritton I Surrender Dear G. Jean, D. Street, D. McGuire El Dorado Pass, W C. Starrett, S. Burnette, E. Verdugo Rusty Leads The Way T. Donaldson, S. Moffett, J. Litel The Loves Of Carmen R. Hayworth, G. Ford, R. Randell (Technicolor) The Untamed Breed S. Tufts, B. Britton, G. Hayes (Cinecolor)												
OCT 1													
8													
15													
22													
29													
NOV 5													
12													

SELZNICK RELEASING ORGANIZATION

HOLIDAYS—SPECIAL EVENTS

HOLIDAYS-SPECIAL EVENTS

Oct. 4-5-Rosh Hashanah
Oct. 12-Columbus Day
Oct. 13-Yom Kippur
Nov. 2-Election Day

SELZNICK RELEASING ORGANIZATION

The Paradine Case-G. Peck, Volli, A. Todd
Mr. Blandling Builds His Dream House-M. Loy,
C. Grant, M. Douglas

FILM CLASSICS

Drums-(Technicolor) (Reissue)
Four Feathers-(Technicolor)-(Reissue)
Miraculous Journey-R. Calhoun, V. Grey, (Cinecolor).
Sofia-G. Raymond, S. Gurie-(Cinecolor)
Border Wolves-(Western Reissue)
Pony Post-(Western Reissue)

1

THE
EXHIBITOR

9

WILL CELEBRATE ITS

30th

ANNIVERSARY

1

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ISSUE OF*

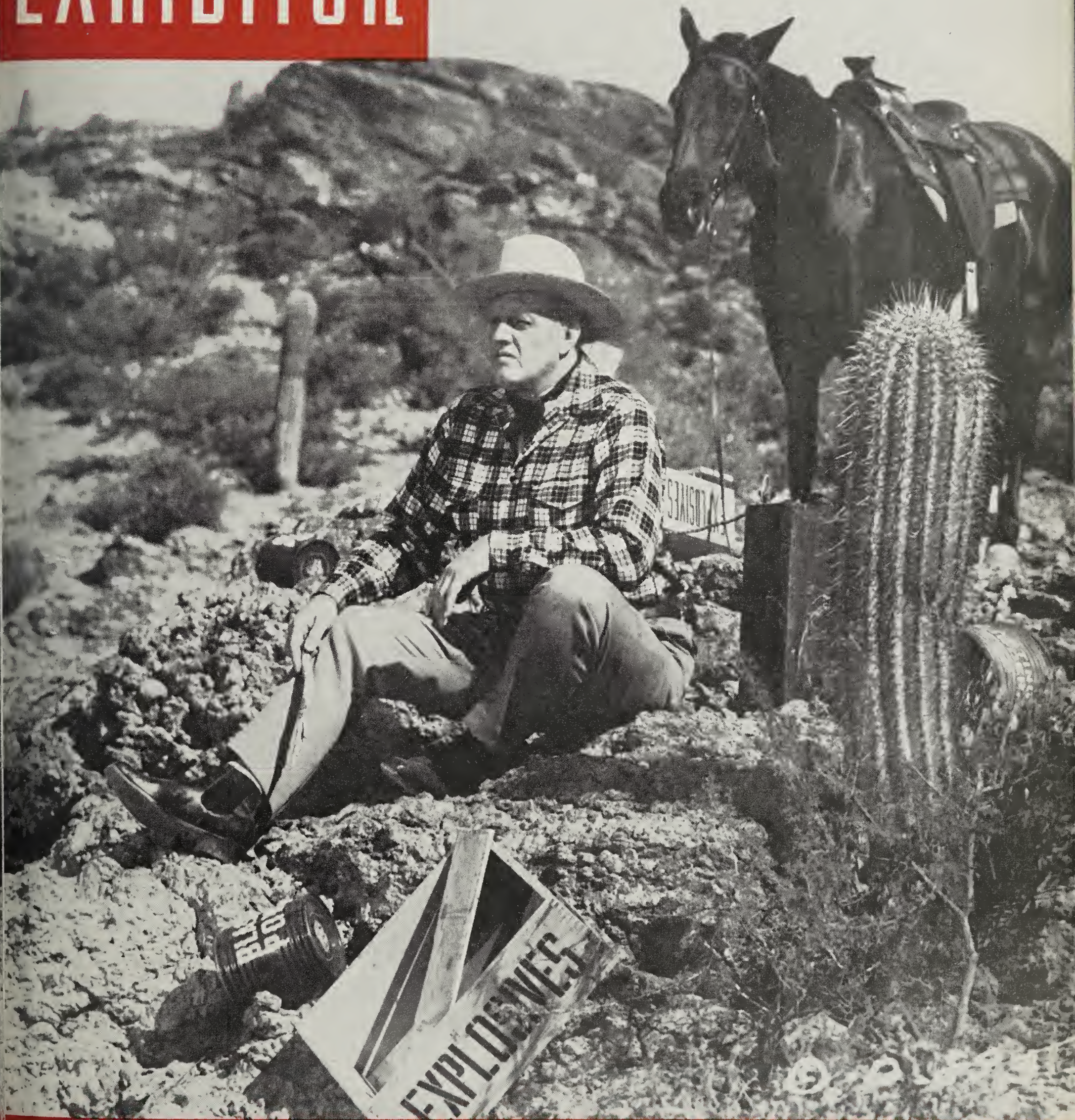
4

NOVEMBER

24th

8

THE EXHIBITOR



SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE

OCTOBER 6, 1948



VOLUME 40
NUMBER 22

NOT SOLD

When Gene Autry drives his cattle through that pass, he is going to be faced with a dynamite blast from Eugene Roth, a former theatreman who was tops in small town management before taking to such dirty work as an actor. Apparently, Roth doesn't want Autry to pay the mortgage and thereby save the day in Columbia's "The Big Sombrero".

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

IN THIS ISSUE: *The Industry's Most Informative Department on Confection Merchandising*

EXTRA PROFITS



THE PAWS THAT REFRESH YOUR BOX-OFFICE!



See for yourself! Attend these M-G-M Trade Shows: "Hills of Home" October 11th; "Three Musketeers" October 14th. The industry's main topic today is the multi-million dollar line-up of powerful product coming from M-G-M in the months ahead! Leo was an inspiration to the trade all Spring and Summer long! Here are just Two of Fifteen Giant Attractions, many completed, coming to the screens of America! For that gleam in the eye, for that sparkle at the box-office, stick to Metro-Cola!



"THE THREE MUSKETEERS"



M-G-M presents Alexandre Dumas' "THE THREE MUSKETEERS" starring LANA TURNER • GENE KELLY • JUNE ALLYSON VAN HEFLIN • ANGELA LANSBURY • FRANK MORGAN VINCENT PRICE • KEENAN WYNN • JOHN SUTTON • GIG YOUNG • Color by TECHNICOLOR • Screen Play by Robert Ardrey Directed by GEORGE SIDNEY • Produced by PANDRO S. BERMAN



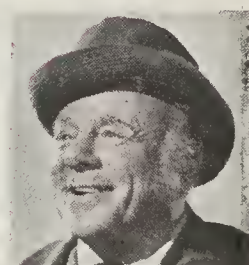
CITY	PLACE	ADDRESS	TIME	CITY	PLACE	ADDRESS	TIME
ALBANY	20th-Fox Screen Room	1052 Broadway	10/14 8 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Av.	10/14 1:30 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N.W.	10/14 10 A.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	10/14 2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	10/14 2 P.M.	NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	10/14 2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	10/14 2 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	10/14 1:30 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	10/14 1:30 P.M.	NEW YORK-N. J.	M-G-M Screen Room	630 Ninth Avenue	10/14 1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	10/14 2 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	10/14 1 P.M.
CINCINNATI	RKO Screen Room	16 East Sixth Street	10/14 8 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	10/14 1:30 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	10/14 1 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	10/14 11 A.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	10/14 2 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	10/14 2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	10/14 2 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N.W. Kearney St.	10/14 2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	10/14 1 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	10/14 1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	10/14 1:30 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	10/14 1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	10/14 1 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	10/14 1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	10/14 1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	10/14 1 P.M.
LOS ANGELES	20th-Fox Screen Room	2019 S. Vermont Ave.	10/14 2 P.M.	WASHINGTON	20th-Fox Screen Room	932 New Jersey, N.W.	10/14 2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	10/14 1 P.M.				



"HILLS OF HOME"



M-G-M presents "HILLS OF HOME" starring EDMUND GWENN DONALD CRISP • TOM DRAKE • JANET LEIGH • and LASSIE Color by TECHNICOLOR • Original Screen Play by William Ludwig Suggested by the Ian MacLaren Sketches "Doctor of the Old School" Directed by FRED M. WILCOX • Produced by ROBERT SISK



Edmund Gwenn, Academy Award winning star of "Miracle On 34th Street" says: "In 'Hills of Home' I have found my best role!"

CITY	PLACE	ADDRESS	TIME	CITY	PLACE	ADDRESS	TIME
ALBANY	20th-Fox Screen Room	1052 Broadway	10/11 8 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Av.	10/11 1:30 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N.W.	10/11 10 A.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	10/11 2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	10/11 2 P.M.	NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	10/11 2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	10/11 2 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 So. Liberty St.	10/11 1:30 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	10/11 1:30 P.M.	NEW YORK- N. J.	M-G-M Screen Room	630 Ninth Avenue	10/11 10:30 A.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	10/11 2 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	10/11 1 P.M.
CINCINNATI	RKO Screen Room	16 East Sixth Street	10/11 8 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	10/11 1:30 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	10/11 1 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	10/11 11 A.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	10/11 2 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	10/11 2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	10/11 2 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N.W. Kearney St.	10/11 2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	10/11 1 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	10/11 1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	10/11 1:30 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	10/11 1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	10/11 1 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	10/11 1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	10/11 1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	10/11 1 P.M.
LOS ANGELES	20th-Fox Screen Room	2019 S. Vermont Ave.	10/11 2 P.M.	WASHINGTON	20th-Fox Screen Room	932 New Jersey, N.W.	10/11 2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	10/11 1 P.M.				

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WILL CELEBRATE ITS
30th
ANNIVERSARY

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WITH THE
ISSUE OF
NOVEMBER

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8

24th



"THREE LITTLE WORDS," now being readied for production, is not to be confused with those three little words exhibitors often tell salesmen, "Too Much Money."



THE PRODUCER who said "people will stay home to see bad television rather than go out and pay to see a bad movie" could have shortened his statement to read "people will stay home rather than go out and pay to see a bad movie," and still be correct, without dragging television into the picture.



WHAT HAPPENED in Texas could set a precedent. A theatre was moved by truck 14 miles, and set up in a different area. This could lead to a situation where an exhibitor, dissatisfied with business, could just pack up, and move closer to where he thinks more patrons might be.



THE FACT that "Three Little Pigs" is being rebooked at terms being secured for a new short, not a reissue, isn't surprising, considering the price of pork these days.



SOMETHING NEW in combatting theatre vandalism has cropped up in Sterling, Colo., where Chet Miller, city manager, Fox Intermountain Theatres, is selling student tickets at reduced rates, and asking each purchaser to sign a "Good Behavior Pledge." The sheets with signatures have been placed in the lobby with the words: "Remember your pledge." If it works, it should be copied.



THE CHANGE of title from "The Story of Sam Bass" to "Calamity Jane And Sam Bass" was probably influenced by a desire to attract the romantic vote.

—H. M. M.

I N D E X

VOL. 40, No. 22

OCTOBER 6, 1948

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THE EXHIBITOR

VOL. 40, No. 22



OCTOBER 6, 1948

New Thoughts On Clearance

WHILE many exhibitors will agree with the views on clearance recently expressed by William F. Scully, Universal Pictures, Inc., vice-president and general sales manager, there will be many more who will take issue with him.

IT IS true that years and a number of court cases have brought with them a different interpretation of clearance, but the blame cannot be laid at the doors of the exhibitors.

FURTHERMORE, when Scully says, "The responsibility for clearance and availability is entirely that of the distributor," he fails to mention that under the U. S. Supreme Court decision, the burden of making certain that a clearance is not illegal falls upon the distributor, and not the exhibitor.

FURTHERMORE, no exhibitor in this country is likely to pay top money for a show without being certain that with his outlay he buys a definite period of clearance that will allow him to protect his bricks and mortar investment.

WE AGREE with Scully when he declares that the distributor should have a faster return on his investment, but the reason for the long playoffs in some areas has been because the distributor has generally been in agreement with some exhibitors, circuit or independent, on a longer clearance.

The headaches in our industry have come not from the 14-41-28 day clearance but from the six-month to one year clearance, which reports indicate still exist.

FOR YEARS these columns have said that under a fair clearance system there should be profits for everyone, including the distributor, but it was not until the courts forced a change, and broke down the wall, that the distributors finally figured out that they, too, could benefit from making pictures available earlier.

EXHIBITORS who now believe their clearance oppressive should take Scully up on his pronouncement.

It will be interesting to see how his branch managers make available to the complaining theatremen the benefits of the new Scully philosophy.

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EASTERN TRADESTERS MAY IDENTIFY THE BIG CONVICT GLARING AT HUME CRONYN IN "BRUTE FORCE" AS EUGENE ROTH, ONCE A MANAGER.

A Manager Can Do Almost Anything

In This Case, It Didn't Hurt To Have Handled Small Town Theatres

"AS a theatre manager, you're a good actor!"

The chances are that if a theatreman were confronted by an unsmiling chap making such a statement, he'd lash out with a good right (if he were big enough), or just turn around silently, and add another name to his "I hate you" list.

Anyway, this would happen in most cases, but there are always exceptions proving the rule. This story concerns an exception whose name is Eugene Roth, though up to a few weeks ago, it was Gene Stutenroth, which he will still be called here. The change, it seems, came after a suggestion by an exhibitor, who thought it too long for his marquee.

Not many years ago, Stutenroth was flitting back and forth between Philadelphia and New York, managing theatres in great style, and especially hot on exploitation stunts in which he spe-



The menacing Roth here grips a most terrified Audrey Long in "Game of Death", which the former manager made while employed at RKO.

cialized in small towns in New Jersey. However, when the second World War was in swing, Stutenroth lifted his heavy frame, and headed for the west coast to build Flying Fortresses at the Lockheed Plant in Burbank, Cal.

Well, he doesn't know just what happened after that, but Burbank isn't far from the studios, and one morning not much later, he awoke to find himself a movie actor!

As of several weeks ago, Stutenroth had appeared already in 81 roles. Here is a description of his work in his own words:

"I am classified in the studios as a 'character heavy', which means I play a lot of despicable roles as well as many every day types such as stevedores, sea captains, detectives, cops, masseurs, butlers, convicts, etc."

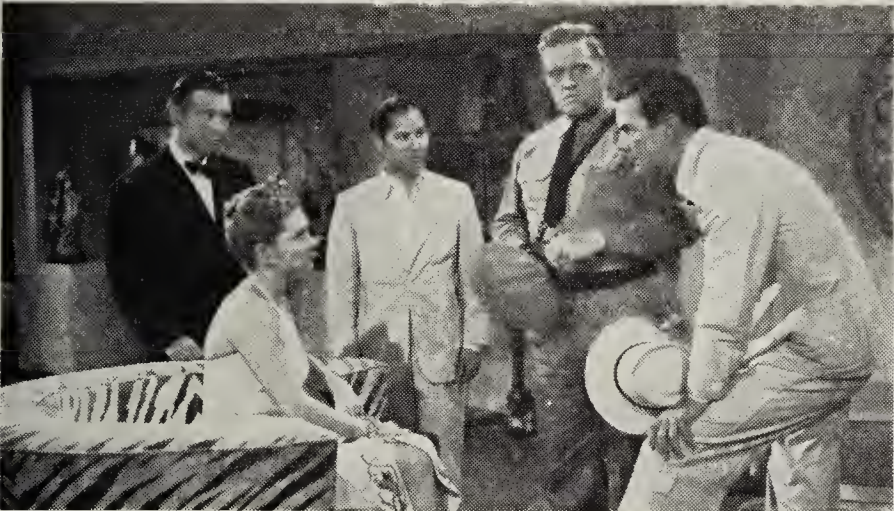
He recently completed his first role on the Warner lot in his first Technicolor film,



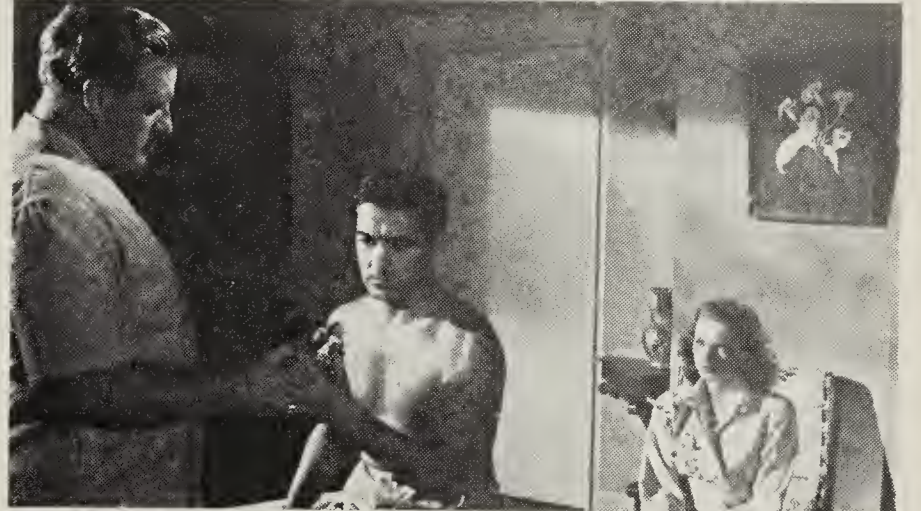
Many a time Roth watched the hero chase the bad 'uns, but never thought he would at one time be the heavy in "Marshal of Cripple Creek".



Roth also worked with the veteran Sidney Toler in one of the "Charlie Chan" series. As a murder suspect, he craftily glares at Toler in this scene.



In the Universal serial, "Lost City of the Jungle", our man was the police chief, and is here seen with Keye Luke, Russell Hayden, and other players.



On the 20th Century-Fox lot, Roth had a very brief role in "Nightmare Alley", and will best be remembered as the masseur to star Tyrone Power.

"The Younger Brothers." In this, he plays the character of Jonas, described in the script as a "big blustering, run-with-the-crowd type; very brave when there is nothing of which to be afraid."

Here's what he says about his job: "I can truthfully say it takes at least five years to become a fair actor, and, from there on, each new assignment is a challenge to one's ability. There's always something new to learn, and it's hard work, but I really like it."

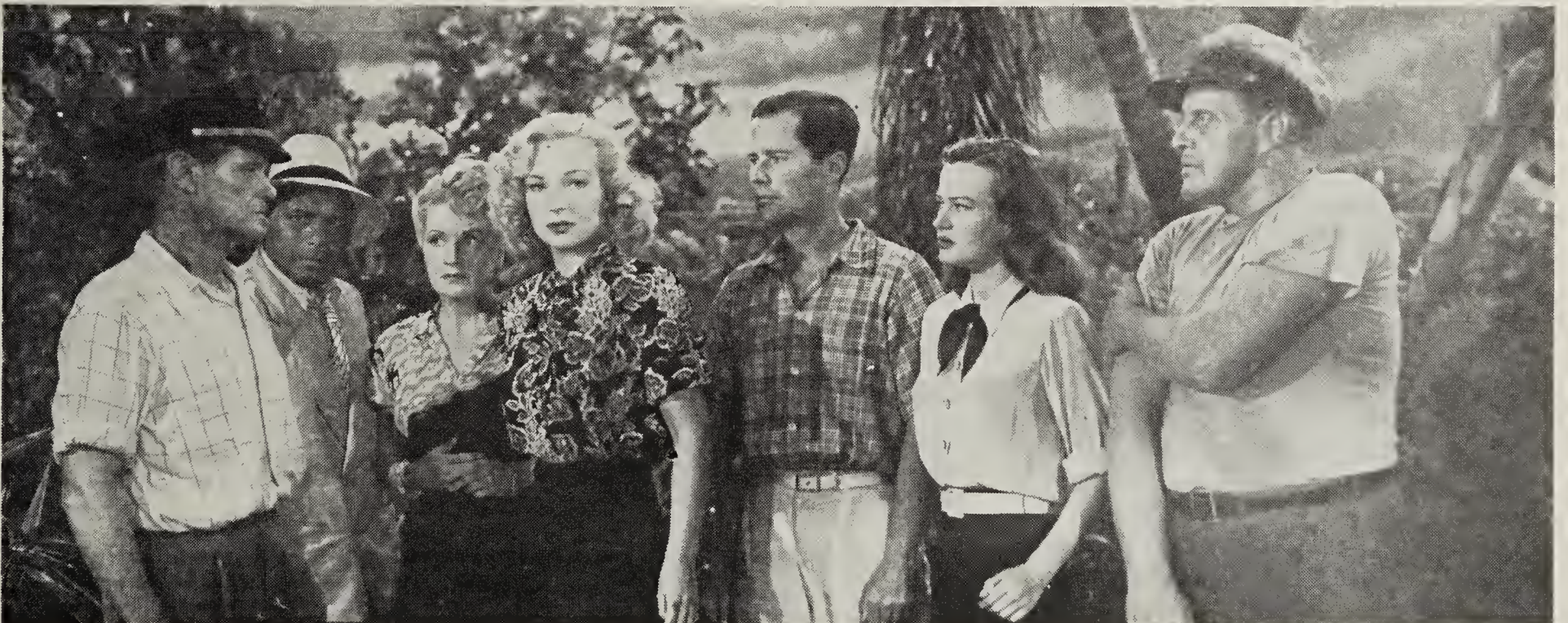
On being asked about the transition from theatre manager to actor, Stutenroth replied: "I have sat back on many occa-

sions, and wondered how it ever happened to me. The fact that every studio out here has collaborated to plant my mug in 81 pictures since I came out here five years ago seems to indicate there's some reason for it. For myself, I say that many theatremen who have stepped out on their stages to make announcements, run a 'Bingo' game, m.c. an amateur show, or address civic groups are just as competent to stand in front of a camera, and talk intelligently, and understand the import of the dialogue on hand as it has been my experience to do. I know, of course, that reactions, expressions, and

stage mannerisms are also important.

"Taking it from there, I do feel that my many years in the front of the 'house' have made the task of applying myself to acting much easier, because I understand the language. . . . Without my 19 years in theatres, I probably would have been just a flash in the pan."

If any exhibitor secretly cherishes to trod the boards under the shadow of the great bard, or to be a masseur to Tyrone Power, let him take encouragement in the experience of Gene Stutenroth, or we should say, Eugene Roth on the marquee, master showman and thespian.



Yes, that's Roth at right, this time playing a seaman in 20th-Fox's "Strange Journey" with Paul Kelly, Ossa Massen, Hillary Brooke, and many others.

MEL KONECOFF'S NEW YORK

WE GUESS that it's about this time every year that we always greet everyone as "Howdy Pardners," and announce that the western influence is here. This time it's ridin', shootin', tootin', singin' Gene Autry, here with his rodeo at Madison Square Garden. To celebrate his arrival, Madison Square Garden officials hosted for ye press a Tenderfoot Cocktail Party.



The chuck wagon was well in evidence and bartenders dispensed their firewater with a lavish hand. Also plentiful in evidence were a goodly number of purty cowgirls in tight britches.

Autry, while here (until Oct. 23) will probably preside at a national convention of the Gene Autry Friendship Club, conduct his weekly radio show, give out with a score of interviews, and undoubtedly appear at a number of hospitals with shows for bedded youngsters and veterans.

He then heads for the wide open spaces of Boston. His press agent was all enthused over the number of house records broken whenever he made a personal appearance with one of his latest Columbia releases, "Strawberry Roan."

Ride 'em, pardner, ride 'em.

AMPA MEETS, GREETINGS, AND SPEAKS: Last week some 150 members and guests of Associated Motion Picture Advertisers gathered at the Hotel Astor to hear prexy Max Youngstein reiterate that the public relations job of the industry is the "most butchered job in history." Reporting on a recent nation-wide tour and conversations with exhibitors and newspapermen, he stated that there were five points most frequently commented on by the public: (1) the industry is passing through one of the worst financial crisis in history, (2) the industry is a hotbed of anti-American activity, (3) the Hollywood branch is morally subversive, (4) the industry was permitting too much uncalled for and unmerited ridicule and censorship, and (5) the industry was disregarding the ten commandments in its films. Youngstein asked: how could these conditions exist if the public relations campaign was adequate?

One of the guest speakers was Brigadier General Robert A. McClure, Civil Affairs Department of the Army, who paid tribute to the industry for the cooperation received in providing adequate films for the department's entertainment program in conquered countries.

He did opine that the industry lacked suitable documentary subjects which could be included in his program, and, as a result, his department planned to contract for the production of such subjects.

The gathering was also addressed by Robert Coyne, former executive director, TOA, who acknowledged the efforts of AMPA and the trade press. He also opined that exhibits were dead serious about a program of improved public relations on behalf of the industry, and thought that there were four problems involved, (1) the local exhibitor's problem, (2) relations between exhibits and distributors, (3) content of films, and (4) behavior in Hollywood.

COMMUNIQUE DEFT.: Lynn Farnol, advertising and publicity director for Sam Goldwyn, writes in part: "In a few days (actually on Oct. 19 at the Astor), we think the whole town will be jumping with the jazz of 'A Song is born.' People will be arguing about sweet and swing, boogie-woogie, jive and bebop. Just to put you in the right mood for this musical festival, may we send you these musical bibelots (get your own dictionary) . . . Yours for higher high notes and lower low notes," etc.

Thank you, Lynn. And we are yours for higher grosses at more boxoffices.

GOOD EXPLOITATION STUNT: Recently "Walk A Crooked Mile" was screened for 50 of Syracuse's finest, and the chief of police offered an extra day off to the policemen who correctly identified the master spy when the picture was stopped five minutes before the end. Fifteen of the 50 got their man and an extra day off, and the Syracuse papers got some interesting stories and pictures.

THE STAMP OF APPROVAL DEPT.: Any time that a Girl Scout sees RKO promotion manager Leon Bamberger, she has our permission to kiss him on both cheeks. It seems that he has been pushing for a special stamp to honor the founder of the Girl Scouts, and it has been approved. Savannah, Ga., will be the scene of the stamp premiere. We wonder whether he will send out first day covers as per usual.

GIRDLING THE GLOBE WITH CROSBY: That man Bing certainly gets around. Now it seems that his films are to be exhibited 300 miles north of the Arctic Circle. It dates back to the fact that the inhabitants of the town (?) of Ivalo have heard his programs, and have read about Der Bingle in mags, and when a Finnish exhib planned to show features, Crosby was their big preference. All of which means that Paramount has another account to sell.

THE METROPOLITAN SCENE: Henry "Hank" Linet, lawyer, author, fisherman extraordinaire, and eastern advertising manager for U-I, lectured at the American Theatre Wing Seminar last week on the organization and functioning of a film company advertising and publicity department. . . . George Weissman, formerly with the publicity and advertising department of Sam Goldwyn, joined the Benjamin Sonnenberg office. He's had quite a bit of experience. . . . Richard de Rochemont, the March of Time producer, is back from London and Paris. . . . Bill Berns, radio commentator of note, who has added specialized movie-radio promotion activities to his broadcast schedule, has been appointed liaison between the Mutual Network series, "Movie Matinee," and the industry. . . . Budd Getschal, former advertising executive at Paramount and Warners, and presently vice-president and partner in Stuart Bart, Inc., advertising agency, was married to Evelyn Love Cooper. . . . Herb Seletsky is the proud father of a brand-new daughter, Rosalyn

"Work Harder", Warner Advises Industry

HOLLYWOOD—Prescribing the work treatment as the only possible cure for the American motion picture industry's ailments, Jack L. Warner, executive producer, last week announced a record fourth-quarter filming schedule that will give Warners' studios a 1948 production total 25 per cent higher than 1947.

Warner said he has assigned eight producers to the preparation of 26 properties for early filming. At least nine of these will be started before Jan. 1, with the production drive carrying on full force into 1949.

"Hollywood has been suffering from a lot of mental ills caused by indecision, inertia and plain fear," said Warner. "The work treatment is the only possible cure. It can be as effective as the industry leaders and their creative workers want to make it. Most of the bugaboos we have been setting up are excuses for not making pictures. We still have an important domestic market, as the returns for good pictures prove. The films with real entertainment punch are drawing audiences approaching those of the peak war-time boxoffice years."

Phyllis. . . . More houses going in for p.a.'s, and the latest to be booked by Abe and Joe Feinberg for the Comerford Circuit are Bela Lugosi, Ken Maynard, and Allen Jenkins. . . . Arthur Davis Associates took over the publication of Foreign Film News. . . . Arthur DeBra, community relations director, Motion Picture Association, is sending out a letter recommending backing of "Red River." . . . The National Film Board of Canada has come through with three very fine shorts, "Science In Bloom," "Get Rid Of Rats," and "It's Fun To Sing." Hollywood producers and directors could take a look at the latter. . . . Parents' magazine honored "Macbeth" with a special merit medal while "Rachel And The Stranger" received its monthly award for family audiences. . . . A good press-book is out on "Walk A Crooked Mile." . . . Veterans' Hospital Camp Shows are receiving fine support from industry personalities in the campaign "to take Hollywood to the hospitals."

Century Managers Rewarded

NEW YORK—Winners in the Eagle Lion-Century Circuit showmanship contest for outstanding selling campaigns on EL 1947-48 product were named last week, and presented with their cash prizes by Max E. Youngstein, Eagle Lion vice-president in charge of advertising, publicity, and exploitation.

The winning Century managers, whose campaigns will be made available to all other theatres playing Eagle Lion product for possible adaptation to their own situations, are: Saul Rénick, manager, Farra-gut, Brooklyn, who received the first prize of \$250; Howard Cohn, manager, Midwood, Brooklyn, winner of second prize of \$125, and Dan Martin, manager, Huntington Station, Huntington, L. I., who won third prize of \$125.

"Clearance Change Needed" - Scully

NEW YORK—Contending that the play-off of pictures has not kept pace with the drastic changes of the past few years in picture production, individual picture costs, and the greater inventories required by the changes in distribution methods, William A. Scully, vice-president and general sales manager, Universal Pictures Company, Inc., last week announced in the first of a series of regional sales meetings that Universal will scrutinize the current clearance patterns, and move forward on a plan for more aggressive and rapid liquidation of pictures.

Scully said:

"At periodic intervals, there have been drastic upheavals in our industry which require a careful reexamination of every phase of our operation. A reappraisal is necessary to bring into line methods of doing business and practices which no longer have validity because of changed conditions. The last few years have witnessed an enormous change in production and distribution of motion pictures. Instead of selling a year's product in advance, we now produce pictures which are sold to exhibitors after completion. This requires a much greater investment in pictures by producers than we ever had in the history of motion pictures. The monies tied up in motion picture production are higher because production costs per picture are higher, and because the number of completed pictures at any given time is greater.

"The method of distributing motion pictures and the playoff of motion pictures has not changed sufficiently to keep pace with the change in production of motion pictures. We have followed a pattern which made business sense prior to the changes which have taken place in production and marketing of pictures. We cannot continue along the same lines.

"Today it is necessary that we have our pictures played in all of the important situations as early as possible. From a dollars and cents point of view, it is entirely unsound for a distributor to invest a million or two million dollars, and have to wait two years before he can realize his investment.

"The responsibility for clearance and availability is entirely that of the distributor. Clearance and availability must therefore be analyzed as they relate to each situation because the clearance and availability that are in existence today are retarding the liquidation of our product.

"The demands of exhibitors of clearance in excess of 30 days cannot be continued unless the facts, as they exist today, justify it. The clearance of large towns over towns 20 or 30 or 40 miles distant must be carefully reconsidered.

"We must realize the facts involved in the great change in production, the economics of this change, and the importance of moving forward in our distribution practices. We spend a great deal of money on national advertising, and the benefits of this extensive advertising are lost when pictures are delayed in reaching the public because of outmoded clearance and availability. Changes will have to be made in availabilities and clearances

Jersey Allied Okehs Smith Conciliation Plan

NEW YORK—At a general membership meeting today, of Allied Theatre Owners of New Jersey, the general membership approved unanimously the Smith Conciliation Plan, and a committee, consisting of Irving Dolinger, Lou Gold, and Wilbur Snaper, was appointed.

A. L. Abrams, Newark, was retained as permanent counsel for New Jersey Allied for the purpose of policing the new decree set-up by the courts. Convention dates were set for Sept. 13-15, 1949, in Atlantic City, N. J., and discussion on new clearances took place.

A report on the small business men's committee was also made by President Edward Lachman.

SEC Reports Shifts

WASHINGTON—Report of the Securities and Exchange Commission last fortnight revealed the following shifts in stock holdings:

RKO—N. Peter Rathvon dropped 5800 shares, dollar common, making his holdings 14,200 as of Aug. 10. Republic—Herbert J. Yates dropped 900 shares of cumulative preferred, but retained 73,687 shares of 50 cent common and \$25,000 worth of four per cent cumulative income debentures. Universal—Daniel Sheaffer dropped 2940 shares of common, retaining 2367. Preston Davie dropped 1800 retaining 3409. Warners—Albert Warner holds 435,200 common and 21,000 in a trust after acquiring 700 shares of \$5 common. General Precision Equipment—R. B. Larue dropped 100 shares of capital stock.

NSS Trailers Readied

NEW YORK—Melvin L. Gold, director of advertising and publicity, National Screen Service, announced last week that the company is now preparing its Christmas and New Year holiday greeting trailers. Will Geer, well known legitimate actor, has been signed for the leading role in the New Year's trailer. The holiday subjects, on which shooting will begin within the next few days, are expected to be the finest ever turned out by NSS, according to George F. Dembow, vice-president in charge of sales, currently being honored by the company's George Dembow Tribute Sales Drive.

"Macbeth" Receives Honor

NEW YORK—Parents' magazine last week honored Orson Welles' motion picture production of "Macbeth" with a special merit medal. The award to Orson Welles and Republic was announced by Phil Willcox, director of motion picture relations, Parents' magazine.

The world premiere of "Macbeth" takes place on Oct. 7 at the Esquire, Boston.

where conditions warrant the change in order to speed the liquidation of our pictures. As a result, we will be in a better financial position to produce and market top pictures, and the people of America will be able to see our pictures while they are fresh in everyone's mind, and the public will want to see our pictures."

Tri-States Offers \$7500 In Prizes

OMAHA—The greatest showmanship drive in the history of the Tri-States Theatres was announced last week by G. Ralph Branton, circuit general manager. Pacing his announcement of prizes for this drive in the manner of the radio master of ceremonies, Branton added up a giant jackpot totaling \$7500. This amount will be increased when special awards are announced for the courtesy campaign conducted simultaneously with the showmanship drive.

Branton stated the drive is in answer to executives of several distributing companies who have condemned the lack of showmanship on the part of exhibitors. The drive will cover the last 13 weeks of this year in each theatre in the Tri-States Circuit, closing Christmas week. It is divided into five phases. Phase 1 is the Manager's Gross Sweepstakes, in which each theatre races against comparable theatres in the circuit for the greatest percentage of increase in gross. Phase 2 will be the district profit contest in which district competes against district for the current increase in net profits. Phase 3 is a drive for increased profits for the week before Christmas and Christmas Week. Phase 4 is the special pre-Christmas extra revenue derived from sources other than admissions at regular performances. Phase 5 is the showmanship division in which substantial prizes are being offered for the best advertising and exploitation campaigns on attractions distributed by Paramount, MGM, 20th Century-Fox, Warners, Universal-International, Eagle Lion, Republic, and Monogram-Allied Artists.

An additional feature of the drive will be conducted by the merchandising department for candy and popcorn attendants. The contest will run simultaneously to select the circuit's champion merchandisers, with prizes being awarded in each of the three districts.

WB Div. Heads Honored

NEW YORK—Ben Kalmenson, Warners' general sales manager, last week set the month of October as division managers' month in the company's current sales drive. The division managers to be honored with the drive month are: Roy Haines, western division sales manager; Jules Lapidus, eastern and Canadian division sales manager, and Norman Ayers, southern division sales manager.

Cash prizes of \$35,000 will be awarded the winners in the drive.

Federal Tax End Asked

ST. PAUL, MINN.—The repeal of the federal admissions tax so that cities and states can have this source of revenue was recommended at a meeting of the Tri-Cities Revenue Committee of Minneapolis, St. Paul, and Duluth, Minn., last week.

Siritzky Adds Italians

NEW YORK—Siritzky International Pictures last week announced the acquisition of Italian pictures for distribution in this country. Leading off its Italian releases will be "Lovers In Flight," to be followed by "The White Devil."

TOA Meet Covered Major Trade Topics

CHICAGO—Those attending the TOA convention here last fortnight went home certain that the second year of the organization would be even more successful than the first.

The convention, itself, covered all phases of industry problems.

(Highlights of the TOA meeting were carried in the Sept. 29 issue of THE EXHIBITOR.—Ed.)

"We are here on serious business" said John Balaban, temporary chairman, in opening the convention. "While the Paramount decision, ASCAP, and the 20 per cent government amusement tax adds to our burdens, I am sure these problems can be solved."

Dr. Leo A. Bishop, regional director, National Conference of Christians and Jews, made a plea in his invocation for continuation of the blessings of democracy, justice, and charity, and the elimination of violence, discord and confusion.

Presiding as a temporary chairman, R. R. Biechele, Kansas City, complimented the organization on its first birthday as having had a year of splendid growth and accomplishment.

Earl Hudson was given warm praise by Biechele for the publicity campaign he started in Los Angeles. He paid great tributes to Ted R. Gamble, retiring president, for his untiring efforts and generous contributions for the welfare of the industry.

Gamble then spoke, and reviewed the progress of the organization.

Fred Wehrenberg, St. Louis, retiring chairman of the board, spoke, and concluded with an invitation for all to attend the TESMA meeting in St. Louis.

Marcus Cohn then addressed the group on "Television and its Relation to the Theatre."

Robert W. Coyne, New York, special consultant, introduced Gael Sullivan, executive director, in glowing terms.

Sullivan cited as problems taxes on movies, the cost of living using up dollars previously spent for pleasure, and the courts "clogged with movie litigation."

In giving the invocation at luncheon, Rabbi Jacob Weinstein, president, Chicago Rabbinical Association, made a plea for peace in Jerusalem and a happier world.

During the luncheon, Robert J. O'Donnell, Dallas, complimented the Chicago members for a splendid reception and introduced Barney Balaban.

Spyros P. Skouras, president, 20th-Fox, in an anecdotal mood, kept his audience interested.

"Critics are a great problem," said Skouras in conclusion. "They try to destroy our business and are our greatest enemies. Don't let these people undermine the greatest entertainment medium the world has ever had. We must fight them with all our might. Let's tell our real story over the highways and byways."

Edward H. Foley, Jr., Under-secretary of the Treasury, then spoke.

Following committee meetings, a cocktail party and buffet supper was given by the Coca-Cola Company. Buses were

Allied Urges Aid To Get Out Vote

WASHINGTON—In a bulletin last week, Allied States Association urged that theatres cooperate in a campaign to get out the vote on Nov. 2. Use of newsreels was asked, but exhibitors were also asked to order special clips, and use lobby signs with copy reading: "Be Sure And Vote On Nov. 2."

The organization also issued a lengthy discussion of Judge Nordbye's opinion in the Berger-Jensen cases in Minnesota and the possible effects of the ruling by Judge Campbell in the Alger cases in Chicago, in which the court "recognized the seriousness of the defendants' contention" that exhibition contracts were illegal, therefore possibly affecting distributors' suits alleging fraud in returns on percentage engagement.

Developments in various areas as the result of the hearings before the House Small Business Committee were also discussed, with the suggestion that concrete proposals for remedial legislation will later be urged upon the committee.

provided for a visit to the Chicago Railroad Fair.

The second day of the convention started off with a large-screen television demonstration at the Esquire, where a short lecture was given by George Shupert, Paramount.

The address of secretary Morris Loewenstein on "The Problems of Taxation" commanded rapt attention.

Reports of committees were next in order, and these were adopted unanimously as was the report of the nominations.

Acting as chairman, Eddie Zorn, Pontiac, Ill., stressed the need for the widest information on the impact of television. "No convention of ours would be complete without distributors and producers," Zorn said in introducing Andy Smith, Jr., 20th-Fox general sales manager.

"In the past, efforts toward conciliation have failed," Smith said. "But now we have a national organization which can render satisfactory decisions. Minneapolis has a conciliation board for exhibitors and distributors which is working out differences in a splendid way. New Jersey has a similar board, and others will be formed in various sections, since there is a very definite need for them."

National Screen Service was criticized by William Ruffin, Covington, Ky., on service and prices, with others also registering complaints, and it was decided to refer the trailer problem to the board of directors.

A plan to reduce juvenile delinquency was outlined by Guthrie Crowe, president, Kentucky Association Of Theatre Owners and Kentucky state police commissioner.

Robert L. Wright, Department of Justice, told the assemblage that he believes that about 1000 houses will be affected by divorcement, and that it will take some time.

Rev. Preston Bradley, Peoples' Church, gave the invocation at luncheon. Following an address, he was made later in the session an honorary member of TOA and

a member of the committee on television. He declared:

"I have been in the same pulpit for 37 years, and when, 24 years ago, I suggested to our trustees that I broadcast my sermons over the radio they said 'that will ruin your church attendance.' We adopted radio, and it has been a boon to the church."

Wayne Coy, FCC chairman, gave a brilliant, informative address.

Acting as temporary chairman, Ray Cooper, San Francisco, introduced Herman M. Levy, general counsel, with tributes to his ability and earnest unselfish efforts on behalf of TOA.

Upon adjournment of the final business session, there followed soon after a cocktail party with door prizes given by Warners.

At the banquet, John Balaban introduced Claude C. Mundo, Little Rock, Ark., as chairman, who, in turn, called on George Jessel, master of ceremonies. Phil Reagan sang the National Anthem, and Ilona Massey, film star, took a bow. Mayor Martin Kennelly gave a welcome.

"Looking at boxoffice receipts, I wonder what you are celebrating," was Jessel's first side-splitter.

A plea for films of high moral value was made by Samuel Cardinal Strich, Catholic Archbishop of Chicago, in an address at the banquet which concluded the TOA convention. "Clean, wholesome plays will be found to be the most profitable," he said. "I have never contended that the movies have been universally undesirable, but they do stand condemned of certain things. It is unfortunate that the institution has not fully satisfied its moral and social obligations. In many instances, it has catered to the low and debasing appetites of man. It has sometimes inculcated sexual immorality. It has frequently given a false picture of life."

"There has arisen a false impression in some places that the lewd film has the greater drawing power," he said. "Actual surveys, however, have shown that movies with sound moral value and free from filth have a much greater drawing power."

"You men of integrity can make moving pictures of greater importance and value than ever before," he said, "bearing in mind that democracy rests on moral concepts."

"I do not intend to be too critical, but I do plead with you to help with all your might."

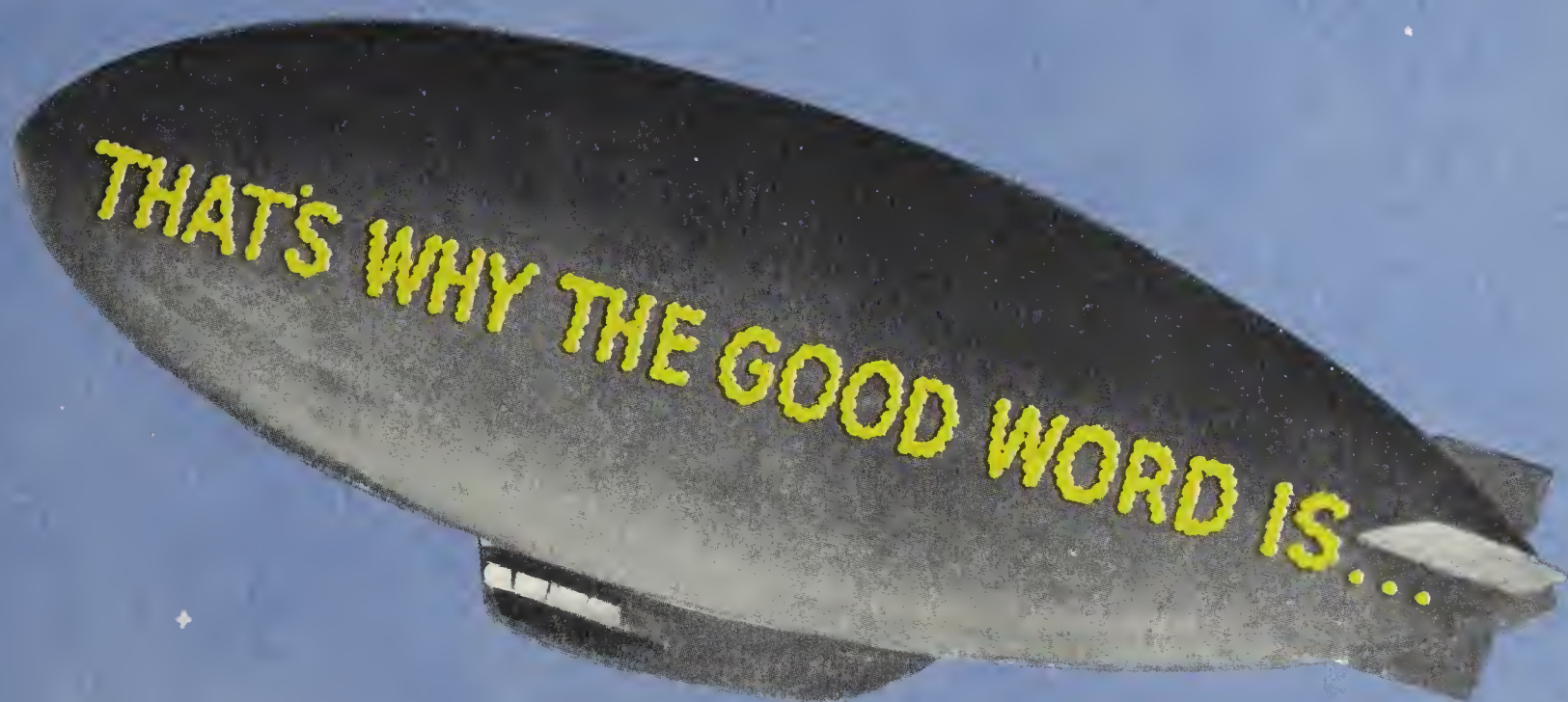
"Contribute to the upbuilding of good communities and you will not need to fear the intrusion of new technical amusement devices," he said, in conclusion.

With an apt story, Jessel introduced the newly elected president, Arthur H. Lockwood, Winsted, Conn.

Si Fabian, New York, made a gift presentation to Gamble as a tribute to his unselfish devotion and industry. Presentations were also made, with praise, to Wehrenberg and to Robert W. Coyne.

The treasurer's report showed that 3944 theatres, represented by 28 associations, had paid in \$268,215 in dues for the year. National average was eight and seven-tenths cents per seat. Balance was \$76,611. Monies paid out included \$49,647 to Robert Coyne and \$15,000 to general counsel Levy.

The public relations program cost \$12,086, it was indicated.



WATCH FOR U-I'S UNITY DRIVE BIG THINGS COOKING

Universal-International
presents

DONALD
O'CONNOR

MA 'N PA KETTLE OF "THE EGG AND I"

MARJORIE MAIN
PERCY KILBRIDE

Together Again!

**'Feudin'
Fussin'
and
A-Fightin'**

with

PENNY EDWARDS
JOE BESSER

Screenplay by D. D. BEAUCHAMP

from his Collier's Magozine Story

Directed by GEORGE SHERMAN

Produced by LEONARD GOLDSTEIN

UNIVERSAL-INTERNATIONAL presents

BUD
LOU
ABBOTT & COSTELLO
meet

FRANKENSTEIN

WITH

The **Wolfman** • **Dracula** • The **Monster**

played by
LON CHANEY played by
BELA LUGOSI played by
GLENN STRANGE

LENORE AUBERT • JANE RANDOLPH

Original Screenplay by ROBERT LEES • FREDERIC I. RINALDO • JOHN GRANT

Directed by CHARLES T. BARTON • Produced by ROBERT ARTHUR

WALTER WANGER presents

TAP ROOTS *Color by
Technicolor*

Starring

VAN HEFLIN • **SUSAN HAYWARD**

with **BORIS KARLOFF** **JULIE LONDON** • **WARD BOND** • **RICHARD LONG**

And Introducing **WHITFIELD CONNOR** Directed by **GEORGE MARSHALL**

From the Novel by JAMES STREET

Screenplay by Alan LeMoy • Additional Dialogue by Lionel Wiggam

Produced by Walter Wanger Pictures, Inc. • A GEORGE MARSHALL Production

A Universal-International Release

**NOW
RIDING
HIGH
EVERYWHERE**

Universal-International presents

JOHN
PAYNE

JOAN
CAULFIELD

DAN
DURYEA

SHELLEY
WINTERS

"LARGENY"

with **DOROTHY HART** • Patricia Alphin

Screenplay by Herbert F. Margolis • Louis Morheim and William Bowers • From the Novel "The Velvet Fleece"
by Lois Eby and John Fleming • Directed by GEORGE SHERMAN • Produced by LEONARD GOLDSTEIN.

Universal-International presents

ROBERT WALKER • AVA GARDNER • DICK HAYMES

"ONE TOUCH of VENUS"

with EVE ARDEN • OLGA SAN JUAN • TOM CONWAY

Screenplay by Harry Kurnitz and Frank Tashlin • Based on the Musical Play • Music by Kurt Weill • Book by S. J. Perelman and Ogden Nash • Lyrics by Ogden Nash • Suggested by the Navel, "The Tinted Venus" • Directed by WILLIAM A. SEITER • Produced by LESTER COWAN

Universal-International presents

DEANNA DURBIN
EDMOND O'BRIEN
DON TAYLOR
JEFFREY LYNN in

AND GETTING
AWAY BIG
FOR
BIG NEWS OF
THE
MOMENT!

"FOR THE LOVE OF MARY"

with

RAY COLLINS
HUGO HAAS
HARRY DAVENPORT

Original screenplay by Oscar Brodney
Produced by ROBERT ARTHUR
Directed by FREDERICK DE CORDOVA

Universal-International presents

ROBERT MONTGOMERY
SUSAN HAYWARD
JOHN PAYNE
AUDREY TOTTER in

"THE SAXON CHARM"

WITH HARRY VON ZELL • HEATHER ANGEL

Screenplay by Claude Binyon • From the Novel by Frederic Wakeman
Produced by JOSEPH SISTROM • Directed by CLAUDE BINYON

Universal-International presents

JOAN MONTAINE • BURT LANCASTER
"KISS THE BLOOD
OFF MY HANDS"

co-starring ROBERT NEWTON

Play by Leanarda Bercavici • Adaptation by Ben Maddaw and Walter Bernstein
Additional Dialogue by Hugh Gray • Based on the novel by Gerald Butler
Produced by RICHARD VERNON • Associate Producer Narman Deming
Directed by NORMAN FOSTER • A HAROLD HECHT-NORMA PRODUCTION

Universal-International presents

DICK POWELL
MARTA TOREN • VINCENT PRICE
"ROGUES'
REGIMENT"

with Stephen McNally • Carol Thurston • Edgar Barrier

Screenplay by Robert Buckner
Original Story by Robert Buckner and Robert Florey
A ROBERT BUCKNER PRODUCTION
Directed by ROBERT FLOREY

AND COMING UP IN NOVEMBER

KEEP YOUR EYE ON U-I!



This is only the
beginning of **U-I**'s
big parade of hits
for 1948-1949

Tom Edwards Heads St. Louis MPTO

ST. LOUIS—The Motion Picture Theatre Owners Of St. Louis, Eastern Missouri, and Southern Illinois will be headed by Tom Edwards, Farmington, Mo., following the election held here last week. He succeeds Fred Wehrenberg, now chairman of the board.

Others chosen were: Vice-president, Clarence Kainmann, St. Louis; Carson Rodgers, Cairo, Ill., and L. A. Mercier, Fredericktown, Mo.; treasurer, J. C. Ansell, St. Louis; secretary, Louis K. Ansell, St. Louis, and recording secretary, Lester Kropp, St. Louis.

Elected to the board were, from Missouri: Harry E. Miller, Festus; Williams A. Collins, DeSoto; Dean Davis, West Plains; Bill Williams, Union; Charles Weeks, Dexter; Harry Scheidker, Hannibal; Bob Marchbanks, Washington, and Thomas James, Maury Davis, Bess Schullter, Frank Speros, Sam Levin, Russell A. Bovim, and Art Kalbfell, St. Louis; and from Illinois, Johnny Meinardi, district manager, Fox Midwest Circuit; Bernard Temborius, Lebanon; Herman Tanner, Vandalia; R. C. Cluster, Salem; Sam Pirtle, Jerseyville; James Frisina, Springfield; George Kerasotes, Springfield; Edwards Fellis, Hillsboro, and Russell Armentrout, Louisiana, Mo., who has the Clark, Barry, Ill. Alternates are Ben Luekin and Walter Thimmig, St. Louis; Harry Blunt, Potosi, Mo.; Bill Wandell, Lebanon, Mo.; Isadore Weinshank, Public-Great States Circuit, Alton, Ill.; Bill Griffin, Cairo, Ill.; Charles Goldman, St. Louis, Mo., and Tom Bloomer, Belleville, Ill.

Herman Levy, TOA counsel, spoke on the ASCAP situation.

Leon Bamberger, RKO, urged the theatre owners to promote attendance for pictures which, although noteworthy, now often go unnoticed because they lack "high budgets and star-studded casts."

Wehrenberg presided at the daytime sessions, and gave a detailed report of the problems discussed in Chicago by TOA leaders.

Climaxing the activities was the banquet address delivered by Gael Sullivan, executive secretary, Theatre Owners Of America. Sullivan stated that the likelihood of 12,000,000 television sets being in use within the next five years means that exhibitors must give less interest to popcorn and more to better pictures.

He continued, "We cannot be ostrich-minded about television, which already is reuniting the American family. It demands from the industry the highest responsibility and quality of product."

Ratelet Pierre, representing theatre owners of Paris, France, thanked the MPTO for its hospitality and cordiality.

Jane Wyman Tours

HOLLYWOOD—As part of Warners' elaborate plans for the nationwide promotion of "Johnny Belinda," Jane Wyman left last week on a cross-country tour for special press and radio interviews in connection with various selected key city openings. She was set to make appearances in Kansas City, Chicago, Detroit, Cleveland, Pittsburgh, Washington, Philadelphia, Boston, and New York.

Raibourn Sees Effect Of Tele. On Industry

NEW YORK—The effects of television on theatre business were discussed last week by Paul Raibourn, vice-president, Paramount, who spoke on "The Outlook For Entertainment And Recreation" at the round table meeting of National Industrial Conference Board.

Said Raibourn: "Amusement and recreation now absorb from 30 to 35 hours per week of the 168 hours in the week, and take 20 per cent of the total income. The motion picture business absorbs but two to three hours out of the 35 given by the average individual to recreation. Economically, things commenced slipping 18 months ago. How far this will go may be a political instead of economic story.

"A new and major element in recreation field is television. It is the greatest cultural, educational, and entertainment medium of the future. When a television set comes into the family, motion-picture-going decreases 20 to 30 per cent. When we have saturation of television sets in the country, the demand for other forms of amusement will also decrease proportionately. There are 60,000 new television sets produced each month; 720,000 a year. Five years of producing television sets at this rate will cover but one-third of the country. Therefore, other media of entertainment will, after five years, level off to show only an eight to 10 per cent decrease as a result of the advent of television."

Special Drive-In Zoning Up

DALLAS—A recommendation that drive-in theatres be placed under special zoning permits was submitted last fortnight to the Dallas City Council by the City Plan Commission. The planning group said it decided that the special permits section of the zoning ordinance would be the proper place for drive-ins, because all manner of restrictions could be placed upon them.

"There isn't much of a place you can build a drive-in theatre where it won't disturb someone," asserted R. W. Baxter, commission president. Because Dallas has no drive-ins which were within the city limits when they were built, the need for zoning them did not arise until recently.

In the last few months, however, the commission has received four applications for drive-ins in the vicinity of Zang Boulevard and 5-Mile Road.

The Trade Screening Guide Is A Regular Feature Of This Publication.

Bateman On Tour

HOLLYWOOD—F. A. Bateman, general sales manager, Screen Guild Productions, planed last week for Kansas City to confer with Screen Guild exchange heads and theatre circuit executives. Before going on to New York, Bateman set similar sessions in Chicago, Nashville, Tenn., St. Louis, Cleveland, Pittsburgh, and Philadelphia.

Community Role Urged At KMTA Meet

KANSAS CITY—Discussion of industry problems highlighted the meeting here last week of the Kansas Missouri Theatres Association.

Among those heard were Elmer Rhoden, Fox Midwest president; Senn Lawler, Fox Midwest; Herman Levy, TOA general counsel; Paul Terry, Terry-Toons; Gael Sullivan, TOA executive director; H. M. Richey, MGM; Leon Bamberger, RKO, and "Babe" Cohen, Paramount manager.

The speakers asked for better public service and greater cooperation within the industry.

Homer Strowig, president, presided.

The association opened its convention with a luncheon for the board of directors at the Muehlebach Grill.

The convention was opened officially with a meeting, and a cocktail party was held at the Hotel Muehlebach later. About 150 people attended. The annual banquet was held in the ballroom of the hotel.

The annual Film Row golf tournament was held on Sept. 27 at the Santa Fe Hills golf course. A poker party and buffet supper were held in the evening for all visiting film men.

Elmer Bills, Lyric, Salisbury, Mo., was elected president to succeed Strowig, with Dale Danielson, Russell, Kans., elected vice-president. Other officers are J. A. Becker, Independence, Mo., secretary, and Fred Mayo, Kansas City, Kans., treasurer. Directors named are Ralph Winship, R. R. Biechele, Strowig, Glen Caldwell, Glen Hall, Virgil Harbison, Gordon Holliday, Jay Means, J. E. Pennington, and Frank Weary, independents; Frank Plumlee, Griffith Circuit; Rhoden, Fox Midwest, and Clarence Schultz, Commonwealth.

Bills is TOA director, with R. R. Biechele as alternate.

Republic Honors Grainger

NEW YORK—In celebration of the 10th anniversary of his association with Republic, the James R. "Jimmy" Grainger 10th anniversary drive was inaugurated last week and will continue through Dec. 31, it was announced by co-captains Edward L. Walton, assistant general sales manager, and Walter L. Titus, Jr., division manager.

Substantial cash prizes are to be awarded for the best showings in this playdate drive.

Grainger, executive vice-president in charge of sales and distribution, joined Republic in May of 1938.

Taxes Running Ahead

WASHINGTON—Report on federal admission taxes for August, 1948, last week revealed that the tax collections ran about five millions ahead of August, 1947. The total was \$34,141,295, compared with \$33,054,713 for July.

FOR SALE: WESTERN ELECTRIC HORN SYSTEM. COMPLETE PRICE \$450.00. ORIGINAL COST \$1800.00. FOR DETAILS, WRITE

ADELPHI THEATRE

7074 N. Clark St.

Chicago 26, Ill.

Nations' showmen select

in 1945 it was ...

in 1946 it was ...

20th

CENTURY-FOX

CONFIRMS

YOUR

CHOICE!...

IN THE HITS OF TOMORROW!

Jeanne Crain

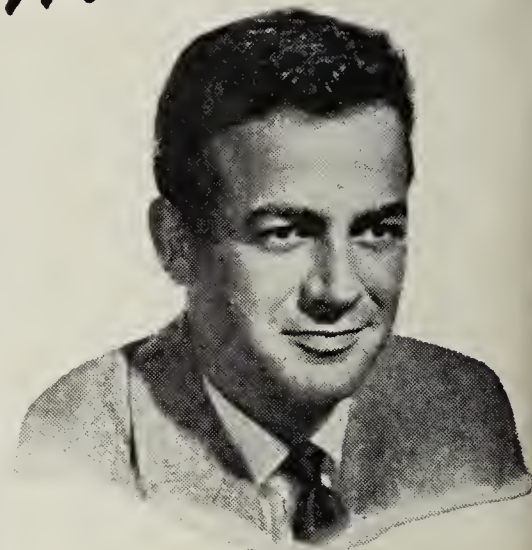


now in

APARTMENT FOR PEGGY

Color by TECHNICOLOR

Mark Stevens



soon in

THE SNAKE PIT

*World Premiere
Rivoli Theatre, N.Y.
November 4th*

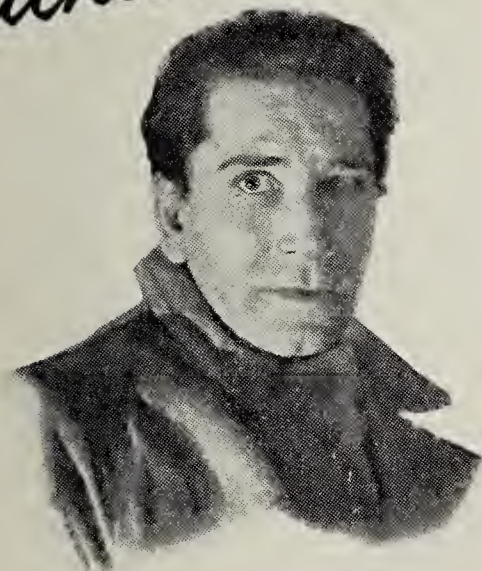
Join The SPYROS P. SKOURAS 35th ANNIVERSARY

STARS OF TOMORROW

ON MOTION PICTURE HERALD'S POLL!

in 1947 it was . . .

Richard Conte

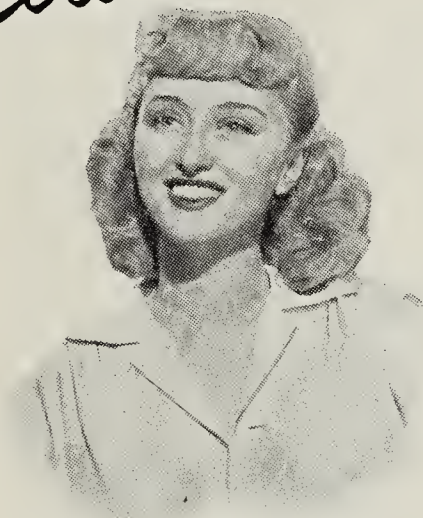


now in

**CRY
OF
THE CITY**

and now in **1948** it is . . .

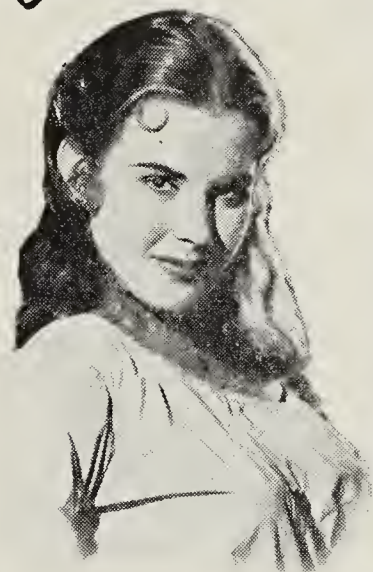
Celeste Holm



soon in

**ROAD
HOUSE**

Jean Peters



soon in

**MR.
BELVEDERE
GOES TO
COLLEGE**

CELEBRATION SEPTEMBER 26 to DECEMBER 25 Inclusive!

ITOA, ASCAP Offer Decree Forms

NEW YORK—In a proposed judgment submitted to U. S. District Court Judge Vincent Leibel last week, the Independent Theatre Owners of New York sought the dissolution of ASCAP as it affects the industry and an injunction against its members from bringing copyright infringement suits against exhibitors.

The plaintiffs also seek the return of all sums of money received by ASCAP under licensing agreements on or after March 15, 1948. The proposed decree declares that as the result of combination and conspiracy by ASCAP and its members in violation of the Sherman Act, all agreements entered into by the Society and its members involving public performances for profit of musical compositions are illegal and unenforceable.

The proposed ITOA judgment would enjoin ASCAP from continuing to own, hold, license, or otherwise utilize in any form any rights of public performance for profit of musical compositions which have been synchronized with motion picture films, from obtaining any such right in the future, from issuing any license to any exhibitor for performance rights to musical compositions in films, from asking, demanding, receiving, collecting, or suing for any sum of money for the right to such public performances, and from enforcing or attempting to enforce rights granted to copyright proprietors under the Copyright Act of 1909, and from enforcing or attempting to enforce any previous license agreement with exhibitors.

Attorneys for ITOA, on the basis of their interpretation of the Leibel decision, also ask that members of ASCAP be separately restrained from refusing to grant film producers performing rights along with synchronization rights; from licensing, except to producers, these performing rights; from combining with each other or other copyright owners to establish an agency or other instrumentality that would replace ASCAP; from engaging in any activity with the intention and purpose of monopolizing performing rights, and from maintaining uniform prices for the right to perform musical compositions synchronized with films.

The proposed ITOA judgment would also enjoin ASCAP and its members from asking or suing any exhibitor for any sum of money for the performing rights to compositions in films heretofore, henceforth, or currently in release where such performing rights were not sold to the producer along with the synchronization rights, and would bar any agreement between the composers and the producers that would limit sale of pictures to those exhibitors having a license to show them.

This ITOA victory in virtually putting ASCAP out of business was almost certain of appeal by the defendants.

While admitting being a monopoly in the proposed judgment ASCAP filed later for Judge Leibel's signature, ASCAP still left enough room to repair the damages wrought by the plaintiff, ITOA.

Omitted were any reference to infringement suits leaving retaliation a possibility. ASCAP also proposed that the court prevent ITOA from collecting "any money

Paramount Offers Full Tele. Facilities

DETROIT—George Shupert, director of commercial operations, Paramount Pictures television division, last week told the Television Round Table luncheon meeting that in a few weeks his company will have a small, completely equipped television studio in the Paramount building, New York, available for making sight-and-sound transcriptions of television shows at the cost of from \$500 to \$1000 for studio and film recording only, exclusive of talent, scenery, props, and overhead. Prints will be ready in one minute.

Shupert declared that in his opinion "the only way television programming can even acquire professional pacing and stature is by first putting most of it on film."

Gala Attendance At St. Louis Meeting

ST. LOUIS—With over 1,000 delegates registered, the joint convention last week of TESMA-TEDPA was voted one of the best.

Mayor A. P. Kauffman welcomed the assemblage, and Oscar F. Neu, president, TESMA, and Ray G. Colvin, president, TEDPA, also spoke at the initial sessions.

The U. S. Department of Commerce's Nate Golden also brought greetings of the department.

As usual, the exhibits provided glimpses of many new developments in the equipment field, with many connected with drive-in operation.

It was decided that the 1949 meeting will be at the Stevens Hotel, Chicago.

"Live" Bows In Toronto

NEW YORK—World premiere plans for "Let's Live A Little," Eagle Lion comedy, which will open 20th Century Theatres' de luxe new Downtown, Toronto, on Oct. 9, were completed last week by Max E. Youngstein, EL vice-president in charge of advertising, publicity, and exploitation, and his staff in conferences with Irving Herman, director of advertising and publicity for International Film Distributors, Canadian distributors of Eagle Lion product.

"Bank Night" Okehed

ST. LOUIS—East St. Louis, Ill., theatres are now running "Bank Night" with City Council okeh, following a decision last fortnight. They had once been banned, but the council ruling cleared the atmosphere.

judgment for damages or for attorney's fees" though the defendant did admit the right of the plaintiffs to recover "their costs and disbursements herein expended." ASCAP also sought through its proposed judgment to operate outside the United States and its territories.

The ITOA-ASCAP case came up for trial before Judge Leibel last March. The court filed its opinion, and findings of act and conclusions of law last July, and the contesting parties will come up before Judge Leibel for his decree today (Oct. 6).

Strand, Roxy, Capitol Lead B'way Grosses

NEW YORK—With the Strand, Roxy and Capitol out in front, business in the Broadway first-runs was holding its own, according to usually reliable sources reaching THE EXHIBITOR. The break-down was as follows:

"JOHNNY BELINDA" (WB). Strand, with stage show, opened to \$40,000 for Friday, Saturday, and Sunday, with the first week sure to top \$80,000.

"ROPE" (WB). Globe claimed \$17,000 for Friday, Saturday, and Sunday, with all indications pointing to \$29,500 on the sixth week.

"CRY OF THE CITY" (20th-Fox). Roxy, with stage show, reported an \$83,000 opening from Wednesday through Sunday, with the first week estimated at \$115,000.

"OLYMPIC GAMES OF 1948" (EL). Gotham attracted \$9,500 in its second week.

"GOOD SAM" (RKO). Radio City Music Hall, with stage show, garnered \$71,000 for Thursday through Sunday, with the third and last week going to \$115,000.

"RACHEL AND THE STRANGER" (RKO). Mayfair announced \$19,500 for the third week.

"RED RIVER" (UA). Capitol, with stage show, opened to a very good \$70,000 for Thursday through Sunday, the first week expected to top \$120,000.

"SORRY, WRONG NUMBER" (Para.). Paramount, with stage show, claimed \$68,000 for the fifth week.

"THE SAXON CHARM" (U-I). Criterion opened to a \$30,000 first week.

"HAMLET" (U-I). Park Avenue, where this opened on a reserved seat-two-a-day policy claimed capacity business of over \$16,300.

Mayer In Brazilian Parley

NEW YORK—In an effort to avert a break in film relations with Brazil, the Motion Picture Export Association last week directed its representative, Gerald M. Mayer, managing director, International Division, Motion Picture Association of America, to confer with officials of the Brazilian government and motion picture representatives.

The Motion Picture Export Association, at a meeting presided over by Francis Harmon, vice-president, decided to oppose regulations promulgated by the Brazilian Central Price Control Commission.

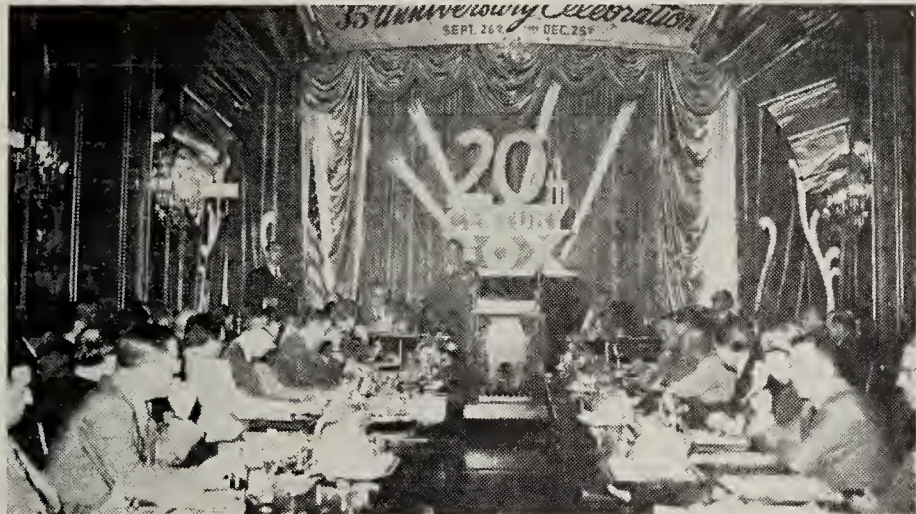
Seidelman Outlines Plans

NEW YORK—The new product coming through from Universal-International studios is of such outstanding quality, and holds so many possibilities for the overseas market, that U-I's head of foreign operations, Joseph H. Seidelman, is making a special trip to Europe to put into effect a streamlined policy for the distribution of the company's 1948-1949 output, it was revealed last week.

U-I's foreign plans, as outlined by Seidelman, call for a number of general meetings throughout the world before the end of this year.

For Real Coverage Of Happenings In Your Area, Read THE EXHIBITOR. Regular Feature Of This Publication.

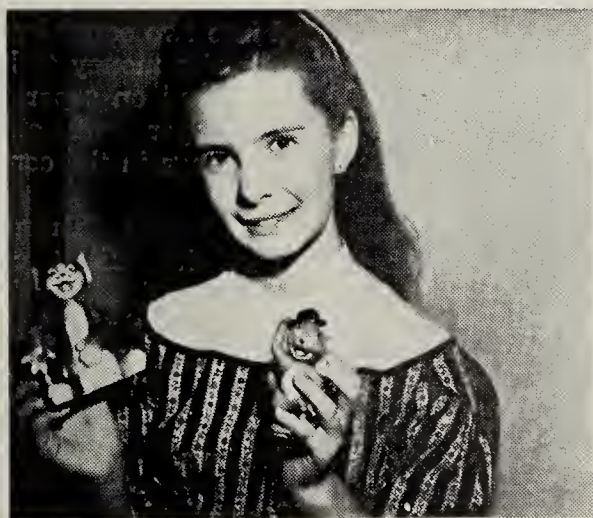
20TH-FOX, UNIVERSAL-INTERNATIONAL HOLD SALES MEETINGS; OTHER HIGHLIGHTS



Charles Schlaifer, director of advertising and exploitation, 20th Century-Fox, standing, left, and Andy W. Smith, Jr., sales chief, are seen, recently addressing the delegates at a sales meeting in Hollywood, held as part of the 20th Century-Fox national sales conference. The entire conference was replete with separate meetings of departments and sections who got together to iron out problems.



William A. Scully, Universal-International vice-president and general sales manager, recently opened the first of the company's four regional sales meetings in New York, and seen, left to right, are John J. Scully, C. P. Dana, E. L. McEvoy, Maurice A. Bergman, Fred Meyers, A. J. O'Keefe, E. T. Gomersall, F. J. A. McCarthy, C. J. Feldman, Dave Miller, Dave Levy, and Alfred W. Perry.



In Hollywood, MGM's Margaret O'Brien examines statuettes being circulated by MGM representing Tom and Jerry, very popular MGM cartoon figures.



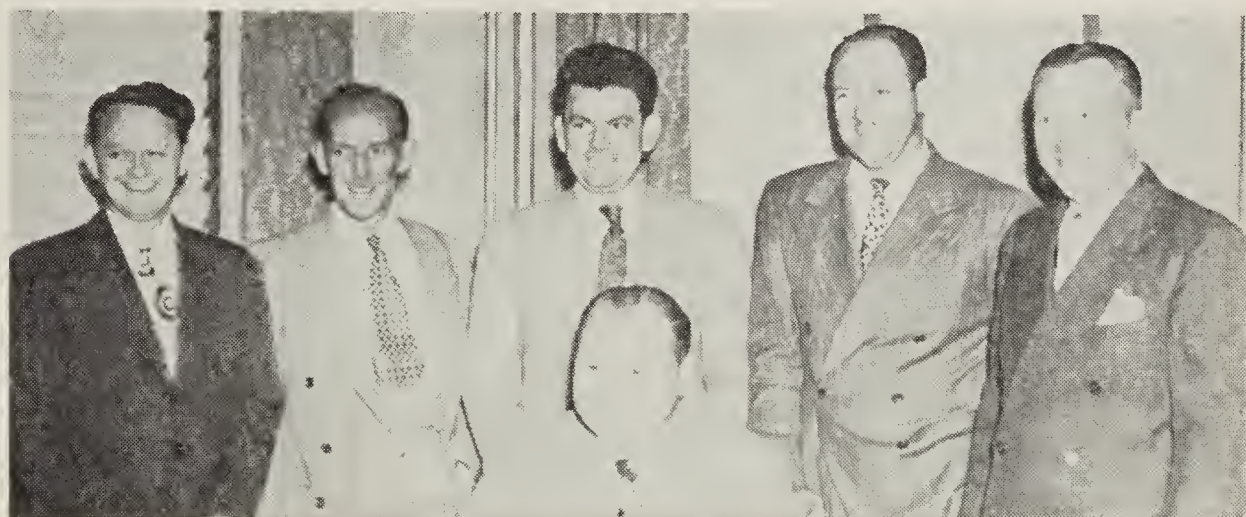
David D. Horne is shown in New York with Vincente Blanco and Santiago Blanco, with whom distribution deals for Venezuela were recently negotiated.



Lou Lober, formerly with Loew's International, and its associate regional director for Europe, North Africa, and Egypt, joined Warner's European staff recently.



Shuman S. Krellberg, on behalf of Realart franchise holders, is shown as he recently presented a movie camera to Budd Rogers at the New York meeting.



These men attended a three-day conference recently held at Gibraltar Enterprises home office in Denver, left to right, Fred Knill, office manager; Joe Wills, Loma, Socorro, N. M.; Hugh Haynes, Ord, Ordway, Colo.; Howard Smith, Rex, Rocky Ford, Colo.; Carrol Wright, Grand, Rocky Ford, and William Simon, Rialto, Loveland, Colo.



Producer Edward A. Golden, who recently purchased the Press Club book, "As We Saw Russia," is congratulated in New York by Bob Considine, who wrote the preface to the book which is just off the press.



Taking part in a recent discussion on theatre advertising by the Pioneer Theatre Circuit, Carroll, Ia., were, standing, left to right, W. C. Arts, Percy Long, J. Gray, L. Backley, A. Hansen, D. Farrell, A. Downard, G. McKinnon, A. Farrell, W. L. Hill; seated, left to right, Harold Field, RKO's Leon J. Bamberger, Don Smith, and Minneapolis home office manager Gertrude Framheim. Many types of campaigns were discussed.

PEOPLE

NEW YORK—B. G. Kranze, vice-president and general sales chief, Film Classics, Inc., last week announced the promotion from within the ranks of Bob Abelson, Los Angeles branch manager, to district manager with supervision over Los Angeles, San Francisco, Denver, and Salt Lake City office, with headquarters in Los Angeles. He replaces Sam Wheeler, resigned. Joseph Rosenberg, former salesman under Abelson, has been elevated to the post of sales supervisor of the Film Classics Los Angeles exchange directly under the guidance of Abelson.

NEW YORK—R. M. "Bob" Savini, president, Astor, announced last week that Elmer Benjamin has been engaged by Astor Pictures in California to manage the San Francisco exchange. Benjamin will function under F. L. "Pat" Patterson, director, Astor exchanges, Los Angeles and San Francisco. Besides handling the affairs of the San Francisco office, Benjamin has also formed Reel Pictures, with headquarters in Astor's Exchange.

HOLLYWOOD—J. Walter Thompson Company last week announced the appointment of W. C. Lewellen as director of public relations in the company's Los Angeles and Hollywood offices. Lewellen will continue to direct JWT's motion picture advertising department activities in Hollywood, Los Angeles, and New York.

ALBANY—Gerald L. Atkin has been named advertising and publicity director for Warners Theatres in the Albany zone, it was announced by Charles A. Smakwitz, zone manager, last fortnight. Atkin, for the past seven years, has been associated with Warners in the capacity of assistant in the advertising department.

NEW YORK—It was learned last week that James M. Landis, Spyros S. Skouras, and J. W. White had become members of the board of Skouras Theatres Corporation, headed by George Skouras, replacing Spyros P. Skouras, Otto Koegel, and John R. Dillon, deceased.

NEW YORK—B. G. Kranze, vice-president and general sales manager, Film Classics, Inc., last week announced the appointment of Norman Colquhoun as branch manager, Dallas exchange. Colquhoun replaces Ralph Peckham, who resigned.

NEW YORK—Jack Goldstein last week opened a local office, with representation in Hollywood, London, and Paris. He will handle advertising, public relations, national exploitation, etc.

NEW YORK—Arthur Jeffrey, who recently resigned as exploitation manager of Eagle Lion, last week joined Paramount's publicity department.

UA Settles Balto. Suit

WASHINGTON—It was learned last week that UA had agreed to settle in the suit brought by the Harford Theatre Company, Baltimore, Md., against it and other majors. Under the deal, the Harford gets a better availability. The other seven majors had already agreed to the settlement.

VA Uses New System For Hospital Showings

WASHINGTON—A staggered system of motion picture showings has been adopted by many Veterans' Administration hospitals to enable larger numbers of disabled veterans to see movies from their beds, it was revealed last week.

The system consists of varying starting times in three or four adjacent wards by about 45 minutes. As soon as the first reel has been shown in a ward, it is rushed to the next ward, and the show started there. Meanwhile, the second reel gets under way in the first ward. In the same manner, reel two goes to the second ward at the same time that reel one starts in the third ward.

While the motion picture projectionist goes from ward to ward mounting and threading reels, volunteers or patients with training in film projector operations remain by the machines to make necessary adjustments in sound and focus and to prevent damage to the film.

IA Wins UA Vote

NEW YORK—Vote last week saw the IATSE's Motion Picture Home Office Employees Local No. H-63 winning a shop election at UA, and due to be certified as bargaining agent. This makes three companies in which the IA local has won out, the others being WB and U-I.

Meanwhile, the Screen Publicists Guild announced that it had declared a "cold strike" against nine companies which had rejected the SPG because it had not complied with the non-Communist provisions of the Taft-Hartley Law.

All RKO theatres in the metropolitan area were picketed last week. The picketing, described as an initial phase of a "cold strike" being conducted within the industry, took place before RKO houses in Queens, Brooklyn, Manhattan, and the Bronx.

Home office workers at U-I, Universal Newsreel, Castle Films, and United World Films received a 10 per cent wage increase, retroactive to July, it was revealed later.

Charles Lyne Mourned

OKLAHOMA CITY, OKLA.—Charles D. Lyne, 50, branch manager, MGM, died last week after a heart attack. Lyne had been with the company for 20 years before his transfer here two years ago. He was a native of Louisiana and a veteran of World War One. Surviving are his wife, a daughter, three sisters, and his mother. Ward Royalty is temporarily taking over management of the exchange until a successor is named by William F. Rodgers, MGM vice-president and general sales manager.

Biennial Survey Due

NEW YORK—A census of motion picture theatres in the U. S. will be made biennially, according to present plans of the Motion Picture Association as announced last week by Robert W. Chambers, director, Association's Department of Research.

TRADE SCREENINGS

WARNERS—"June Bride" (Bette Davis, Robert Montgomery) in all exchange centers on Oct. 18.

U-I Offers Incentives

CHICAGO—A new note made its appearance here last week at the U-I sales meeting.

Seeking the fullest degree of exhibitor cooperation in its "Unity Sales Drive," Universal for the first time will offer cash incentives to exhibitors for the most proficient handling of its pictures, it was announced as the company's sales representatives assembled for the third regional sales meeting at the Hotel Blackstone.

The exhibitor unity prizes in Universal's "Unity Sales Drive" commencing on Oct. 31 will augment the \$65,000 in prizes to be distributed among the company's district and branch managers, salesmen, and bookers. The 26 weeks of the "Unity Sales Drive" will be divided into two equal laps, with 30 per cent of the prize money to be distributed in each lap based on separate standings and the final 40 per cent being awarded to the best standings in the combined laps.

January will be designated "Branch Managers' Month," and the fullest cooperation of all exhibitors will be sought. Additionally, the final weeks of the drive will be the "Bookers' Period," with personal gifts from Scully awarded to the bookers turning in the top performances of their respective divisions.

Weitman Aids "Stars"

NEW YORK—Robert M. Weitman, managing director, New York and Brooklyn Paramount, has accepted the chairmanship of the producing committee for "Night of Stars," to be held at Madison Square Garden on Nov. 15, according to an announcement by Nathan Straus, general chairman, last week. Proceeds from the show will go to the United Jewish Appeal of Greater New York to help further the work of its agencies in their program of aid to refugees, the upbuilding of Israel, and the protection of human rights.

A luncheon in honor of Weitman was given by the "Night of Stars" committee on Sept. 28 at the Astor Hotel.

Columbia Passes Dividend

NEW YORK—The board of directors of Columbia at the conclusion of its regular meeting last fortnight announced that although tentative figures for the fiscal year ended on June 30, 1948, showed a net profit after taxes and preferred dividend requirements, nevertheless, because of unsettled conditions now prevailing in the industry, particularly with respect to foreign operations, it has deemed it desirable to take no action on the payment of a cash dividend on its common stock at this time.

The Service Kit Is the Season's Hit.

McCullough Inspects Exchanges

NEW YORK—John B. McCullough, director of Conservation, Motion Picture Association of America, left last week on a supervisory conservation inspection tour of film exchanges in the mid-western states.

MISCELLANEOUS

IN ALL FIVE:

New York: Army Air Force reunion. South Bend, Ind.: Notre Dame beats Purdue.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 78) Paris: Berlin crisis turned over to UN. Los Angeles: Truman and Dewey speak. Kansas City: "Youth Month" hailed (Kansas City only). West Point, N. Y.: Army beats Villanova. Baltimore: California beats Navy (except Kansas City and Boston). Boston: Boston Braves win pennant (only Boston).

NEWS OF THE DAY (Vol. XX, No. 208) Paris: Berlin crisis turned over to UN. Los Angeles: Truman and Dewey speak. West Point, N. Y.: Army beats Villanova. Baltimore: California beats Navy. Boston: Boston Braves win pennant (Boston only).

PARAMOUNT NEWS (No. 11) Sweden: Last rites for Bernadotte. Baltimore: California beats Navy. West Point, N. Y.: Army beats Villanova.

UNIVERSAL NEWSREEL (Vol. 21, No. 182) Los Angeles: Truman and Dewey speak. Blaine, Wash.: Peace ceremony. Baltimore: California beats Navy.

WARNER PATHE NEWS (Vol. 20, No. 13) Paris: Berlin crisis turned over to UN. Berlin: Street-fighting. Los Angeles: Truman and Dewey speak. Baltimore: California beats Navy.

TELENEWS DIGEST (Vol. II, No. 39) France: UN Assembly convenes. Malaya: Martial law. Germany: The case of Ilse Koch. Philippines: Islanders flee volcanic fire. Sweden: Parliamentary elections. Cuba: Hurricane. Washington: William Remington charges Elizabeth Bentley, spy queen, lied. North Atlantic: Sea rescue. California: Army reveals latest jets. New York: National dog week exhibition. New York: "The Cranberry Bounce"—new dance step. England: New invention smooths sailing. West Point, N. Y.: Army trims Villanova. Vienna: Kids hold soap box derby.

ALL AMERICAN NEWS (Vol. 6, No. 310) Brooklyn, N. Y.: "Youth Month" celebration. Chicago: Annual Negro Business Exposition. Jacksonville, Fla.: Amateurs compete in talent contest finals. Washington, D. C.: Ezzard vs. Bivins.

IN ALL FIVE:

USA: Truman and Dewey presidential campaigns. Florida: Hurricane.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 77) France: UN pays homage to Bernadotte. New York: Paris Opera Ballet helps New York's Golden Jubilee. New York: Fashion show (except Boston). Boston: Variety Club award given Tent 23 (Boston only). Muroc, Cal.: Amazing new aircraft, the 'parasite jet', flown for first time. New York: Cerdan is new middleweight boxing champ. Wilkes-Barre, Pa.: "Flying Tiger" air circus.

NEWS OF THE DAY (Vol. XX, No. 207) Switzerland: Air force kept on alert. New York: Fashion show. Off Newfoundland: Coast Guard in heroic sea rescue (except Boston). Boston: Variety Club award given Tent 23 (Boston only). New York: Cerdan is new middleweight boxing champ. Wilkes-Barre, Pa.: "Flying Tiger" air circus.

Republic Reveals Complete Program

NEW YORK—Thirty-four features, 16 outdoor action dramas and westerns, four serials, and four one-reel novelties constitute Republic's 1948-49 program, it was announced this week by Herbert J. Yates, company president, and James R. Grainger, executive vice-president in charge of sales and distribution.

Heading the deluxe schedule are two productions starring John Wayne. "Wake Of The Red Witch," produced by Edmund Grainger, and directed by Edward Ludwig. The cast includes Gail Russell, Gig Young, Adele Mara, and Luther Adler. Wayne will produce his second picture in "Eagles In Exile." The three deluxe productions in Trucolor are "The Missourians," with William Elliott, Forrest Tucker, Adrian Booth, and Andy Devine; "Belle Of The Gold Coast," with Rod Cameron, John Carroll, and Adrian Booth, and "The Vanishing Westerner," with William Elliott, Adrian Booth, and Andy Devine. The deluxe program also includes "Crosswinds," "The Sea Eagle," with Rod Cameron and Adele Mara; "Panama Passage," with George Brent and Vera Ralston; "The Golden Horde," and "Faces In The Sun," with Vera Ralston and George Brent.

"Belle Starr And The Daltons" is the first of four top-budget specials from independent producers, to be produced in Trucolor, with George Brent, Jane Russell, and George Montgomery.

Twenty pictures in its Variety group include: "The Hideout," "The Silver Tide," "Streets Of San Francisco," "Homicide For Three," "Duke Of Chicago," "A Fool's

PARAMOUNT NEWS (No. 10) Cerdan is new middleweight boxing champ. France: UN pays homage to Bernadotte. Muroc, Cal.: Amazing new aircraft, the "parasite jet", flown for first time.

WARNER PATHE NEWS (Vol. 20, No. 12) Muroc, Cal.: Amazing new aircraft, the "parasite jet", flown for first time. Switzerland: Air force kept on alert. France: UN pays homage to Bernadotte. New York: Cerdan is new middleweight boxing champ. Vienna: Soapbox derby.

UNIVERSAL NEWSREEL (Vol. 21, No. 181) France: UN pays homage to Bernadotte. Muroc, Cal.: Amazing new aircraft, the "parasite jet", flown for first time. Randolph Field: Air force birthday. Wilkes-Barre, Pa.: "Flying Tiger" air circus. Mexico City: Mexico marks independence. Athens: Movies aid Greek children.

NATIONAL LEGION OF DECENCY

Sept. 30, 1948

OBJECTIONABLE IN PART: "Miss Tatlock's Millions" (Para.); "No Minor Vices" (MGM); "Winner Take All" (Mono.); UNOBJECTIONABLE FOR ADULTS: "Apartment For Peggy" (20th-Fox); "Corridor Of Mirrors" (Rank-U-I); "Hollow Triumph" (EL); "Johnny Belinda" (WB); "Lady At Midnight" (EL); "Out Of The Storm" (Rep.); "Pagliacci" (Italian) (Continental); UNOBJECTIONABLE FOR ALL: "Girl Of The Canal" (Bell); "I Surrender Dear" (Col.); "Jungle Goddess" (SG); "Night-time In Nevada" (Rep.); "Sheriff Of Medicine Bow" (Mono.); "Walk A Crooked Mile" (Col.).

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

20TH-FOX

"Unfaithfully Yours"—Best for the class spots.

"Jungle Patrol"—Good meller.

MGM

"No Minor Vices"—Names will have to help wacky-type show.

Gold," "Daughter Of The Jungle," "Flaming Fury," "Rose Of The Yukon," "Post Office Investigator," "New York Police Secrets," "The Tough Girl," "Undertow," "Escape From Alcatraz," "Thunder Over The Sierras," "Lady Robinhood," "Lay That Pistol Down," "The Marines Take Over," "The Federal Marshal," and "Typhoon."

The four premiere productions in Trucolor, to star Roy Rogers, are "The Golden Stallion," "Hills Of Oklahoma," "Down Dakota Way," and "The Far Frontier." Andy Devine and the Riders of the Purple Sage will be featured. In addition, there will be the re-release of eight of the star's productions: "Shine On Harvest Moon," "In Old Caliente," "Frontier Pony Express," "Saga Of Death Valley," "Ranger And The Lady," "Colorado," "Robinhood Of The Pecos," and "Young Bill Hickok."

The group of six Famous Westerns, to star Allan Lane, are: "Sundown In Santa Fe," "Renegades Of Sonora," "Sheriff Of Wichita," "Death Valley Gunfighter," "Tucson Trigger Man," and "Navajo Trail Raiders." The six westerns in the All Star group, to star Monte Hale, are: "Fort Dodge Stampede," "Prince Of The Plains," "Outcast Of Virginia City," "The Las Vegas Kid," "Arizona Badman," and "San Antone Ambush."

Four serials, providing a 52 week chapter-play schedule, are offered in "Federal Agents vs. Underworld, Inc.," 12 episodes; Clyde Beatty in "King Of The Jungles," a 15-chapter revision of "Darkest Africa"; "Ghost Of Zorro," and "Pirates Of Treasure Island," both of 12 episodes.

The four one-reel cartoon novelties in Trucolor are being produced by Impossible Pictures. Titles in the "Jerky Journey" series are "Bungle In The Jungle," "Beyond Civilization To Texas," "Romantic Rumbolia," and "The Three Minnies."

Herman J. Lorber Mourned

NEW YORK—Passing of Herman J. Lorber, 52, veteran industryite, was mourned last week. For many years he was associated with Paramount, and within the last year had joined George J. Schaefer at Enterprise.

He is survived by his wife and three sisters. Burial was from Riverside Chapel on Oct. 1.

Nizer Aids MOD

NEW YORK—The appointment of Louis Nizer, attorney and author, as Greater New York chairman for the 1949 March of Dimes was announced last week by William F. Snyder, chairman, Greater New York chapter, National Foundation for Infantile Paralysis.

TELEVISION

NEW YORK—A comprehensive 15-week course in television offered by the New School Dramatic Workshop began last week.

TO ESTABLISH higher standards and technical effort in the production of films for television, Jack Glenn, executive director, The March of Time, and chairman, production committee, National Television Council, has placed in the hands of Melvin L. Gold, NTFC chairman, a recommendation from his committee for annual awards for television films, to be sponsored by NTFC.

TESTIMONY relating to possible use of ultra high frequency space for commercial television was heard in Washington by the Federal Communications Commission. F. J. Bingley, chairman, engineering committee, Television Broadcasters Association, favored continued experimentation in the 475-890 band before commercial operations are permitted. Dr. T. T. Goldsmith, Jr., director of research, Allen B. DuMont Laboratories, said DuMont favored immediate opening of the 475-890 mc. band for commercial use in areas where higher power or very large population coverage was not essential.

JAMES H. CARMINE, Philco vice-president, declared last week that the production of television receivers will reach the 100,000 a month mark by the last quarter of this year.

PRODUCTION

HOLLYWOOD—Joan Caulfield will have a part in Paramount's "Dear Wife." . . . UA's Philip Krasne, producer of the "Cisco Kid" series, announced that "The Bold Bandito" would go before the cameras on Oct. 15. . . . Eagle Lion is going to put out a semi-documentary on the founding of the U. S. Secret Service in the West within a short time. . . . Alexander Hall will direct Bob Hope in Paramount's "Easy Does It." . . . RKO's Ann Sheridan will star in two new ones: "Carriage Entrance," set to roll soon, and "Women Must Weep." . . . At Allied Artists, Ray Taylor will direct the next Johnny Mack Brown oater. . . . Peter Godfrey has been picked by Warners to direct "Crashout."

PARAMOUNT announces that William Dieterle will direct the Hal Wallis production, "Bitter Sweet." . . . Robert Taylor will have the title part in MGM's "The Conspirator," which also stars Elizabeth Taylor. . . . Lambert Hillyer directs Monogram's next Jimmy Wakely musical, "Passage West." . . . Paramount says Betty Hutton's next will be "The Broadway Story," with Robert Fellows in the canvas chair. . . . William Beaudine meggs for AA's next "Charlie Chan," "Charlie Chan In Mexico," with Roland Winters in the lead. . . . Warners will make an epic about the Navy Air Force, with Gary Cooper in the lead. Piece is to be called "Task Force." . . . Ethel Barrymore is in the cast of MGM's "The Sinner."

For Real Coverage Of Happenings
In Your Area, Read THE EXHIBITOR.

Taverns Fight Tele License Ruling

PHILADELPHIA—The Philadelphia Retail Liquor Association last week asked the State Supreme Court to rule that a television show is different from a motion picture show.

In an appeal from a Dauphin County Court decision, the association claimed that the State Liquor Control Board ruling in the case was wrong.

The county court had upheld the liquor board in maintaining that television and motion picture shows are the same, and that taverns with television should be required to have movie licenses.

D. of J. Asks Co.'s To Drop 1400 Houses

WASHINGTON—The Department of Justice last weekend submitted its form of final judgment in the equity case in the form of a notice to attorneys for Paramount, RKO, WB, Loew's, and 20th-Fox, asking that these companies be required to rid themselves of interests in about 1400 theatres in the country.

It was suggested that the disposal of the interests be completed in a year.

The Department will ask the federal district court to enter a final judgment in connection with the decad in litigation involving the companies.

The Justice Department's "proposed judgment" said that the first step should take the form of divestiture by the big producer-distributor-exhibitor corporations of their joint holdings in houses with "actual or potential independent exhibitors."

The department listed 116 corporations, operating 1,400 theatres, in which, it said, Paramount, Loew's, RKO, Warners, and 20th Century-Fox held substantial stock interests.

Otherwise, the proposed judgment asked that the companies:

Be prohibited from acquiring any competing theatre, and be required to obtain court approval for any other theatre purchase;

Be sharply restricted for a period of five years in the cross-licensing of films, the release of one defendant's film to another defendant for showing by the latter;

Be prohibited from any licensing arrangements discriminatory to an independent operator;

Be required to submit within one year plans for separating the various major and subsidiary corporations engaged in exhibition, distribution, and production of pictures, and

Be required to submit within a year plans for divesting the exhibitor corporations of at least some of their wholly-owned theatres.

Attorneys for the Justice Department estimated that the proposals outlined might require five years to be carried out.

Gregg Toland Mourned

HOLLYWOOD—The passing of Gregg Toland, cinematographer for Samuel Goldwyn, was mourned last week. Funeral services were held at Hollywood Cemetery Chapel.

FCC "Freezes" Tele. Stations

WASHINGTON—The Federal Communications Commission last week "froze" all pending applications for new television stations.

Chairman Wayne Coy said the "freeze" will remain in effect long enough for the commission to decide whether certain changes should be made in engineering standards required for television broadcasting, and indicated the "freeze" would probably last at least six months.

It was emphasized that the present "freeze" does not apply to construction permits already granted for new television stations or to stations already on the air. It applies only to new applications, to applications already made, which have been set for hearing, and to applications on which hearings have been held, but no final decision rendered.

Coy indicated that any possible revisions in television engineering standards "will not affect present sets one bit."

French Zone Open To U. S.

NEW YORK—Six hundred and sixty theatres in the French zone of Germany will be opened next month to American product, Irving Maas, MPEA vice-president and general manager, told the MPEA board of directors last week.

The opening of the French zone, Maas said, stems from the recent decision of the French military government to enforce all regulations prevailing in Bizonia, including decartelization. Adoption by the French of the bizonal code affecting motion picture operations, he added, will place nearly 3000 theatres, representing the combined outlets in the three western zones, on a free, competitive basis.

Picayune House Burns

PICAYUNE, MISS.—A fire of unknown cause destroyed the Pic last week. W. L. Moseley, manager, estimated damages at \$75,000. He said the brick structure had been recently completely redecorated and equipped with new seats and equipment.

Moseley said the theatre had been used on the Sunday of the fire from 1.30 to 10.45 p. m. by a Veterans of Foreign Wars organization for a benefit. He added that the theatre will be rebuilt on the same spot as soon as possible.

Thomas Armat Passes

WASHINGTON—Thomas Armat, 81, an industry pioneer, died at his home last week. His inventions were credited with playing an important part in the development of a practical film projector when he worked with the late Thomas A. Edison. He was honored by the Academy of Motion Picture Arts and Sciences last month, when he was presented a plaque for helping establish the industry.

He is survived by his wife and two sons.

Detroit Suit Answer Delayed

DETROIT—Time for filing answers to the anti-trust action filed by the SIMPP against UDT and Co-operative Theatres was extended 60 days last week in federal court because defense lawyers needed additional time.

SWEET AND LOWE-DOWN

NO THEATRE MANAGER, circuit division manager, or theatre owner ever considers himself to be anything but a "showman." The difference between a manager or supervisor, at whatever level, and a showman is perhaps concerned chiefly with the adeptness of the showman in exploiting attractions to his own advantage. Publicity tie-ins are a principal means of drawing public attention and interest. Any worthwhile theatre man will go to considerable lengths to achieve tie-ins which he feels, or knows from past experience, will up his attendance receipts.



SAMUEL L. LOWE, JR.

CERTAINLY the theatre concessions set-up is an increasingly important source of almost a disproportionate percentage of the theatre's operating profit. With very little effort, the sadly neglected phase of publicity tie-ins, with the concession benefiting, can readily be secured. The alert showman can do much more than is customarily attempted to stimulate concession sales. Most local manufacturers, and even national firms, of confectionery items will, if properly approached, realize the advertising value of a free sample campaign at the theatre counter.

MANY CIGARETTE and chewing gum manufacturers are noted for their street, college, and other public free sampling campaigns. What location can compare with the theatre as a place for this effort on the part of the manufacturer? Here gathers a ready-made, large, and in-the-mood segment of the public, eager for entertainment, whether visual or gustatory. The product used for a tie-in need not necessarily be one that is on sale in the theatre.

(Continued on page EP-6)

One of the features of the new Battle Creek Auto Theatre, near Battle Creek, Mich., is this concessions stand, with two popcorn machines, stainless steel tables for hot dogs and beef and pork barbecue sandwiches, coffee, ice cream, cigarette machine, four-handled soft drink dispenser for coke and root beer, etc. The drive-in, owned by the Midwest Enterprises, Inc., Battle Creek, Mich., Paul O. Brake, general manager, handles 850 cars, and was equipped by Theatre Equipment Co., Toledo, O.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS



WHY GAMBLE YOUR POPCORN PROFITS? ...You'll make more money with *Manley*



First, consider the output of a popcorn machine. There's no gamble when you buy a Manley Popcorn Machine. It's big in capacity . . . will handle larger crowds faster and attract them, too! It's dependable — service free. It's easy to serve from and folks like to "step up and buy" from a sparkling-bright Manley Popcorn Machine.

Next give a thought to supplies. Low price popcorn can be a losing bet . . . cheat you out of many dollars in gross profits per hundred pounds of corn popped. For consistently good corn . . . the kind that pops out in big, tender, tasty, fluffy puffs, you can lay your money safely on Manley, year after year, because Manley exercises a direct control on corn quality "from the ground up." Manley's Popcorn Seasoning is double-refined for purity . . . gives that rich "buttered" look. And for luscious flavor you can't beat Manley's Popcorn Salt.

Last but not least consider your bags and boxes. Manley, alone is doing a national advertising job to build brand name recognition for its famous HI POP, red and white, candy cane packages. Use them and you'll *sell more popcorn at your machine*. Mail the coupon below to find out how you can make the most money from popcorn . . . there's an interesting book that's yours, free, for the asking.

★ ONLY

Manley

DELIVERS THE "COMPLETE PACKAGE"

Manley **MERCHANDISE**

...that fine HI POP Popcorn. Pure Seasoning. Special Popcorn Salt. And, famous candy cane design bags and boxes.

Manley **MACHINES**

...fully service-tested. Dependable. Big capacity. Built-in "eye and buy appeal."

Plus

THE ONLY NATIONAL ADVERTISING CAMPAIGN AIMED TO SELL MORE POPCORN AT YOUR MACHINE

Manley **METHODS**

...national advertising plus proven sales promotions to increase sales and profits at every good location.



MANLEY, INC., Dept. EX-10-6-48
1920 Wyandotte St., Kansas City 8, Mo.

Please send me your booklet, "How to Make Big Profits from Popcorn."

Name

Address

City State

Manley, Inc.

GENERAL OFFICES:
1920 Wyandotte Street, Kansas City 8, Missouri

BURCH MFG. CO.

"THE BIGGEST NAME IN POPCORN!"

SALES
and
SERVICE
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Indianapolis, Ind.
Kansas City, Mo.
Los Angeles, Calif.
Memphis, Tenn.
Minneapolis, Minn.

New Orleans, La.
New York, N. Y.
Oklahoma City, Okla.
Omaha, Nebr.
Philadelphia, Pa.

Ronoke, Va.
St. Louis, Mo.
Seattle, Wash.
Toronto, Ontario
Vancouver, B. C.
Washington, D. C.

Balanced Candy Displays Make For More Profits

A Leading Member Of The Theatre Concessions Field Offers Pertinent, Money-Making Ideas

By Marie Frye, Merchandising Department Head
Tri-States Theatre Corporation and
Central States Theatre Corporation, Des Moines

THEATRE PATRONS are mighty particular and discriminating candy buyers, and we are glad that they are! It keeps us on our toes in anticipating their wants, in gauging the continued popularity of established numbers, and in finding new items that fit into our specialized type of merchandising, that will be quick to catch the eye, and please the palate.

There was once a school of thought that said, "You can sell any kind of candy to a person after you get him inside a theatre. Quality, name, they don't mean a thing! He's in the mood to buy something . . . no matter what you offer him, he will take it."

Then there was another school that said, "All you need to display at a theatre candy counter are the five or six top sellers. Just give them these, and forget everything else."

THESE THEORIES are not accepted today, however. Most of us are acutely aware of the fact that the wider variety of good candy we can display, the greater will be our sales. Our problem is that we are limited in display space. Many of our theatres have candy counters that are only three feet long. With the hundreds of good candy items that are available to us today, what shall we select for this little counter?

Even the smallest counter can, and should, have a well-balanced display of merchandise that caters to everyone's taste and pocketbook, and that will please everyone from junior to grandpa. We don't entrust the selection of merchandise entirely to the salesgirl but, instead, ask that she have on constant display at her stand at least one number (and more if space permits) from each of the following classifications of five cent and 10 cent candies:

Caramel, Cherry, Chocolate, Chocolate

Covered Mint, Cocoanut, Cough Drops, Fudge, Gum and Mints, Hard Candy, Jelly Candy, Licorice, Nut Candy, Nougat, Soft Bar (marshmallow or cream), Miscellaneous or Novelty Item.

OUR GIRLS know the classification of all the merchandise we stock in our warehouse, as well as some items that we do not stock. So if a patron should ask for an X-Mint bar, which is not on display, our salesgirl can say to him, "Sorry, we don't happen to have the X-bar today, but

if you want a mint bar I am quite sure you will like the Z-bar." And if she says it pleasantly enough, no one (except a salesman from the X-Candy Company) will refuse to buy the Z-bar.

Is someone asking why, if everybody wants the X-bar, should we try to force the Z-bar? We shouldn't. If everybody wants the X-bar, then that is the one we should offer, but I think you will find in every classification there are a number of bars that have practically equal public acceptance, and, in that case, we, as candy retailers, owe it to the manufacturers to diversify our purchasing, and we owe it to our public to vary the items we offer them.

We carry the idea of balanced candy stocks still further in our weekly candy inventory. Instead of having the names of the bars arranged in alphabetical order, we group them in the various classifications listed above. Our theatres submit these inventories to our office weekly, and we restock them on the basis of their reports. This means that the theatre manager, as well as our office, is conscious immediately of any overstock or understock on a particular classification of merchandise, and with such a close weekly control on our theatre stocks, we experi-

(Continued on page EP-7)



When the Paramount, Rochester, N. Y., was recently remodeled at a cost of \$250,000, no expense was spared on the candy and refreshment stand in the lobby, and the attractive result is shown above. While the striking design at the counter is a big reason for stand's high popularity, the appeal of the comely attendants helps, too!

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of THE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address THE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 923 Alandale Avenue, Los Angeles 36, California. Editorial Consultant: Samuel L. Lowe, Jr.

Advisory Boards—
Composed of executives and heads of the concessions and vending departments of theatre circuits: Loyal Haight, Paramount Theatres Service Corporation; Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City;

EXTRA PROFITS

Vol. 3, No. 7

October 6, 1948

C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, George Theatre Company, Atlanta; William O'Dannell, Interstate Circuit, Dallas; Raymond Willie, Interstate Circuit, Dallas; George C. Shepherd, Mindako Theatre Supply Company, Minneapolis; A. J. Krappman, National Theatres Amusement Company, Los Angeles; William England, RKO Theatres, New York; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wil-Kin Theatre Supply, Inc.,

Atlanta; Van Myers, Wometca Theatres, Miami.

Composed of manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:

A. F. Rathbun, Fred W. Amend Company, Chicago; Richard C. Fowler, The Coca-Cola Company, New York; LeRoy J. Wilden, Paramount Candy Company, Clinton, Ia.; Raymond J. Showe, Theatre Candy Company, Inc., Pittsburgh; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Lawrence B. Geyer, W. R. Schrafft and Sons Corporation, Boston; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; W. H. Foote, Queen Anne Candy Company, Hammond, Ind.; Charles O'Malley, Paul F. Beich Company, Bloomington, Ill.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Said, McPhail Chocolate Company, Oswego, N. Y.

PROFIT ITEMS

Of special interest to theatremen are these units, a few just introduced, some on the market for some time, but all offering extra sales opportunities

"Walky-Teria"

The Walky Service Company, Wichita, Kans., has developed another in its line of portable food and drink dispensers, this time coming up with the "Walky-Teria," a portable unit which serves hot dogs, hot tamales, hot chili, soups and beans, hot peanuts, beer and soft drinks, fruit juices, dairy products, and other packaged foods and drinks. Like its companion "Walky-Koffee," the "Teria" is extremely light, being made of all-aluminum. A built-in electrical element, controlled by thermostatic controls, quickly preheats the inside to a desired temperature up to 250 degrees. This new apparatus, available immediately, is manufactured by the Walky Service Company, William R. Boyer, manager, 809 Central Building, Wichita 2, Kans.

Multiplex Dispenser

Compactness, ease of operation, and economy are the keynotes of the new Multiplex Model 14 Under-Bar dispenser manufactured by the Multiplex Faucet Company, St. Louis, Mo. The unit comes in groups of one, two, or three fixtures to meet all requirements. Its usefulness in theatres is plain when it is taken into consideration that no bottles are handled, and that the entire soft drink is manufactured from the same spigot. Turning the handle to one side releases the seltzer, the other the syrup. The fixture, which is only seven inches wide, has, together with the syrup container, a capacity equivalent to four cases of syrup. It is distributed by the Multiplex Faucet Company, 4325 Duncan Avenue, St. Louis.

"Movie Hour" Cans

The National Theatre Supply Company recently announced that it is introducing its famous "Movie Hour" brand popcorn in air-tight 10-pound cans. This corn, which has a popping ratio of 27 to 1, comes to the theatre fresh, and remains

(Continued on page EP-6)



Here is a sample can of National Theatre Supply's recently introduced "Movie Hour" brand popcorn. The corn comes packed in 10-pound cans, and is said to have a popping ratio of 27 to 1. It is being made available from NTS from coast to coast.

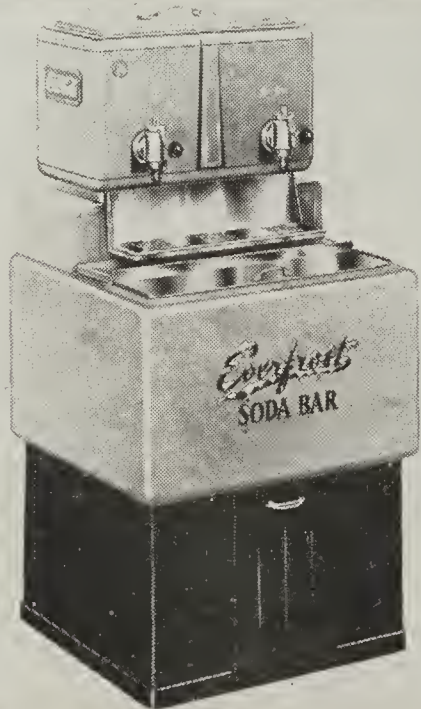
"Minute Trailer" Readied By Manley

KANSAS CITY—A new "minute movie" designed to boost exhibitors' popcorn sales was introduced recently by Manley, Inc., manufacturer of popcorn machines and wholesaler of popcorn supplies.

It was the Manley Company's intention that the 70-second sound trailer should increase outgoing and "take home" popcorn sales to the level of the large volume of popcorn sales made by incoming patrons. A print of the popcorn film is sent at nominal cost to requesting exhibitors.

It further exemplifies the increased interest in extra profits illustrated by recent three-minute popcorn intermissions where vendors hawk popcorn in the aisles.

Information can be had by writing Manley, Inc., 1920 Wyandotte, Kansas City, Mo.



The Everfrost Soda Bar, a new soft-drink dispensing unit, is manufactured by Anderson and Wagner, Inc., Los Angeles. The unit is entirely self-contained.



is made exclusively for popping corn!

Pops greater volume of corn . . . with butter-like flavor and appearance . . . at lower cost per sale.

**IT POURS!
HANDY GALLON CAN!**



Simonin of Philadelphia

SEASONING SPECIALISTS TO THE NATION



Coca-Cola in the American Theatre, Roanoke, Virginia

A COCA-COLA COOLER IN YOUR LOBBY IS A NATURAL PROFIT MAKER

Everybody likes Coca-Cola. So when you put a Coca-Cola cooler in your lobby, you're performing a service for your customers that nine out of ten will welcome and appreciate.

After that, profit is automatic. The cooler does the work. The customers put in the nickels and you collect them. It's a definite extra profit you can count on.

No matter what the size of your theatre, Coca-Cola in the lobby—in a coin-controlled cooler or behind the

candy counter—will yield you a corresponding profit. That's the experience of thousands of exhibitors.



Vendo V-83

Let us give you ALL the facts about this new source of profits. Write National Sales Dept., The Coca-Cola Company, 515 Madison Avenue, New York 22, New York, or get in touch with your Coca-Cola bottler.

* * *

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.

UP UP
go popcorn
sales!

NEW
IMPROVED
Seazo
COCONUT OIL POPCORN
SEASONING

BUTTER-LIKE FLAVOR!
GOLDEN COLOR!

POPPING METHODS
and
POPCORN PROFITS

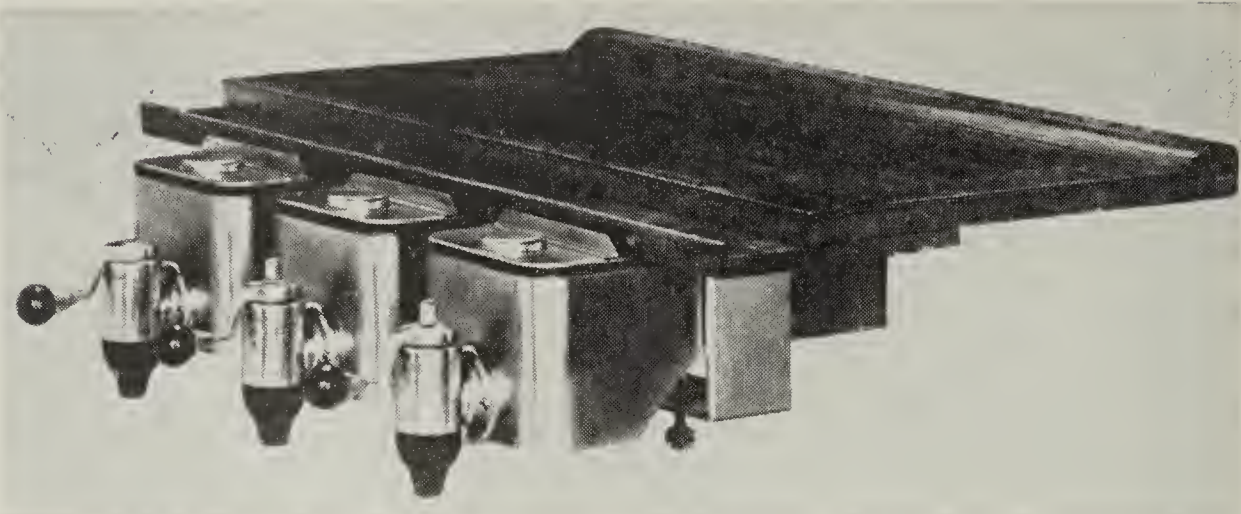
Recent field studies show that popcorn sales can be increased 15-20% by employing correct popping techniques. If you are not certain that your present popping methods are perfect, write to us for information.

Simonin of Philadelphia

PHILADELPHIA 34, PA.



SEASONING SPECIALISTS TO THE NATION



Here is the new Multiplex Model 14 Under-Bar dispenser. Made to mount under the counter, this new unit dispenses an entire soft drink, both syrup and seltzer, from the same spigot. The dispensing unit is made for easy removal for periodic cleaning, and the entire apparatus is manufactured by the Multiplex Faucet Company.

Profit Items

(Continued from page EP-4)

that way until the can is opened, since the air-tight seal prevents deterioration. It can be stored anywhere, since neither cold nor heat will affect the air-tight cans, and removes the necessity of opening and moving 100-pound bags. It will be available by National Theatre Supply from coast to coast.

New Lighting Units

The Wiremold Company, Hartford, Conn., recently announced that it had put on the market a complete line of fluorescent showcase lighting units. Utilizing No. 2100 Wiremold in golden bronze finish, the units will be classified as the 21AR series, and will be available in five sizes for one to five 15-watt fluorescent lamps. Also available is a down-wiring kit comprising an end-fitting, elbow, down tubing, base flange, and armored cable connector. They are available through the Wiremold Company, Hartford 10, Conn.

Kirkwood With Mills

CHICAGO—Mills Industries, Inc., recently announced that Hiland G. Kirkwood has

been named its general service manager. Kirkwood, who was formerly associated with the Frigidaire Corporation and Refrigeration Engineers, Inc., has been in the refrigeration sales, service, and engineering branches for the past 22 years. Mills Industries, Inc., has offices at 4100 Fullerton Avenue.

Sweet and Lowe-Down

(Continued from page EP-1)

Few manufacturers could refuse an opportunity to place a bowl of one of their items, such as chocolates or bonbons, at the theatre counter, with a sign inviting the patrons of the theatre to help themselves with the compliments of the company.

The variety of tie-ins is limited only by the showmanship of the theatremen himself.

Since candy sales are impulse items, whatever draws patrons to the counter area will result in increased sales of the items on display.

Samuel L. Lowe, Jr.



The rush of patrons to the Lobby Shoppe in the new Shelby, Shelbyville, Ky., recently opened by Chakares Theatres, Springfield, O., no doubt is the reason for the smiling faces here. Grouped around the extra profits counter are, left to right: manager Leonard Bale, the attendants, and George Bauer, in charge of maintenance for the circuit. Handling candy and popcorn, stand is located in the foyer, handy for main floor and balcony trade.

Five-Cent Bar Safe

NEW YORK—Members of the Affiliated Drugstores and their suppliers were told at their recent semi-annual convention that the future of the five-cent candy bar is not in danger.

It was pointed out that recent studies showed that theatres accounted for 9.2 per cent of all chain outlet candy bar sales.

Full Flavoring Helps Popcorn Sales

OMAHA—Results of a recent survey of theatre operators show that proper seasoning of popcorn often doubles sales, it was announced recently. The survey, conducted by the producers of Jolly Time Pop Corn, was made to determine what might be done to increase popcorn sales in theatres.

"Until we made this survey," says Howard C. Smith, president, American Pop Corn Company, "we had no idea what a whale of a difference proper seasoning made in popcorn sales." Theatre operators who switched to a high quality, vegetable base seasoning which looks like butter, tastes like butter, and has the aroma of butter, reported sales almost twice as big.

One operator had this to say about proper seasoning:

"The smallest part of the cost of a bag of popcorn I sell is the seasoning. When I started using a vegetable base seasoning in my popper, the aroma, appearance, and swell taste of the popcorn almost doubled my sales within a month, and with no noticeable change in attendance either!" Flavor and aroma apparently determine sales, the survey indicates.

Further investigation showed that in order to get a well seasoned product, the proper amount of seasoning *must* be used. Popcorn in a wet popper will produce the best results if around 40 to 50 per cent seasoning is used. "In other words," said Smith, "when an operator pops 100 pounds of corn, he should use at least 40 pounds of seasoning."

Speaking of the effect of the aroma of good seasoning on sales, one operator put it this way, "Before, I used to sell corn, salt, and a little oil; but now, I sell the taste and the smell, and make twice as many sales!"

For Real Coverage Of Happenings In Your Area, Read THE EXHIBITOR.



Howard C. Smith is president of the American Pop Corn Company, which has headquarters in Omaha.



The C. Creter and Company Hollywood Model No. 48 corn popping machine drew plenty of attention at the recent Wisconsin State Fair. Two hundred of these machines were placed in various concessions throughout the grounds, and did a capable job attracting customers. This is only one of five other models made by the company.

Balanced Candy Displays

(Continued from page EP-3)

ence no trouble with spoilage, and, at the same time, we are assured of well balanced displays in our theatres at all times.

IT DOESN'T take any more time to follow a system as simple as this than it does to follow a hit and miss method, and it does pay dividends in increased candy sales.

Actually preferred 2 to 1 in a recent survey

Yes, sell at least 10 boxes of Pings for every 5 boxes you sold before . . . because a recent Taste Test showed that the new COCOANUT PING was preferred to the old Ping by over *Twice as Many* people.

And no wonder it's such a hit! Young and old love the rich, sweet chocolate coating . . . thick layer of crisp cocoanut . . . and creamy, white nougat center—that blend together into a delicious taste treat.

Customers love it! . . . dealers want it! Again and again MARS has been asked to make a cocoanut bar . . . and here it is! So, get in on the ground floor. Order your supply NOW!

MARS INCORPORATED

2019 N. OAK PARK AVENUE • CHICAGO 35, ILLINOIS

MAKERS OF AMERICA'S FASTEST-SELLING
CHOCOLATE-COVERED CANDY BARS

Tune in Dr. I. Q.

MONDAY NIGHTS

OVER NBC

AND HEAR STAR SALESMAN

ALLEN C. ANTHONY

HELP YOU TO PRE-SELL

THE NEW

COCOANUT PING!

KANDY KIDDING

What's in a name? To Harry Taylor, Grand, Rochester, N. Y., names on the candy bars become in imagination people and places, so he weaved them into a story something like this:

A BUCK PRIVATE from HERSHEY went into CLARK'S BAR on FIFTH AVENUE near the POWERHOUSE.

It was PAY DAY, and he had a yen to NESTLE with MARY JANE in a LOVE NEST. So he wandered down to the SKY BAR, where the ceiling was painted like the MILKY WAY, with MARS trying to outshine the RAINBOW, and the stars looked like mere DOTS.

Each table was decorated with SPEARMINT LEAVES, and had MOUNDS of PEANUTS donated by PLANTERS. Drinks were served to the ladies in REESES CUPS, and to the men in MALLO CUPS by the BAKERS.

On stage, the famous colored trio, the LICORICE CLIX were doing a dance number with the BLACK CROWS, and the band was playing a SWING number, the TOOTSIE ROLL. After a milk shake served by the DAIRY MAID, OLD NICK grabbed BABY RUTH and did a WHIZ of a polka.

Not to be outdone, OH HENRY said to SUE SHARD: "I think you are going to be a LIFE SAVER, and dance with me." While dancing, he whispered: "You are a BIT O' HONEY," which made her SNICKER, and say: "Oh Fudge." But when he said: "If you will ALWAYS be mine, I will be FOREVER YOURS," it BOLSTERed her up and made her feel like QUEEN ANNE.

Just then PECAN PETE strode up with a JINGLE of spurs, and fired his gun with a loud PING, causing everyone to CHUCKLE.

The CHICKEN DINNER was swell, and the jokes as tangy as SPICE DROPS. Old POP CORN, with cheeks like SNOW DROPS, did a jig that held even the HOLLYWOOD folk spellbound. Then, after everyone's WINKERS began to grow heavy, the men got their CANDY CANES, and escorted the PIPPINS home, voting it a sweet time, indeed.



This food and drink dispenser for drive-ins, developed by the Walky Service Company, 809 Central Building, Wichita, Kans., is entirely portable, will serve all packaged hot or cold foods and drinks, and even has a sign that lights up for attention.

Popcorn Body Plans December Meeting

CHICAGO—J. V. Blevins, chairman of the program committee, National Association of Popcorn Manufacturers, announced last week that the greatest meeting and exposition in the history of the popcorn industry would be held at the Sherman Hotel on Dec. 13-14-15.

For the first time in the history of the industry, a "popcorn clinic" will be staged, with actual demonstrations of improved popping and merchandising methods, use of materials, and maintenance of equipment being conducted by experts.

Solid, substantial facts, and ideas will be given all delegates to take home and use in the operation of their businesses.

In addition to the profit-building ideas and information which delegates will be given at sessions of the "clinic," they will again have the opportunity of visiting the big exhibit on machinery, equipment, processing, packaging, and materials.

The exhibition hall will have scores of displays and up-to-the-minute supplies.

Blevins added that it is his opinion that the attendance at the forthcoming NAPM convention will be record-breaking.

He added that while several interesting social events are being planned, he was sure that those attending would be more interested in the "take-home value" of the answers to current problems.

A program has been arranged which will be invaluable to everyone engaged in the popcorn industry.

There will certainly be extra profits for all attending, he indicated.

The National Release Date Guide, Which Is Always Found On the Inside Back Cover Of This Publication, Is the Most Authentic Service Of Its Kind.

Y & Y IS YOUR BEST BUY For A COMPLETE LOBBY SALES SET-UP INCLUDING

1. All National Brand Candies
2. Popcorn
3. Ice Cream
4. Drinks

Immediate delivery of

Candy Cases and Machines—Popcorn Warmers—Ice Cream Cabinets

Y & Y POPCORN SUPPLY CO.

1226 Vine St., Phila. 7, Pa.

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JOLLY TIME

MORE PROFITS FOR YOU!

POP CORN

AMERICAN POP CORN CO.
SIOUX CITY, IOWA

Get THE CATALOG habit

→ **OUTDOOR REFRESHMENT CONCESSIONAIRES** from Coast to Coast over 1/4 Century

→ **Now Specializing in Refreshment Service for DRIVE-IN THEATRES**

→ **SPORTSERVICE, Inc. JACOBS BROS.** HURST BLDG. BUFFALO, N. Y.

NEWS OF THE

Territory

BRANCHES

Atlanta

Ralph McCoy, branch manager, Film Classics, had his force in for a sales meeting...A visitor was Nat Bernstein, Dixie, Miami....Opal Giles, Kay Exchanges, was off for a vacation to Asheville, N.C.

It was happy birthday to William K. Jenkins, president, Georgia Theatres, Inc....W.H. Rudisill, manager Kay Exchange, was making calls on circuits and independents in the Birmingham, Ala., area, accompanied by Ike Katz, another Kay executive....John Jarvis, Kay salesman, was working the Southern Alabama territory.

Ike Katz, Kay executive, left for a trip to the new Orleans branch.... Harry Katz, Kay head, visited the Charlotte, and Washington, D.C. Branches....Dixie Graham, office manager, Kay Exchange, was jubilant over the response to "The Southland News".

While Hapeville, Ga., in cooperation with the state building inspector, took action to investigate an alleged fire hazard at the Hangar, near the Atlanta airport, A.L. Henson, attorney for B.E. Gore, manager, said he would seek an injunction restraining the city from interfering with his showing of "This Nude World" and other alleged censorable films at the Hapeville. R.T. Reeved, Hapeville city attorney, said officials of the city stopped the showing at the theatre after several protests, and also in a drive against alleged conditions about the airport designated by Judge John S. McClellan, of Fulton Criminal Court as "lawless". He also said Hapeville now has an action pending against W.H. Irwin and J.A. Dolan to sell the Hanger for unpaid 1947 taxes and that the mayor and council of Hapeville would consider the theatre an alleged fire hazard at a meeting set for early October, if not before.

Mr. and Mrs. J.J. Jerrell, Ritz, Commerce, Ga., and Mrs. O.S. Osman, Strand, Covington, Ga., were among those seen on Film Row....Once again the love bug has bitten a member of Film Row. This time it is Dorothy Abcrombia..

Ed Stevens, president, Stevens Pictures, is back at his office after a Florida trip....Sid Landers will reopen the Zephyr soon....William "Snake" Richardson, president, Astor Pictures of Georgia, was visiting in Jacksonville, Fla....Johnnie Brown has been added to the staff at Eagle Lion....William Clements, some years back with Universal, is now with his old boss, William Richardson, Astor.

Jimmy Wilson, W-M Enterprises, was back after a trip to Alabama. Charlie



Steve Broidy, left, recently greeted governor-elect Fuller Warren, Florida, when the southern executive arrived in Hollywood for a survey of the motion picture field and the state's important citrus fruit industry.

Moore, same company, was off to Tennessee....Ben Jordan and Jimmy Campbell, Monogram salesmen, were in for a sales meeting....The club at Eagle Lion enjoyed a real old-time party at the home of Anny Anderson, office manager, in Norcross, Ga.

"Pot Night Quiz's" Charlie Clark was back at his post after visiting in Alabama and Tennessee....William Richardson, Astor, returned from a trip to Alabama....John Jenkins, Astor, Dallas, stopped off for a visit to William Richardson, Astor head....O.C. Lam and sons left Atlanta for a trip to Chicago where they attended the TOA meeting. From there they went to St. Louis....Irma Marshall, accounting department, Eagle Lion, is back after a New York vacation....Pat Brown, accounting department, Warners, is also back on the job after time off.

Seen on Film Row recently were: Sidney Laird and L.J. Duncan, Al-Dun Amusement Company, West Point, Ga.; Ed Duncan and Clyde Sampler, Duncan and Richards Theatres of Georgia; P.L. Taylor, Dixie, Columbus, Ga.; Mrs. Cleo Shingler, Buena Vista, Buena Vista, Ga., and Joe Maddox, Clay Theatres in Georgia.

Jimmy Bello, Astor Pictures of Georgia special representative, was back after a trip to North Carolina.

Beatrice Finch, formerly with "Jack Pot Quiz Night," is now with Monogram



Noble Arnold, third from left, manager, Center, Durham, N.C., also "Youth Month" chairman in Durham is shown recently demonstrating the use of promotional material to representatives of local organizations, left to right, Mary Jane Zelicoff, Carlene Kearns, C.R. Wood, city recreation director, Douglas Kelley, and Seaton Holt. The promotion aids will help "Youth Month".

in the booking department....Laurence Oliver's film production of "Hamlet", released by U-I, will open at the Peachtree Art on Oct. 13 in a reserved seat basis with two shows daily. Admission will be \$2.40 and \$1.20.

Paul Wilson, assistant southeastern district manager, 20th Century-Fox, returned with his sales force from the meeting held in Los Angeles....Irvin Deer, community relations field representative, MYAA, was a visitor recently.

Charlotte

The new Brookdale Drive-In for Negroes opened on the York Road. The theatre represents an investment of approximately \$65,000, and can accommodate 250 automobiles. It has individual speakers. The only Negro drive-in north of Jacksonville, Fla., the theatre was built by localites Herman Geltzeiler and W.W. Williams, Kannapolis, N.C. A.W. Bell is the booking agent.

The board of directors of the newly-formed Drive-In Theatre Association voted to back owners of the North 29 Drive-In in a suit for alleged infringement of patent rights by the Park-In Theatre Corporation, Camden, N.J. Hap Bell was reappointed secretary of the theatre group, and said the association will hire a leading attorney to help fight the case in the courts. The association consists of drive-in owners in the two Carolinas. The suit against North 29 Drive-In has been filed in federal court.

The new Center, East Morehead Street, with 900 seating capacity, will open on Oct. 7, according to J.B. Meiselman, owner. The structure, of brick and cement, cost \$250,000, and is one of several in the state owned by Meiselman, including theatres in Rockingham, Fayetteville, Willmington, and Waynesville, with plans for other first-run houses in Kinston and Asheville, and the Radio city here, which will have a seating capacity of 2,400. Adjoining the new Center is lot space for the parking of 300 automobiles.

Memphis

Lloyd T. Binford, chairman, Memphis and Shelby County Censor Board, banned

A Page from LEW HERB'S SCRAPBOOK



Elliott Johnson, Malco Circuit, was visited in his office in the Malco Building, Memphis.



I visited Mrs. Jerry Jernigan, wife of the Memphis Screen Guild branch manager, in his office.



Tom W. Bridge, acting branch manager for Paramount, Memphis, was working when I dropped in.



J. F. Adams, owner-manager, Tate, Coldwater, Miss., came to town for a visit to Film Row.



Tom W. Young, branch manager for 20th-Fox in Memphis, was snapped by me in his office.



Augustin Cianciolo, Lucian and Rosemary, Memphis, posed for me with his young son.

"Rope", scheduled to open at the Warner. Finford also announced that the film could not be shown at the Naval Air Station, in the county. The picture was shown at the Naval station preceding the scheduled showing in the city, but due to an effort to maintain the good will of city officials, Captain Clarence O. Taff, announced that the film's second showing be canceled. However, the naval official stated that he believed Binford would not have a legal right to ban the picture at the station as it is navy property, but he said that he had no desire to show the picture to the Naval Air Force if it is not considered a good picture. Many of the pictures banned for Memphis houses have been shown at the Naval Air Station.

New Orleans

John Jenkins, Jenkins and Bourgeois' Astor Pictures Company, Dallas, returned to his territory after spending time in New York discussing new product and reissues with Robert M. "Bob" Savini, president, Astor. Jenkins, who recently consummated a distribution deal with Savini for the eight "Wild Bill" Elliott westerns for Memphis, Atlanta and New Orleans, reached New York the same day Astor's president returned from his Hollywood trip to confer on the new releases as well as reissues.

Theatre owners hereabouts are beginning to breathe easier with the advent of the first signs of fall. They've been plenty upset at the way

outdoor entertainment, especially the free shows, have cut into receipts. Competition this summer has come from night league baseball, both regular Southern League and soft ball; boxing, park concerts, free beach and playground attractions, wrestling, and a host of others. Latest headache is football. The high school league will play night as well as Saturday and Sunday afternoon games. The night games will be felt keenly since they'll cut into the neighborhood as well as downtown theatre young people's trade. Some of the kid games attract as high as 25,000, which is nothing to sneeze at. In addition, Louisiana State University will play four games under lights, and many Orleanians journey to Baton Rouge, La., for these games. In addition, many fans stay away from



To publicize RKO's "Good Sam" recently, John Dostal, manager, Orpheum, New Orleans, and RKO theatres ad manager Irv Paley had CBS commentator Henry Dupre, shown here, sell \$ bills to prospective patrons in the lobby.

the shows to listen to Tulane and other grid clashes that are broadcast. On top of all that, WDSU announced that its television station will start broadcasting in December. Stores are already showing video receivers. This isn't too much of a threat to the boxoffice at present, but there is no telling what the future will bring.

C. James Briant, MGM branch chief, is one of the leading figures in the Community Chest drive....H.A. Arata, MGM representative, said "The secret Land", film of Admiral Byrd's polar expedition, will be shown here during Navy Week, Oct. 21 - 27.

John Granger, Columbia office manager, was back at his desk rested and refreshed after a vacation in Tennessee....Bobbie Dobyns, U-I booker-stenographer, middle-aisled it recently with Edward McPhate. She will remain on her job....Columbia employees welcomed back Hazel May Hill, out for a month due to illness....A visitor the past week to the U-I office was Audrey Miller, who moved to Michigan after marrying Joseph Barcella. She is a former employee....Lydia Scully, head booker, Columbia, is happy as a lark as she prepares to move into her new home....Rodney D. Toups, manager, Loew's State, is a regular in the gym classes at the New Orleans Athletic Club.

Many neighborhood theatres here are undergoing repairs and improvements to lobbies, marquees, etc....Allied Theatres of the Gulf Coast is pushing



Producer Ken Murray recently presented a print of his Republic picture, "Bill and Coo", to Jean Hersholt, president. AMPAS, at ceremonies in Hollywood.



Here is one of the pictures taken at the Hollywood wedding recently of Virginia Dunn and David McIlmoil. Well-wishers, among many, included those shown here, left to right: Nina George, concert singer; David, the groom, Mary Von Zell, the bride, and Don George. Many industryites attended the affair.

plans for the entertainment of the national group, which will hold a convention here in November.

STATES

Alabama

AUBURN

President Robert Sims, Auburn Theatre Company, announced plans for a new 750-seat house with adjoining restaurant to cost approximately \$100,000. The building will be constructed of brick, tile, and steel, and will have a color scheme of blue and gold. The facade will be of glass brick, and the entrance will be through an alcove. Paul W. Hefferbert, Gadsden, Ala., is the architect, and Batson and Cook, West Point, Ga., the contractors.

CALERA

J.S. Yerley, owner, Joy, Siluria, Ala., announced that he has taken over the Wasisonia, and will change its name to the Calera.

Arkansas

LITTLE ROCK

M.S. McCord, secretary-treasurer, Malco Theatres, Inc., was elected president of the North Little Rock Chamber Of Commerce by a vote of the board of directors.

"The Secret Land" was previewed at the Arkansas.

SEARCY

Carl Nater, formerly an executive for Walt Disney Productions, joined the staff of Harding College. He will direct educational film activities and other projects of the College's Department Of National Education.

Florida

DADE CITY

The Roosevelt has been opened to colored patrons of the city.

JACKSONVILLE

Lamar Sarra, former football star, has joined the legal department of Florida State Theatres here.

Another drive-in was opened near the new air base with capacity for 500 cars. The owners are R.S. Rogers, Jr., and C.A. Clarkson.

LAKE WALES

One of the Florida State Theatres houses will be closed for several months to undergo remodelling. Seating capacity will be increased from 500 to 800.

QUINCY

Plans for the new Leaf are now in the hands of architects, and construction work will start soon. The house will seat 1,000. This is another venture of Interstate Enterprises, Thomasville, Ga.

Interstate Enterprises, owners, Shaw and Roxy, expect to start work on a new drive-in soon.

ST. AUGUSTINE

An old theatre has been renamed the Florida, and the new owner is C.P. Cohen, who also owns theatres in Panama City, Fla., and Key West, Fla.

Georgia

MACON

The United Council of Churchwomen asked City Council to have theatres revert to the former practice of closing at seven p.m. on Sundays.

THOMASVILLE

Nat Williams, president, Interstate Enterprises, has placed blackboards and chalk in the lounge rooms of his new drive-in. He urges people who must scribble on the walls to use these facilities instead. It will be interesting to see how this works out.



George Marshall, right, president, Screen Directors' Guild, is shown here as he recently presented the initial SDG "Best Directorial Achievement" award to director Fred Zinneman for "The Search" in Hollywood, Cal.

VIDALIA

Pal Amusement Company expects to open its new colored house soon.

North Carolina

FAYETTEVILLE

A new drive-in has opened, owned by J.G. Wellons, and costing over \$100,000. The booking will be handled by Exhibitors Service, Charlotte.

GREENSBORO

A man who passed an obscene note to Mrs. Belle Adkins, ticket seller, State, was caught in a trap set by Mrs. Adkins and the theatre management, and was given six months on the roads in Municipal Court. The man was trapped at a "rendezvous" spot in the theatre building which he had designated.

Max Zager, president, Skyview Theatres, Inc., announced plans for starting construction within the next 30 days on the Sky-Vu Drive-In on the Reidsville Road. The drive-in will be located just beyond the city limits, and is expected to be completed by spring. It will have a capacity of 850 automobiles, with individual in-the-car speakers equipped with volume controls. The screen will be of the new concave type, and a playground will be provided for children. A snack bar and soda fountain also are planned. The field will be illuminated by "artificial moonlight". Mrs. Dorothy Lawson is secretary-treasurer of the company, whose incorporators also include Sidney Stern.

Chester A. Glenn, manager, Elm Street, almost became the winner of a \$27,500 prize on the "Stop The Music" radio program on Sept. 19, but took it philosophically, with the statement, "I'm too old now to spend money that I didn't get". He was sitting in his apartment when the program's master of ceremonies called him, and asked him to guess the name of the mystery tune. Glenn gave his answer, and then the announcer, he said, told him that "I was the most important man in the United States tonight, and I thought at first he said I'd won. Then he asked me to repeat my answer to the question of the title of the mystery tune. I repeated, and he said I'd given him too many words". The answer Glenn gave was "The Turkey's

in the Tree-Top on Thanksgiving Day". As soon as the call had been completed, Glenn's telephone began buzzing so incessantly that he was unable to get away and go downtown to open his theatre. People called from all parts of the country wanting to know the last two words in his answer. "Yes, I could have used that trip to Mexico and the rest of the \$27,000 worth of awards", Glenn said. "Who wouldn't?"

HICKORY

Western Carolina Theatres, Inc., obtained a certificate of incorporation from the North Carolina Secretary of State to operate theatres, with authorized capital stock of \$100,000. Incorporators are F.H. Pless, and Eddy Merritt, both of Hickory, and H.T. Pless, North Wilkesboro, N.C.

TROY

G.L. Faw, Charlotte, opened his new drive-in three miles from here. He owns several other drive-ins.

WARRENTON

The Warren completed a redecoration program.

South Carolina

FAIRFAX

The Spencer reopened after being completely reconditioned and repaired.

Tennessee

CHATTANOOGA

Lights were dimmed for the last time at Chattanooga's oldest theatre on Sept. 26 when the Rialto flashed "The End" on the screen after more than 40 years as both a vaudeville and motion picture house. Originally constructed as a Keith vaudeville house called the Majestic, the Rialto was located at 709 Market Street. A few years later, it was taken over by Signal Amusement Company, and renamed The Rialto as a companion motion picture house to the old Alcazar. During World War I, the Rialto, then owned by Tennessee Enterprises Company, Inc., was the city's top picture house. Eastenn Theatres Inc., purchased the Rialto in 1921, and continued to operate it in the number one spot until the Tivoli was completed in 1923. The Rialto took second place



Edmund Gwenn is shown talking to Jeanne Crain and William Holden in this scene from the current 20th Century-Fox production, "Apartment for Peggy".

when Eastenn opened the Tivoli, and in 1928 the Rialto slipped to third place as a subsequent run and action picture house when Eastenn opened the State. An 800-seat theatre, the Rialto was dismantled on Sept. 27-28, and the property turned over to McClellan's and Hamilton National Bank. With the closing of the Rialto, Eastenn is operating only two theatres in Chattanooga, the Tivoli and State. Construction of a new theatre, to be called the Center, is expected to begin soon in the 900 block on Market Street.

A petition was being prepared for circulation in the immediate area near the new Brainerd after some 50 residents met informally to protest parking conditions which allegedly border on being a nuisance. Bates Bryan, attorney who lives in the Brainerd residential community, and who was asked to drae the petition, said the meeting was not meant to "raise trouble", but to formulate a logical plan to halt parking on both sides of North Germantown Road and on Cherryton Drive, streets which run into Brainerd Road, on which the theatre faces. Bryan said he participated in a recent protest against operators of the Brainerd, who allegedly violated city laws in allowing parking on a lot which was zoned for residential purposes. Since the theatre management was ordered to cease parking on a part of the lot (the section zoned for residential purposes), there has been no difficulty in that respect, Bryan stated, and owners of the theatre have been most cooperative since. He indicated that the community's new problem is not so

much with the theatre as with moviegoers who park their cars along both sides of North Germantown Road and Cherryton Drive, sometimes even blocking private driveways. The Brainerd Theatre, opened about six weeks ago, is owned and operated by Independent Theatres Inc., A. Solomon, president.

J. Donahue, division manager, Paramount, and Duke Clark, district manager, Dallas, were in.

Exhibitors in were: Walter Lee, Heber Springs, Ark.; Mr. and Mrs. Frank Patterson, Junction City, Ark.; Mr. and Mrs. Irving Reeves, Oil Trough, Ark.; E.W. Jones, Little Rock, Ark.; J.M. Mounger, Calhoun City, Miss.; J.K. Jamison, Bald Knob, Ark.; Don Landers, Harrisburg, Ark.; Carl Christian, Tuckerman, Ark.; Leon Roundtree, Holly Springs, Miss.; Mrs. J.C. Noble, Leland, Miss.; Gordon Hutchins, Corning, Ark.; C.A. Gilliland, Steele, Mo.; J.F. Adams, Coldwater, Miss., and Amelia Ellis, Mason, Tenn.

Mrs. Jerry Clifton, head booker, Republic, is vacationing in Oklahoma John N. Carpenter, RCA engineer, took over the duties of S.D. Bullington with Monarch Theatre Supply, while he vacationed in Florida.

KINGSPORT

The drive-in owned by J.R. Pierce, Jr., was recently opened to the public.

KNOXVILLE

Fred Logan, owner, Grand, was bound over by the grand jury on charges of failing to make proper reports, and also payments on admission taxes.



Victor Mature and Shelley Winters are shown in this scene, which takes place in the current 20th Century-Fox dramatic production, "Cry of the City".

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NEWS OF THE

Territory

Chicago

An aftermath of the arrest at Asheville, N.C., of Leo Guy Kosta, 27, State-Lake assistant manager, on a charge of alleged embezzlement through ticket resales, was the filing of an injunction suit by B and K in Circuit Court to stop Kosta from drawing money from two banks and a safe deposit company. The corporation charges in the suit that he embezzled more than \$50,000 from 1944 to 1948 by conspiring with a cashier.

Eddie Fitzgibbons, Paramount publicity chief in this section, added Indianapolis and Louisville, Ky., to his coverage.

Film Row was well represented at the opening of Bellevue Drive-In, three miles east of Peoria, Ill., owned by General Drive-In Theatre Company, Abner J. Klein, secretary-treasurer....Harold Abbott, Abbott Theatre Equipment Company, and his wife attended the TESMA convention in St. Louis.

Ben Elrod, Warners, vacationed in Canada...The mother of Larry Burndahl, B and K staff, Mrs. Anna C. Peterson, died at Michigan City, Ind.

A Rip Van Winkle demanded \$600 from George Romine, Southtown manager, claiming he had just been informed that his name was called for that sum while he was snoozing through a bank night drawing at the theatre 10 years ago.

The following area theatres signed sound servicing contracts with Altec Service: Lawn, Commodore, Ramova, and Milda, Chicago; Mermi Drive-In, Milan, Ill.; Palace, Johnson City, Ill. Salem, Salem, Ill.; Freeport, Freeport, Ill.; Grand and Lincoln, Lincoln, Ill.; Skyline Drive-In, Westport, Ill.; Lyric, Salem, Ill.; Roanoke, Roanoke, Ill.; Hawthorne, Cicero, and Bond, Decatur, Ill.

Pearson Bolander, 42, Century engineer, was asphyxiated while attempting to repair a gas valve on air-conditioning apparatus in the basement of the theatre. Herbert Chatkin, manager, heard a slight explosion in his office upstairs. Rushing to the basement, Chatkin attempted to rescue Bolander, but was partially overcome by the gas, and forced back. He called the fire department, and then collapsed, but was soon revived.

Jerry Sullivan, Grant assistant manager, made good black bass catches on a Michigan trip....Paul F. Heard, Protestant Film Commission executive producer, came to meet with chairmen of Protestant boards of education.

Valos Theatres plans to operate the Hinsdale, Hinsdale, Ill., and the Egyptian, De Kalb, Ill., at the conclusion of present leases....Altec Service moved to larger space at 608 South Dearborn Street.

Charles Tyler, veteran electrician, with 24 years at the Grand, his wife, and son, Allan, took a 6226-mile auto vacation.

In cooperation with John H. Craig, state fire marshal, many theatres will run "cleanup and care" trailers during Fire Prevention Week, Oct. 3-10. He reported 29 theatre fires in the state last year, with a loss of \$175,000, an improved record...The Variety Club night at "Mr. Roberts" netted \$6,000 for La Rabida Sanatorium.

Bruce Balaban, son of A. J. Balaban, married John Neda Binder, New Jersey.

The city amusement tax brought in \$208,606 during August, upping the year's total thus far to \$1,239,538.

Warners "Rope" was rejected by the censor board during its examination of 97 films in August, totaling 453,000 feet. Twenty-four cuts were made, and Columbia's "The Last One" and Teitel's "Sing Lowly" were labeled adult. The censor board is collecting about \$5,500 a month in fees for film reviews. The rate is \$3.30 a thousand feet for the first film, and \$1.10 a thousand feet for duplicates.

John Balaban, secretary-treasurer, B and K, is directing the operation of the corporation's television station, WBKB, following the resignation of Captain William Eddy, builder of the station, who became president of Television Associates. John Mitchell, 26 years in theatre business, will assist Balaban.

Da-Lite Screen Company, Inc., bought a larger building at Grand and Mead Streets for business expansion....Victor Company Davenport, Ia., perfected a new 30-ampere projector.

Denver

Chet Miller, city manager, Fox Intermountain Theatres, Sterling, Colo., has a new angle on the selling of



Shown at left is Barbara Bryer, who recently was discovered by producer Arthur Dreyfuss, right, and who will be featured in the Equity pictures production of "An Old Fashioned Girl." Others in the picture, taken in Hollywood, are, left to right, Gloria Jean, Jack Schwartz, Equity vice-president, and Harry H. Thomas, veteran producer.

student tickets and cutting down vandalism. He is asking every student purchasing a reduced admission card to sign a "Good Behavior Pledge". The large sheets filled with signatures have been placed in the lobby with the wording at the top reading: "Remember Your Pledge".

Harry Green, newly appointed Fox Intermountain treasurer, moved into the office formerly occupied by Robert Selig, assistant to the president, who gets a first floor office.

Frank Childs, resigned Selected Pictures manager, went to work for Monogram as a salesman...Charles Skouras passed through Denver on his way to Wyoming to do some antelope hunting.

Arlie Beery, Manley Popper representative, has a son, Arlie, Jr., following in dad's footsteps, at least as far as football is concerned. He has been placed on the University of Colorado football squad, and is rated as outstanding. While in high school, the boy made both the state all-star teams in football and basketball the same year. The dad was a member of the Colorado College football team, and played with the famed "Dutch" Clark. So Arlie, Sr., will now have a mighty fine excuse to be in Boulder, Colo., every day the University of Colorado football team plays at home.

Mayer Monsky, U-I branch manager, weekended in Omaha, his home city....Robert Bothwell, Aladdin manager, and wife went to Montana on their vacation....Don Davis, RCA district representative, Kansas City, was in Denver conferring with Western Service and Supply.

Frank Barnes, owner, Elite, Crawford, Neb., was spending most of his time in Lawrence, Kansas, where his mother was seriously ill.

Seen on Film Row were: George Allan, North Platte, Neb.; Clarence Martin, Hugo, Colo.; Elden Menagh, Ft. Lupton, Colo.; Robert Smith, Steamboat Springs, Colo.; George McCormick, Canon City, Colo.; Leon Coulter, Loveland, Colo.; L.F. Flowers, Bayard, Neb.; L.N. Scheidegger, Seibert, Colo.; Joe McDonald, Torrington, Wyo.; Frank Barnes, Crawford, Neb.; Glen Wittstruck, Meeker, Colo.; Frank Aydelotte, Ft. Collins, Colo., and Lloyd Kerby, Worland, Wyo.

Ed Urschel, MGM auditor, was here for a couple of weeks....Jack Wodell, manager, West Drive-In, was also temporarily doing the managing of the North Motorena, bought by the Wolfberg Theatres. This gives the Wolfberg outfit three drive-ins in Denver, with a fourth, out south, contemplated.

A pass racket is being tried by certain magazine salesmen. They have been given cards from their publications with the words, "Press", in large letters, and some have been using them in an attempt to get into theatres free.

Virgil Odell, city manager, Fox Intermountain Theatres, Nampa, Idaho, is now, and has been, a very busy man, what with being either chairman or co-chairman of five important civic committees or drives. His activities have paid off well in improved public relations....Cy Lee enlarged his Albuquerque, N.M., popcorn and candy warehouse.

Des Moines

Lawrence Kuhl, owner of theatres at Corning and Greenfield, Ia., died at Creston after being stricken with a heart attack. He had been a theatre owner for the past 15 years....Two drive-in theatres are planned for Ottumwa, Ia., with the Ottumwa Theatre Company announcing it will operate a drive-in at the municipal airport. Previously, a Kansas City group had announced plans for a drive-in costing \$100,000 at Ottumwa. The Ottumwa Theatre Company, with M.C. Gilmore, president, and Jake Cohen, secretary signed a 19-year lease for the airport with work to start at once. The lease called for a payment of \$4,000 in cash to the airport and a yearly rental of \$1,100....Harold Field, president, Pioneer Theatre Corporation, announced plans for a drive-in next spring at Perry, Ia....Clifford Custard, Huntsville, Ark., has been named manager, Grand, Wellman, Ia., succeeding Mrs. Vic Rampelberg. The house is owned by Boyd Roberts, also of Huntsville, Ark.

Managers and executives of Tri-States Theatre Corporation held their annual outing at Lake Okoboji, at which time the opening of a new Tri-States drive was announced.

The Villa Lovilla, Ia., resumed operation after being closed for the summer months. Raymond Nichols, owner, said two changes will be made....The new theatre, Sunset, was nearing completion at Sumner, Ia. Harry Page is the owner.

The following area theatres signed servicing contracts with Altec Service: Orpheum, Strawberry Point, Ia.; Sioux City Drive-In, Sioux City, Ia.; Iowa, Waterloo, Ia., Grand and Marion, Knoxville, Ia.; Wonderland, Paullina, Ia.; Reinbeck, Reinbeck, Ia., Varsity, Dubuque, Ia., and Waverly, Waverly, Ia.

Kansas City

Evelyn Kessler resigned her position at Commonwealth Amusement Company. She had been with the company over seven years. Jean Laverie fills the vacancy....Margaret Levy returned to Paramount as city booker after an absence of about three years.

George Hartman, Armour, North Kansas City, Mo., now living in California, was a visitor....Hal King, salesman, King Enterprise, became the proud father of a seven and one-half pound baby girl....Gretchen Brown, secretary to C.A. Schulz, suffered a bad fall, and is in the hospital with two broken ribs....Shirley Wall,

Commonwealth Amusement Company, vacationed in Chicago.

Dick Biechele returned from an outing at Lake of Ozarks....Ruth Corless, ledger clerk, Paramount, returned from a vacation in Denver....Ann O'Toole, cashier, Paramount, took a week off.

Film Row visitors were: L. Sosna, Moberly, Mo.; Earl Kerr, Bethany, Mo.; Ken Winklemeyer, Boonville, Mo.; Otis Williams, Queen City, Mo., and J.T. Ghosen, Sedalia, Mo.

Los Angeles

E.D. Harris, El Rey, recently sold "Elephant Boy" as "The greatest show on earth-three ring movie circus". Short subjects were all with circus background, and a circus herald was issued. A clown greeted the youngsters as they arrived, and the lobby was decorated in circus manner. Candy was sold in the aisles, circus style, by vendors. A man dressed as a circus barker gave away \$100 worth of games and toys promoted from a local store from the stage, aided by comic antics of the clown.

SRO announced recently that the biggest single booking ever set up in Greater Los Angeles was arranged for "Mr. Blandings Builds His Dream House". The picture was booked by 38 houses in the Los Angeles area.

The Park-In Theatres, Inc., filed an infringement suit in the U.S. District Court against Seth D. Perkins, George Mitzel, The Lavere Company, and Drive-In Theatres of America, charging them with infringement on their idea in the erection of their auto theatres.

Lee Theatres, Inc., which includes Jules Seder, president, and Howard Holdenson, vice-president, selected a North Hollywood spot for the construction of their second of four new houses which have outdoor garden lobbies....The \$250,000 construction on their first Lee Theatre at Ventura Boulevard and Noeline Avenue, to be known as the Encino, has gotten under way, with Charles Menderson in charge.

Doug George resigned as exploiter for Warner Theatres, and joined Jam Handy....J.E. "Ted" Jones, president, Western Theatres, was in Vista, Cal., supervising the construction of a new theatre....Myron Hoffman was transferred from the Sunkist, Pomona, Cal., to the California, Glendale, Cal....Egyptian manager Whittemore was enlarging his staff....Sid Grauman left the hospital to return to his suite at the Ambassador Hotel.

The Strand Drive-In, Jefferson and Sepulveda, was opened by Seth Perkins and the Drive-In Theatres of America....Vacationites were Wayne Patterson and John De Paoli, Western Amusement Company.

Oscar Johnson now owns the Vista, San Diego, Cal., having sold the Arlington....Mac Isaacs and Menke are erecting the Life building on Vermont

and Imperial, which will house a 1500-seat theatre for Southside Theatres, Inc.

The Arden Creamery lined up with FWC in staging "Youth Month" with a Saturday morning show for kids. Twelve theatres covering all neighborhood theatres set the show, with tickets distributed by the milkman.

Ralph Carmichael and Sidney Martinstein, with Republic in the northern territory, were visiting....Ezra Stern, Film Row attorney, was in San Francisco before going east on a business trip that took him to Washington, New York, and Chicago.

FWC reopened the Crest, Reno, Cal., after a complete remodeling job. A benefit for firemen who took part in a recent Reno fire drew the SRO sign at \$6 top price. Charles P. Skouras took R.H. McCullough, W.H. "Bud" Lollier, Oscar Oldknow, Seymour Peiser, and Eddie Zabel to Reno.

W.G. Lollier and Dave Bershon represented Variety Club, Tent 25, at the Humanitarian Award banquet in Washington....Bob Rosenberg became district booker for Evergreen Theatres, Seattle, now that Irving Barry comes here to become booker for Mike Rosenberg's Principal Theatres.

George Boser's assistant at FWC, John Healey, became the father of a baby girl. The mother is a former secretary to Charles P. Skouras.

W. Carlton Winckler who started as office boy at Paramount Publix Theatres in 1926, and was supervisor for presentations at the Commerford Theatres, Pennsylvania, is now television program coordinator for the Don Lee Television System.

Allan "Rocky" Lane and his stallion, "Blackjack", were the honored guests at the kick-off ceremonies instituting "Youth Month" on the steps of City Hall. With Mayor Fletcher Bowron and Charles Skouras, Lane led off the inaugural ceremony.

Milwaukee

Walter Baier, Fort, Fort Atkinson, Wis., was a caller....Remodeling has been completed at many Milwaukee independent neighborhoods. Some of the houses remodeled are the Comet, Liberty, American, Avalon, Mozart, Ogden, Fern, Mars, and Atlas....Joseph Neger, 20th-Fox manager, made a sales trip in Wisconsin....Louis Orlove, MGM exploiter, was in.

The Standard Theatres houses, Pix, Park, and Avon, Waukesha, Wis., experienced profitable results with recent added attractions on stage....The Strand, Manitowoc, Wis., owned by Nick Johnson, closed for redecoration, reopened....The projectionists' bowling league got under way. The Hank Marino bowling plant again is the gathering place for these boys.

A new theatre, the Rock, Rock, Mich., opened....SRO has a dressed up look.

....20th Century Fox employees had a picnic at Beulah Lake, Wis.

The September meeting of the board of the Independent Theatres Of Wisconsin And Upper Michigan was devoted chiefly to discussion of progress on the 1948 convention....Joseph McMahon, buyer of film for M. and E. Theatres, was to resign....Alfred Sickels, Film Service dispatcher, was ill. Oliver Trampe, Monogram booker, conducted the truck dispatching at Film Service.

Minneapolis

City Council voted to grant a license for the Vogue to Wilfred Wolfson and Joseph Podoloff, new owners. The license previously had been turned down by the council's license committee. The council also granted a license for a new theatre to Mrs. Evy Engquist and Paul Mans, former operators of the Vogue, for a house at 224 West Lake Street. When the lease on the Vogue held by Mrs. Engquist and Mans expired on July 31, Podoloff and Wolfson sought to take over their license, which was denied. The theatre has been closed since then. The license held by Mrs. Engquist and Mans does not expire until May 31, 1949.

A. Davidson changed the name of the Nancy, Bridgewater, S.D., to the Virginia....Pioneer Circuit opened the new Campus, Storm Lake, Ia....George H. Berkholder bought the Dassel, Minn....O.A. Brotman is completing plans for a new theatre at Genoa City, Wis....A.A. Johnson, owner, Gem, Philip, S.D., purchased property for a new theatre....Svendsen brothers are the new owners of the Iowa, Swea City, Ia....A 350-seat Quonset is being erected by businessmen at Adams, Minn. Vern Schaefer will manage....Walter Powell purchased the Akeley. Akeley, Ia.

Ted Mann opened his new 600-car drive-in on a highway eight miles northeast of Duluth, Minn. The project is estimated to cost about \$150,000....A 450-car drive-in is being built near Austin, Minn., by Clem Jaunich....Henry Greene was named chairman of the committee representing independent exhibitors in negotiations with the projectionist union on a new contract. Also on the committee, named by North Central Allied, were Ted Mann, Al Lee, and Martin Lebedoff. The current contract expires on Dec. 1.

Dean Lutz will cover the Twin Cities and southern Minnesota for UA, replacing Casper Chouinard, named manager of the UA Milwaukee branch....William Ronning, buyer-booker, Minnesota Amusement Company, is passing out cigars. It's an eight-pound girl....Laura McEachern sold the Lyric, Park Rapids, N.D., to Ida Nrste....Abe Bennett opened his new Bowman, Bowman, N.D.

Omaha

The RKO-Brandeis pulled all the exploitation steps for "The Velvet Touch"....Mrs. William Gladoni, wife

of the MGM manager, left the hospital.

Clyde Cooley, IATSE chief, returned from Cleveland.

Paul Tram, Oxford, Neb., exhibitor who pitches on the town baseball team, was nursing an eye injury, the result of a batted ball....Oscar Hanson, independent booker, went to the Black Hills in South Dakota on his vacation...Opal Woodson has been named assistant to Sid McArdle, office manager for UA....Gerald McGlynn, Des Moines manager for MGM, visited Film Row.

The Republican central committee of Nebraska picked Howard Kennedy, Broken Bow, Neb., exhibitor, as a member. He is recovered from injuries suffered in a Washington, D.C., accident....The Omaha Safety Council made its own film on hazards in the home, and scheduled a debut for Nov. 10....Those exhibitors whose boxoffice is hurt by night baseball games can take a tip from Harold Schoonover, Aurora, Neb., exhibitor. He also operates the ball park concessions....H.A. Parrott has opened his Lakeland drive-in, Milford, Ia., a 275-car layout.

Wallace Deupree, owner, Pix, Woodbine, Ia., bought land for a new house....Larry Caplane, RKO-Brandeis manager, eases his house's budget with his own printing setup.

Portland

Screen Guild's "Return of Wildfire" and "Jungle Goddess" broke in five houses....Eagle Lion had a sneak preview on "Mickey" at the Paramount....Leo Pallay, 21st Avenue and Jefferson, left with a party of friends for the Pendleton Roundup....State exhibitors seen booking on the row were: K.A. Spears, Roxy, Winlock; Donn Radabaugh, Indian and Rose, Roseburg; George Gessler, Roxy, Sweet Home, and Ted Francis, Francis and Cameo, Newberg.

The Vista, Enterprise, Ore., signed a sound servicing contract with Altec Service.

St. Louis

Russell Mortensen, Fox Midwest booker, returned from a vacation in Chicago. His wife and daughter enjoyed the trip with him....Virginia Lacey, on the office staff of Fox Midwest, enjoyed a late summer vacation....Frank Buck made a number of personal appearances at the St. Louis in connection with "Bring 'Em Back Alive".

The manager of Wilding Picture Productions, Inc., is James E. Darst, former newspaperman and onetime manager, Kiel Auditorium.

WB branch manager Lester Bona was distributor chairman of the local committee cooperating in the annual meetings of the TESMA and TEDPA at the Jefferson.

Seen on Film Row were: Herman Tanner, Pana, Ill; Forest Pirtle, Jerseyville, Ill., John Fiorino, State, Du

Quoin, Ill., and Rani Padrucci, Springfield, Ill....Tilden Dickson, Crystal City, Mo., is enjoying several weeks with his wife in Phoenix, Ariz.

Salt Lake City

"That Lady in Ermine" was off to a fast start at the Centre, with Claire Woods, of the theatre, and 20th Century-Fox exploiteer Frank Jenkins arranging a daily fur fashion show to boost receipts. Both theatre and store ads plugged the show, and the store gave over a bank of windows for promotion. KDYL also cooperated with many plugs for the tieup.

San Antonio

"Red River" Dave is continuing to make a series of personal appearances in conjunction with "Echo Ranch" and "Hidden Valley Days"....A new upright street sign is greeting patrons of the Joy....In-car speakers were installed, and the ramps and grounds of both the Alamo and Mission drive-ins were paved....Eph Charnisky, Southern Theatres Company, was up to Dallas.

Lew Bray, Interstate Valley manager, with headquarters in Harlingen, Tex., was a recent visitor...Beulah Greene, Aztec, returned following a midwestern vacation....Mrs. Clara Cadena, head, Clasa-Mohme advertising department, is proud about the arrival of a grandchild.

Larry Kent, formerly with Loew's State, Houston, Tex., has been named manager, Plaza, recently purchased by R.Z. Glass from L.C. Baxley, and fully redecorated and remodeled....C.D. Marrs, formerly manager, Isle, Galveston, Tex., has been named manager, Texan, Houston, Tex. Other staff changes announced include G.R. Walker to assistant manager, Texan; Leona Wowarofski, promoted from cashier to assistant manager, Uptown; Harry Noe, upped from assistant manager to manager, Iris; Juanita Waver, Iris, named assistant manager; Jack Stevenson, assistant to office manager Lillian Trammel, and Kathleen Houston, publicity head, Homefolks houses.

The new Valley, a 800-seat house, has been opened at El Paso, Tex., by the West Texas Amusement Company comprised of C.C. Dues, Henry Sorenson, Gene Hendon, and Everett Collins....Dissolution of the Horwitz-Texan Theatre Company has been recorded....Roy Deviney purchased the Strand, Big Sandy, Tex. He owns the Hawk, Hawkins, Tex., just five miles away....A.H. Parsons, Texas and Leon, DeLeon, Tex., was making a booking trip to Dallas.

Alvin Guggenheim, assistant manager, Metropolitan, and Buster Duckette, assistant manager, Kirby, both of Houston, Tex., returned from a vacation to California. Henry Sorenson supervised installation of equipment in the new Valley, El Paso, Tex., supplied by his Modern Theatre Equipment Company, Dallas.

Prizes of \$25, \$15, \$10, and a pair of 20 passes were in the prizes offered in a design for the best original brand submitted in a brand contest in conjunction with "Red River", Worth, Fort Worth, Tex., by Interstate and The Fort Worth Star Telegram... Because Delbert McAmis, seven-year old youngster of Fort Worth, expressed a wish to be "as brave as Hopalong Cassidy" when he underwent a recent heart operation, he was sent an autographed photo of Bill Boyd by the cowboy star, and F.L. Tomlinson brought a 16mm. version of a Hopalong Cassidy film for a special showing.

San Francisco

When the Variety Clubs International hold its annual convention here next May, delegates will be greeted by the traditional 49er-miner, who will act as symbol of the show business conclave. Choice of the historic prospector as theme-character for the convention was announced recently by Rotus Harvey, general chairman, executive committee, Tent 32, sponsor of the national event. Cooperating with Harvey on the executive committee will be Abe Blumenfeld, Chief Barker, Blumenfeld Circuit; H.I. Tegtmeier, executive, B.F. Shearer Company; Jack Marpole, executive, National Screen Service, and Roy Cooper, film buyer, Golden State Circuit. Plans are already underway for vast entertainment schedules for the visiting delegates. A complete Western rodeo at Pleasanton Camp Grounds and a surprise spectacle event at the world famous Opera House are on the agenda.

When Charles E. Shutt, manager, Telenews, undertook publicity directorship of the local "Youth Month" drive he fulfilled all the obligations of an efficient agent, including subscribing to Allen's Clipping Bureau for newspaper accounts of the event. More than five per cent of the clippings pertained to another angle of "Youth Month", Robert Mitchum's never-fulfilled appointment on the steps of the Los Angeles Court House.

Variety Club members launched their fall social season with a brave event entailing costly risk. Wives of all members were invited to the opening fete, which featured 30 beauteous models dripping in display of one million dollars' worth of furs.

Four classics were programed here at the Museum of Art under the Famous Film series, conducted on a subscription basis... Al Morris, head, Musicians Union Local 6, told Wood Soanes, dramatic critic, the Oakland Tribune, that if the writer insisted on bringing his mandolin to play at the American Federation of Musicians Union convention next June, "we shall be forced to picket our own convention." Morris claimed Soanes carried no card for entertainment.

Louis Hayward, Dennis O'Keefe, and Art Baker made personal appearances at Al Dunn's Orpheum with Columbia's "Walk A Crooked Mile." The showing

here was part of a mass day-date opening in a number of other Bay Area houses.

Nineteen new barkers have been accepted into the Variety Club at the start of new fall activities. They were introduced by Chief Barker Abe Blumenfeld to the rest of the members at a recent "Stag Nite" dinner. New members are being placed on committees for the convention next May.

Vacations for two members of Embassy staff were cut short recently by family deaths. Lee Dibble, coowner, was called from Vancouver, B.C., to San Diego, Cal., on the death of his mother. Harry Rice, publicist, had his vacation plans altered when his father-in-law died suddenly.... Earl Wagon, theatre operator, is constructing a new house at Folsom, Cal.... George Stribling, formerly with Republic, is now salesman with Screen Guild under Al Grubstick.

Ralph Dostal, former Columbia booker and theatre owner, announced the sale of the Brisbane, bayshore district house, to Joseph Haig Boyd.... Robert Damron, formerly with Fox West Coast Theatres in Los Angeles, received a managerial post at the Grove, Golden State Circuit house, Pacific Grove, Cal.... George Glosser, booker, United Artists, resigned because of ill health.... House of Harris, top night club, took over the Variety Club for a gala dinner dancing party.

Anson Longtin is building a new showhouse at Fair Oaks, Cal.... Peter Thorn was named film salesman for RKO, to replace George Seach.

"Superman" serial, one hour of cartoons, and free candy for all youngsters launched "Back To School" kiddie matinees at four San Francisco Theatres, Inc. houses, the Coliseum, Metro, Balboa, and Harding.... Ralph Clark, Los Angeles United Artist staff, was named office manager of the UA branch to fill the vacancy made by Buck Smith's departure for Tokyo.

Film Row's able basketball team went into its opening game of the season with a victory over Pacific Insurance quintet. Paramount is sponsoring the hoopsters. The film team last season swept the Recreation League for the championship... John Nichols, manager, Strand, Merced, Cal., was a visitor recently.... Milton Nelson and William Flemming are now on the booking staff of 20th-Fox.... Gordon Allen, Jr., son of the drive-in operator, was named to a position with RKO.

A contest in The Chronicle, the second of its kind in four years, sent RKO's "Good Sam" off to a neat start at the Golden Gate. The successful opening was the result of an exploitation campaign staged by Joe Longo, RKO field publicist and Helen Wabbe, theatre publicist.

Seattle

Don Hiatt, with MGM for 15 years but off the Row for the past year,

joined William Shartin's Film Classics staff as office manager-booker. He succeeds Jo Furse, resigned. Evelyn Curtis succeeded Mary Mulligan as office secretary.... Jo Furse has been named office manager and booker for Favorite by Jack Kloepper, Northwest district manager. Mary Mulligan also has joined Kloepper's staff. Kloepper until recently was Northwest manager for Film Classics.

Ronald Chiniquy, with Republic in Hollywood, accompanied by Mrs. Chiniquy, flew up to spend a weekend with Chiniquy's parents, Oscar Chiniquy, National Theatre Supply, and Mrs. Chiniquy.... Eldon Pollock, Sr., former Northwest exhibitor, who has been here spending the summer, returned to his home in Los Angeles.... Bob Schultz, RCA district salesman, was distributed here by Modern Theatre Supply.

Frank L. and Mrs. Newman, Sr., entertained more than 100 guests at dinner at White River Lodge in observance of their 45th wedding anniversary. Newman is president, Evergreen Theatres,.... Guy Spencer, Proctor Street, Tacoma, Wash., with Mrs. Spencer and their son, Don, returned from a vacation motor trip.

Among state out-of-town exhibitors on The Row were: Don and Mrs. Glover, Pullman; Charles Schuler and son, Tacoma; William Evans, Chehalis; John Owsley, Tacoma, and Gene Groesbeck, Enumclaw.

Evergreen Theatres raised admission prices at the first-run theatres for the first time in several years. Night admission prices were raised from 80 to 84 cents, from 6 p.m. on; day prices from 45 to 59 cents up to 6 p.m. Increases were also put into effect in the company's state situations in Bellingham, Everett, Wenatchee, and Spokane, and in the two Seattle suburban houses, Egyptian and Neptune, with the first-run top at 70 cents.

Doris Brewer resigned from the contract department at Universal-International, succeeded by Barbara Williams.... Loren Wahl, Bellingham, Wash., and his manager, Bill Hudson, were recovering from attacks of flu.... John von Herberg joined the booking staff at Universal-International. He served as a manager of the Roxy, Ballard, Wash., until that house was sold by the Jensen and von Herberg interests to William Edris. He is a son of the late J.G. von Herberg.... Wally Rucker, branch manager, Eagle Lion, and Mrs. Rucker are back from a vacation in British Columbia.... Lloyd Muir, exploitation representative for RKO in British Columbia, visited with Russ Morgan.

John Lauritsen, 85, owner and operator of the first motion picture in Arlington, Wash., in 1906, died in a Seattle Hospital.... Frank L. Newman, Sr., president, Evergreen Theatres, and Mrs. Newman were visiting New York.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Albert Dezel Productions, Inc., announced that it has acquired a series of eight Bill Elliotts from Bob Savini, Astor, New York, for its exchanges here and in St. Louis. Edward Salzberg reports that many accounts in Kentucky and West Virginia have already acquired this product.

Moving forward for more aggressive and rapid liquidation of pictures in line with the company's newly-announced policy on clearance, William A. Scully, U-1 vice-president and general sales manager, last week indicated that territorial world premieres in this and other areas are being planned for releases during the coming months. Scully cited advantages to all exhibitors playing a picture following the saturation promotional campaign which involved use of national network radio programs and national avenues of publicity. Attending the meetings were the following: From Atlanta, J. V. Frew, Samuel Oshry, E.L. O'Neill, Buford Styles, J.B. Tomlinson, Warren K. Laird, and T.T. Miller; Charlotte, J.W. Greenleaf, R.T. Good, and William McClure; Cincinnati, P.F. Rosian, Irving Sochin, Frank Schreiber, G.B. Gomersall, William Blum, Al Kolkmeier, and Stuart Jacobson; Dallas, J.A. Prichard, E.S. Olsmith, C.M. Miller, M.M. Holstein, J.L. Fagan, and W.B. Lovelace; Indianapolis, T.L. Mendelssohn, Frank Warren, and Herman Morgan; Memphis, R.P. Dawson, Robert Wilkinson, and Richard Settoon; New Orleans, C.R. Ost, Thomas Dunn, and F.C. Wolff; Oklahoma City, H.H. Martin, Charles Hüdgens, and Raoul De Lier, and St. Louis, J.D. Garrison, Harry Hynes, S. Nesbitt, J. Sarfaty, and H. Hynes, Jr. Attending from the home office were Scully, A.J. O'Keefe, E.T. Gomersall, F.J.A. McCarthy, Maurice Bergman, G.J. Malafronte, James J. Jordan, and L.J. McGinley.

Edward L. Hyman, vice-president, Paramount Theatres Service Corporation, and Max Fellerman, theatre executive, were in for meetings with Jack R. Keegan, general manager, Northio Theatres. They then went to Detroit for conferences with Earl J. Hudson, president, United Detroit Theatres.

Cleveland

David Sandler, general manager, Mobiltone in-car speakers, manufactured by Theatrecraft Manufacturing Company, appointed J. Stuart Cangney as sales and advertising manager.

Morris Lefko, RKO district manager, recently transferred here from Pittsburgh, was lucky enough to find a house in Shaker Heights....Jules Livingston, Republic salesman, moved

into his new apartment in Cleveland Heights.

Sigmund Vermes, one of Cleveland's veteran theatre owners, was at St. Luke's Hospital convalescing from a major operation. His sons, Albert and Ted, operate the Vermas Circuit comprising the Yorktown, Norwood, and Eclair.

The Lake, downtown house recently leased by the Community Circuit, will be called the Esquire Theatre when it reopens late in October, Henry Greenberger announced. Harold Greenberger will manage.

Bernice Zalk, secretary to William N. Skirball, president, Skirball Brothers Circuit, operating houses in Ohio, set Oct. 31 as the date of her marriage to Al Golden. She will return to her desk after the usual honeymoon.

Carole Raymond, daughter of the late Charles Raymond, Loew's division manager until just prior to his death this spring, is a member of the Columbia personnel.

Cooking classes have been inaugurated at the Yorktown and Shore, sponsored by the Electrical League. Classes are held on a midweek matinee. Prevailing admission prices are maintained. An electric stove is given away at each demonstration. The deal is handled by Theatre Advertising Sales Company. Cooking classes, popular in this area, were discontinued during the war period.

Leo McCarthy, eastern sales manager, Theatre Prizes Contest Company, Chicago, closed deals with Milton A. Mooney, head, Co-operative Theatres of Ohio for 10 houses to participate in the \$18,000 weekly national cash giveaways starting on Oct. 4. Theatres involved in this jingle contest are the Lyceum, Marvel, Union, Embassador, Almira, Lasalle, and Avalon, Cleveland; the Lorain, Lorain, O., and the Strand, Youngstown, O.

Tony Stern, co-partner with Lou Ratener in Ohio Theatre Service Corporation, now buying and booking for



Shown here as they attended a recent special Cleveland screening of U-I's "One Touch Of Venus" are, left to right, C.P. Dana, U-I district manager, Max Mink, RKO Theatres veteran division manager, and Lester Zucker, U-I Cleveland branch manager.

30 theatres in this territory, celebrated his 21st birthday, if one counted the candles on the cake with which his secretary surprised him.

Oscar Ruby, Columbia branch manager, and Mrs. Ruby are back from a motor trip through the east....Paul Stup, Delphos, O., theatre owner, purchased the Starlite Drive-In, built this summer on Route 30 by Christopher brothers.

Jack O'Connell is planning to open his completely remodeled Port Theatre, Port Clinton, O., on Christmas Day....John Forkin, Warren, O., is moving to Cadiz, O., where he recently bought Mrs. Ethel Clark's theatre.... Word comes from Saginaw, Mich. that George Brenner, Manager, Al Och's Drive-In and former manager, Milo, is the father of a son....Blanche Knoblich Brent, former RKO booker, also announced the arrival of a son.

Cleveland Variety Club, closed during the summer for remodeling, opened with a "Keno" game, television, and other popular entertainment.

Detroit

Sidney Hunt, Harper manager, was married to Louise Bommarito, associated with the Wisper and Wetsman Circuit. Archie Gayer, former partner in the Monroe, has a new son, Archie Jr. Rodger Secrest replaced Frank McCannaas night manager, Loop, Wyandotte, Mich....Calvin Collard moved from the Broadway Capitol to the United Artists as assistant manager, replacing August Sermo....Art Narlock opened his new Empire, Bay City, Mich....John Miskinis, Jr., has withdrawn from the Allan Park, leaving Nick George as sole owner....Thomas J. Jilbride has taken over the management of the Globe now that his father, Barney Kilbride, bought the theatre.

Thomas Scott has been appointed assistant manager, Regent....Ray Miller was appointed assistant manager, Fisher...Richard Lassman was appointed assistant manager, local Vogue and Woods, Grosse Pointe, Mich....Earl Tyrie was appointed assistant manager of the Madison.

Ralph G. Elvin has been appointed to head the new television station, WJBK-TV....Francis Andrews, Detroit cab driver and husband of Doris Martin, assistant manager, Fisher, was brutally shot by two robbers... Tony Martin made \$12,500 for his one-week stay at the Fox, celebrating its anniversary....The American broadcasting Company is rapidly completing construction of a 287-foot television tower in preparation for the opening of its affiliate, WXYZ-TV....The Grand River Drive-In will cost the Associated Theatres \$300,000, it was reported....The Regal has been transferred to Bernard Yaker by Leon Cutler.

The Armada which has a seating capacity of 400 people has been opened by Frank and Joseph Vivoli in Armada, Mich....The Gem, with a seating capacity of 350, has been opened by Mutual

Theatres in Hale, Mich....Edward Simmons has been appointed second assistant manager, Broadway-Capitol....John Saco is assistant manager, Palms-State....Raleigh Jones is first assistant manager, Broadway-Capitol.

When Columbia's western star, Smiley Burnette, arrived at the new Tuscola Drive-in, Bay City, Mich., for a personal appearance, the problem of the theatre not having a stage was solved by having him appear on top of the projection booth in the midst of all the parked cars.

Indianapolis

Mary Francis Lewis, in the ticket booth at the Indiana, discovered that one of its customers had no interest at all in the celluloid wonders there to be seen. The customer, of unusual type, appeared at her window, and offered a \$20 bill. Receiving \$19.60 in change and a ticket, the customer inquired when the feature show started, replying, "Okay, I'll be back". After he had gone, the cashier found that the bill he had given her was neither a \$20 nor a \$1, but parts of both and the whole of neither.

A series of molestings and reports of sex incidents in a theatre and public school touched off a police campaign to prevent such incidents. The police particularly emphasize that parents should not send small children to theatres unaccompanied. Theatre managers have agreed to flash notices on their screens urging patrons to report any suspicious behavior.

James Ehinger, Albion, Albion, Ind., is the father of a baby boy....A.M. Lyons, who, many years ago, operated the Pantheon, Fort Sackville, Ind., and Moon, Vincennes, Ind., and is now in retirement, was a visitor at 20th-Fox. He is one of the living pioneers.

Harry Whitefield is building a new 300-seater at Uniontown, Ky., to be known as the Union....Peter Rosian, district manager, U-International, visited....The Fox reopened....Carl Noggle is building a new 500-car drive-in at Attica, Ind. The Mid-West Theatre Supply Company, completely

furnished the project with RCA equipment....Roger Scherer, Mellers Circuit, Ft. Wayne, Ind., went to Lake Petosky, Mich., for a much needed rest. During his absence, James Ackron will assume his duties as booker and buyer....Jesse Fine, Fine Circuit, and wife went to White Sulphur Springs, Va., for a short rest.

Harry Kornblum, one of the baseball fans at Evansville, Ind., and operator of the Rosedale, attended a night baseball game in a wheel chair.... Mrs. Hilda Long and husband, (she is the operator of the Hippodrome,) Sheridan, Ind., returned from an extended cruise on the Great Lakes....John Schwin, Wigton, LaGrange, Ind., returned from a fishing treck at Lake Wawasee, Ind....Robert "Bob" Stevens, office manager, RKO, took a week to arrange his recently acquired new home....Two employes on the sick list at Republic were: Elaine Van Splinter, managers' secretary, confined to St. Francis Hospital, Beech Grove, Ind., while under observation, and Clarice Swift, office staff, granted a leave of absence because of sickness.

A new drive-in, just west of Clinton, Ind., is under construction by William and Ernest Youngblood and Orre A. Pearson, who have formed a combination to operate it. The establishment has been completely furnished with RCA outdoor theatre equipment by the Mid-West Theatre Supply Company.

Mrs. Janet Prewitt, Prewitt, Plainfield, Ind., installed new Simplex 4-Star sound equipment....E.G. Fitzgibbons, director of publicity, Paramount, Chicago area, added Indianapolis to his district....Alliance Circuit will take over the operation of the Paramount, Marion, Ind., now operated by B and K, whose lease expires next year. The latter is planning to build a new house in the city, at Fourth and Branson Streets, which will have a seating capacity of 1,000.

Exhibitors visiting Film Row included: William T. Studebaker, Logan, Logansport, Ind.; Kenneth Law, Cozy, Argos, Ind.; E.E. Smith, Devon, Francesville, Ind.; Harry Von Noy, Van Noy, Middletown, Ind.; Mrs. Hilda

Long, Hippodrome, Sheridan, Ind.; William P. McGovern, Ritz, Loogootee, Ind.; Harry Watts, Alhambra, Knightstown, Ind.; E.L. Orenstein, Orestein Circuit, Marengo, Ind.; W.H. McNabb, Ritz, Mooresville, Ind.; Walter Weil, Weil, Greenfield, Ind., and Sam W. Goodman, Marion, Poseyville, and Strand, New Harmony, Ind.

Pittsburgh

Bill Brooker, Paramount's ace district advertising manager for Philadelphia and Pittsburgh, on behalf of "Sorry, Wrong Number", Loew's Penn, conceived what might be called "The Miracle Of The Telephone Bells". The stunt was so far-reaching in scope as to arouse the attention of front office officials of the Bell Telephone Company, who became apprehensive that their key boards in all exchanges would become jammed, but who have since been placated.

Out-Of-Town Visitors: Herman Larence, Eighteenth Street, Erie, Pa., Leo Guerrein, Jr., Hillcrest, Erie, Pa.; T.J. Hickes and Tom Hickes, Jr., Aldine, Saxton, Pa.; William J. Thomas, Strand, Zelienople, Pa.; Dick Brown, Grant, Millvale, Pa.; Silvio Innocenti, Verdi, Belle Vernon, Pa.; Alvin Seiler, Vox, Ligonier, Pa., and Durward Coe, Drive-In, Carmichaels, Pa.

All members of the exchanges attended screenings of the Allegheny County Community Fund single reel "What Makes A Community Great?", which runs for 12 minutes, and which was filmed for the most part in the Pittsburgh district, showing its slums, cultural centre, hospitals, etc. The employees of the various exchanges were split into half-hour groups, and assigned to various hours.

Lou Hanna and Franklin Film Exchange were busy selling the Zale-Cerdan fight pictures. A special trailer, running for a minute-and-a-half, was available from National Screen Service.

All of the members of Allied Motion Picture Theatre owners of Western Pennsylvania have been very enthusiastic about the booking and showing of the technicolor single reel subject, "New Tobacco Land", being distributed in this territory by National Screen Service. The running time is eight minutes.

Physical distribution of the Community Chest's single reel will be handled by National Screen Service insofar as all the independent exhibitors are concerned, while Warner is handling shipping of this subject to its own theatres.

Joe O'Toole, brother of John Joseph O'Toole, Exhibitors Service Company, who was killed in the European theatre of war, was buried recently in Pittsburgh.

Mary Podgorney is the new secretary to George F. Callahan, Jr., president, Exhibitors Service Company. She was formerly secretary to Bill Shields,



Warners' Pittsburgh zone theatres recently opened a nine-week "Showmanship Drive", the first meeting of which was conducted with M.A. Silver, zone manager, center; booker Saul Bragin; Harry Feinstein, Joseph Feldman, assistant zone manager, Ben Steerman and standing behind Silver, district manager Sid Jacobs. Seated around the table are the West Virginia district managers of the Pittsburgh zone. The drive is expected to materially aid business.

same company, who recently resigned. Miss Podgorney succeeds Mary Zwickert, who resigned to take a position with the Carnegie-Illinois Steel Corporation... Joe Holler, assistant auditor, Exhibitors Service Company, received delivery on a new Chevrolet.... New additions to the Exhibitors Service personnel are Margie Erchelman and Joseph Allman.

Sid Jacobs, West Virginia district manager, Warner Theatres, became a grandfather once more upon the birth of a son to his daughter Doris (Mrs. J. S.) Reich.

Sympathy goes to Dave Shanahan, the Nixon treasurer, on the sudden death of his father, Ed Shanahan, who, for many years greeted the patrons and collected at the door of the Nixon.

Sympathy goes also to Harry McMahon, long time projectionists, Northside's Kenyon, whose father also passed away recently.... Leo Issacs, the former Columbia salesman, joined Jim Alexander's Theatre Supply Company as a salesman. Sam Fineberg, Alexander's partner and Chief Barker, Tent 1, Variety Club, was expected home any day after a month-long visit with his family in Albuquerque, N.M.

Irv Jacobs, salesman, Metro, was a temporary transfer to that company's Cleveland branch to replace Lew Marks, attending a sales school in the Metro home offices in New York.

Tent No. 1 definitely set Nov. 14 as the date of its annual banquet at the William Penn Hotel, Pittsburgh.

STATES

Indiana

CHARLESTOWN

The Charlestown, owned by G.R. Hay, is getting new sound equipment.

Kentucky

LOUISVILLE

Visiting were: M.G. Thomas, district manager, Altec Service Corporation, out of the Cincinnati office; Ralph Cundiff, Allen, Liberty, Ky.; J.T. Kennedy, Jr., Stanton, Stanton, Ky.; E.L. Ornstein, Rialto, Marengo, Ind.; Don Steinkamp, French Lick Amusement Company, French Lick, Ind.; Mrs. Paul Threlkel, Hollywood, Morgantown, Ky.; Eddie Humston, Lyric, Lawrenceburg, Ky.; Lewis Baker, Star, West Point, Ky.; L.R. Smith, Pekin, Pekin, Ind.; George Peyton, Griffeth, LaGrange, Ky.; Edwin St. Clair, St. Clair, Lebanon Junction, Ky.; Clark Bennett, Valley, Taylorsville, Ky., and Mrs. Ethel Walsh, Indiana, Scottsburg, Ind.

New sound equipment has been ordered for the Shelby, owned by Parkview Amusement Company, and managed by H.S. Davidson.

The Planning and Zoning Commission postponed a decision on allowing a drive-in at Crittenden Drive and Southern Railway. The commission acted on request of the mayor, who said the

theatre site was being considered for use in an over-pass in a new highway program. The American Drive-In Theatre Company, which already operates a drive-in on Bardstown Road known as the Skyway, seeks to build an 850-car drive-in at the Crittenden location at a cost of \$150,000.

Plans for the coming Kentucky Association of Theatre Owners convention are rapidly taking form. The convention will be held at the Seelbach Hotel on Oct. 27-28.

Willis Hopewell, chief engineer, Switow Amusement Company, was making plans for his annual sojourn to Florida.

Charles L. Cassady, Marion, Ky., announced plans for the possible construction of a 500-car drive-in.... H.S. Davidson, resident manager, Capitol and Shelby, Parkview Amusement Company, returned from a vacation trip through the Great Lakes regions.

Melvin Honnaker, projectionist, Hill Top, left on a trip through the west, including the coast.... Russell Morga, Shelby staff, purchased a new home.... The Airway Amusement Company, Memphis, assumed operation of the Orpheum, formerly leased by Madge Dolan and Robert Whyne. At present, Vernon Powell, manager, Airway, another of the Airway group, is handling the management. Various improvements and remodelling are scheduled.

The United World Federalists scheduled showings of U.S. and British-made films in the Western Amphitheatre.

LEBANON

Oscar Hopper, owner, Arista, announced that a special Broadway stage production played his house. All seats were scaled at \$1.80, with proceeds going to the Lebanon War Memorial Fund.

SACRAMENTO

The new theatre recently opened by Edgar Barnett is called the Gala.

SHELBYVILLE

Eric Hammel, resident manager, Chakeres Theatres, returned from a vacation tour of the west coast.

SOMERSET

Dr. Ernest Morrison Ewers and Mrs.

Ewers announced the marriage of their daughter, Kathryn Jean Ewers, to John Thomas Edmunds, Jr., son of Mr. and Mrs. John Thomas Edmunds, Hopkinsville, Ky. on Sept. 18. Edmunds, well-known in Kentucky theatre circles, is the secretary to the KATO president.

Ohio

BALTIMORE

Rupert McNeely, Ohio, installed a new V-shaped marquee at his theatre.

COLUMBUS

The Dispatch devoted a Sunday news page feature to Mrs. Lelia Stearn, general manager, Southern, emphasizing her use of the psychology of color in redecorating the theatre.

Roger Garrett, organist-manager, University, staged his first Ohio State football rally of the season.... Harry Schreiber, Palace, held his first football rally on the same night.

More than 1000 angry residents of Upper Arlington, exclusive suburb near Ackerman Road, site of proposed new State Fairgrounds, protested the plan to locate the fairgrounds near their community at a mass meeting. Meanwhile, Attorney General Hugh S. Jenkins, member of the State Controlling Board, said he will vote against proposal to release \$425,319 for the purchase of the site. This action will delay action on acquisition of the 519-acre area.

Frank Yassenoff and Harold Schwarts, CCC Auto Theatre, announced the drive-in would remain open throughout October and into November.... George Holzbacher, 84, former operator of the candy stand in the Grand building, is dead.... Mrs. Catharine Ross Betry was reelected president, Columbus and Franklin County Motion Picture Council. Mrs. J. Everett Watson, wife of the MGM exploiter in the Cincinnati area, was renamed first vice-president. Other officers are: Miss Isabel M. Collins, second vice-president; Mrs. J.W. Woolums, recording secretary; Mrs. Laurence J. Schaaf, corresponding secretary, and Mrs. Harvey Pyle, treasurer.

Allied Caravan committee of the Independent Theatre owners of Ohio has



Shown at the recent Realart sales meet held in New York were, left to right, seated, Lee Gildberg, Cincinnati and Indianapolis; Manny Stutz, Cleveland; Jack Zide, Detroit; Milton Brauman, Pittsburgh, and standing, Bert Stearn, Pittsburgh and Bob Snyder, Cleveland, all of whom look very pleased.

been announced by P.J. Wood, secretary. Chairman is Urban Anderson, Ohio, Uhrichsville. Members include: Jack Armstrong, Clazell, Bowling Green; Jerry Anderson, Union, Richwood; E.L. Biggio, Grand, Steubenville; Frank Slavik, Capitol, Mt. Gilead; H.L. Russell, Russell, Millersburg, and Leo T. Jones, Star, Upper Sandusky.

FINDLAY

Construction of Findlay's first drive-in has been started by Findlay Drive-in, Inc., with completion of the 600-car theatre set for next spring. The drive-in, to be operated by H.J. Knight, owner, New, Royal, and Russell, Columbus, O., and his associates, will have a capacity of 600 cars. Knight's associates include J.B. Knight, H.L. Solomon, and Dean Dennis. The drive-in will have RCA equipment.

GRANVILLE

American premiere of the English film, "A Canterbury Tale", was attended by 400 at the Opera House. Premiere was in tribute to Mrs. Franklin W. Sweet, mother of the former Sergeant John Sweet, featured in the film, made in London while Sweet was stationed there.

LANCASTER

Mrs. Flora Claggett, Broad, has been promoted to manager. The House is operated by Leo Kessel. Mrs. Claggett's husband, Charles, is manager, Palace, also operated by Kessel. Mrs. Claggett has been at the Broad for the past seven years, and had been in Kessel's employ for the past 30 years.

Pennsylvania

BEAVER

Construction of the New Rex, being erected by Peter Smiley, was halted entirely by Smiley's inability to acquire steel for the roof. The foundation has been completed, and the walls have been erected, but it is feared that unless the steel can be found shortly, the theatre will not be able to open before next spring.

BEAVER FALLS

Bob Higgins, who manages the Rialto and State for Cook and Anderson, who operate under the name of the Rialto Amusement Company, and who also operate the Granada, was operated on early in August for what was thought to be merely an appendix operation. Now that he is up and around, recuperating, and looking after the theatres on a part-time basis, it is possible to get a few more details. It seems that his condition was diagnosed as being caused by a kidney stone, but when the doctors had him open, they could find nothing wrong with his kidneys, and, therefore, made an incision for the removal of the appendix. Both incisions would up as almost a case of "no dice" when it was discovered that the appendix had become attached to the liver and kidneys, and, upon its removal, after nearly two hours on the operating table, he was in much better condition. He had been in bad health for over a year, and now claims that he never felt better. Since his dis-

charge from the hospital, he has sold the combination candy and delicatessen store which he opened up and operated with the assistance of his wife, Madonna, for more than a year. He intends paying a visit to Film Row in the near future.

CANONSBURG

Perry Como had a fine time renewing his old friendships, and making a lot of new friends during his vacation in his old home town.

CHICORA

The trade was saddened by the death of "Mike" Serventi, who, for many years operated the Lincoln, Rimersburg, Pa. He had been in ill health for several years, and when his sons, Lewis and Mark, returned from service in the last war, he turned over to them the active operation and management of the theatre. He passed away on Sept. 17 and was buried on Sept. 21.

IMPERIAL

The Imperial, owned and operated by Henry Schmitt, who only recently recovered from a severe abdominal operation, has gone into full time operation, including Sundays, which should certainly prove to his many friends to what extent "Smitty" is once more "on the ball."

JEANNETTE

The Harris signed up to try out a new theatre game.

JOHNSTOWN

Paul Panagotacos booked the Irving Yates stage show, "Golden Stallion".

LIBRARY

Jerry Castelli, Park, recently returned from a Constellation flight to Los Angeles. He flew back to Pittsburgh but this time he was the pilot of a brand new two-motor, four-passenger plane which he picked up at the factory in California. His total flying time from California to Pittsburgh was 18½ hours, after making stops in Albuquerque, N.M.; St. Louis, and Columbus, O., during which stops he visited with friends in those cities. He is also associated with Outdoor Theatres, Inc., which operates drive-in theatres at Irwin and New Castle, Pa., in addition to a new one near Monessen, Pa.

MC KEESPORT

Mrs. Lou Fordan, wife of the manager of the Memorial, returned home after nearly three months on the west coast.

NARTONA

Anthony J. "Tony" Latella, who owns and operates the Roxy, has been a frequent visitor to Film Row accompanied by a friend whom he has been introducing to the mysteries of Film Row buying and booking.

NEW KENSINGTON

Henry Rolnick's Family Drive-in, located several miles out of this town at the junction of the Leechburg Road and wild life game preserve, was recently featured in the West Penn Power Company's monthly house

organ "What's New?", distributed among West Penn's commercial users of electricity. It had another photograph showing the boxoffice and entrance to the drive-in as an illustration of THE EXHIBITOR's Sept. 22 article on "Closing a Drive-In", by Albert Bernstein. Incidentally, this drive-in was conceived by Robert F. Beatty, architect from East Liverpool, O., who also drew up the plans for the Skyview Drive-In, East Liverpool, O., as well as the Cranberry Drive-In, Cranberry, Pa., near Oil City.

SPRINGDALE

John McCauley, Jr., is expected to arrive here on or about Oct. 15, at which time he will assume the ownership and operation of the Miami, formerly owned and operated by Elmer Dattola.

UNIONTOWN

J.R.G. "Bob" Boughner, treasurer, Penstate Amusement Company, which operates the State and Penn, recently departed for the wilds of Canada for a month-long fishing trip, which is the way he spends his annual vacation. He goes to a spot about 125 miles due north of Toronto, and the fishing must be very excellent, since this is the 20th season he has been making the same trip.

The "Golden Stallion" stage show played the Penstate Amusement Company's Penn, and manager Joe Murdock kept his fingers crossed up until the last moment because the Willard's Magic Show, which he had scheduled for the State for Sept. 27, failed to appear, causing a great deal of last minute radio and newspaper public apology to all the people, some of whom drove many miles to attend. Due to the non-arrival of the stage show, which was also supposed to play a midnight show the night before, Murdock was forced to make a last minute booking.

West Virginia

CLARKSBURG W VA

Gray Barker, booking agent for open-air theatres in Northern West Virginia, recently added another one to his list, the Baker's Air Park, located near Burlington, W. Va., and serviced by the film exchanges from Washington, D.C. Baker's Air Park announced Oct. 15 as the opening date.

WHEELING

Donald Williams reopened the former Pythian, renamed the Aldon.

WHITE SULPHUR SPRINGS

The Greenbrier Hotel, one of the most exclusive hotels in the country, will be the scene of the annual convention on November 22 and 23 of the West Virginia Theatre Managers' Association. The president of this association is Wendell H. Holt, New Star, Richwood, W. Va. and the secretary-treasurer and executive manager is Rube Shor, whose office is located in Cincinnati. The convention chairman is John A. Goodno, Huntington, W. Va. The West Virginia organization is affiliated with Allied States Association.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Albert Dezel Productions, Inc., announced that it has acquired a series of eight Bill Elliotts from Bob Savini, Astor, New York, for its exchanges here and in St. Louis. Edward Salzberg reports that many accounts in Kentucky and West Virginia have already acquired this product.

Moving forward for more aggressive and rapid liquidation of pictures in line with the company's newly-announced policy on clearance, William A. Scully, U-1 vice-president and general sales manager, last week indicated that territorial world premieres in this and other areas are being planned for releases during the coming months. Scully cited advantages to all exhibitors playing a picture following the saturation promotional campaign which involved use of national network radio programs and national avenues of publicity. Attending the meetings were the following: From Atlanta, J. V. Frew, Samuel Oshry, E.L. O'Neill, Buford Styles, J.B. Tomlinson, Warren K. Laird, and T.T. Miller; Charlotte, J.W. Greenleaf, R.T. Good, and William McClure; Cincinnati, P.F. Rosian, Irving Sochin, Frank Schreiber, G.B. Gomersall, William Blum, Al Kolkmeier, and Stuart Jacobson; Dallas, J.A. Prichard, E.S. Olsmith, C.M. Miller, M.M. Holstein, J.L. Fagan, and W.B. Lovelace; Indianapolis, T.L. Mendelssohn, Frank Warren, and Herman Morgan; Memphis, R.P. Dawson, Robert Wilkinson, and Richard Settoon; New Orleans, C.R. Ost, Thomas Dunn, and F.C. Wolff; Oklahoma City, H.H. Martin, Charles Hudgens, and Raoul De Lier, and St. Louis, J.D. Garrison, Harry Hynes, S. Nesbitt, J. Sarfaty, and H. Hynes, Jr. Attending from the home office were Scully, A.J. O'Keefe, E.T. Gomersall, F.J.A. McCarthy, Maurice Bergman, G.J. Malafronte, James J. Jordan, and L.J. McGinley.

Edward L. Hyman, vice-president, Paramount Theatres Service Corporation, and Max Fellerman, theatre executive, were in for meetings with Jack R. Keegan, general manager, Northio Theatres. They then went to Detroit for conferences with Earl J. Hudson, president, United Detroit Theatres.

Cleveland

David Sandler, general manager, Mobiltone in-car speakers, manufactured by Theatrecraft Manufacturing Company, appointed J. Stuart Cangney as sales and advertising manager.

Morris Lefko, RKO district manager, recently transferred here from Pittsburgh, was lucky enough to find a house in Shaker Heights....Jules Livingston, Republic salesman, moved

into his new apartment in Cleveland Heights.

Sigmund Vermes, one of Cleveland's veteran theatre owners, was at St. Luke's Hospital convalescing from a major operation. His sons, Albert and Ted, operate the Vermas Circuit comprising the Yorktown, Norwood, and Eclair.

The Lake, downtown house recently leased by the Community Circuit, will be called the Esquire Theatre when it reopens late in October, Henry Greenberger announced. Harold Greenberger will manage.

Bernice Zalk, secretary to William N. Skirball, president, Skirball Brothers Circuit, operating houses in Ohio, set Oct. 31 as the date of her marriage to Al Golden. She will return to her desk after the usual honeymoon.

Carole Raymond, daughter of the late Charles Raymond, Loew's division manager until just prior to his death this spring, is a member of the Columbia personnel.

Cooking classes have been inaugurated at the Yorktown and Shore, sponsored by the Electrical League. Classes are held on a midweek matinee. Prevailing admission prices are maintained. An electric stove is given away at each demonstration. The deal is handled by Theatre Advertising Sales Company. Cooking classes, popular in this area, were discontinued during the war period.

Leo McCarthy, eastern sales manager, Theatre Prizes Contest Company, Chicago, closed deals with Milton A. Mooney, head, Co-operative Theatres of Ohio for 10 houses to participate in the \$18,000 weekly national cash giveaways starting on Oct. 4. Theatres involved in this jingle contest are the Lyceum, Marvel, Union, Ambassador, Almira, Lasalle, and Avalon, Cleveland; the Lorain, Lorain, O., and the Strand, Youngstown, O.

Tony Stern, co-partner with Lou Ratener in Ohio Theatre Service Corporation, now buying and booking for



Shown here as they attended a recent special Cleveland screening of U-I's "One Touch Of Venus" are, left to right, C.P. Dana, U-I district manager, Max Mink, RKO Theatres veteran division manager, and Lester Zucker, U-I Cleveland branch manager.

30 theatres in this territory, celebrated his 21st birthday, if one counted the candles on the cake with which his secretary surprised him.

Oscar Ruby, Columbia branch manager, and Mrs. Ruby are back from a motor trip through the east....Paul Stup, Delphos, O., theatre owner, purchased the Starlite Drive-In, built this summer on Route 30 by Christopher brothers.

Jack O'Connell is planning to open his completely remodeled Port Theatre, Port Clinton, O., on Christmas Day....John Forkin, Warren, O., is moving to Cadiz, O., where he recently bought Mrs. Ethel Clark's theatre....Word comes from Saginaw, Mich. that George Brenner, Manager, Al Och's Drive-In and former manager, Milo, is the father of a son....Blanche Knoblich Brent, former RKO booker, also announced the arrival of a son.

Cleveland Variety Club, closed during the summer for remodeling, opened with a "Keno" game, television, and other popular entertainment.

Detroit

Sidney Hunt, Harper manager, was married to Louise Bommarito, associated with the Wisper and Wetsman Circuit. Archie Gayer, former partner in the Monroe, has a new son, Archie Jr. Rodger Secrest replaced Frank McCannaas night manager, Loop, Wyandotte, Mich....Calvin Collard moved from the Broadway Capitol to the United Artists as assistant manager, replacing August Sermo....Art Narlock opened his new Empire, Bay City, Mich....John Miskinis, Jr., has withdrawn from the Alvan Park, leaving Nick George as sole owner....Thomas J. Jilbride has taken over the management of the Globe now that his father, Barney Kilbride, bought the theatre.

Thomas Scott has been appointed assistant manager, Regent....Ray Miller was appointed assistant manager, Fisher...Richard Lassman was appointed assistant manager, local Vogue and Woods, Grosse Pointe, Mich....Earl Tyrie was appointed assistant manager of the Madison.

Ralph G. Elvin has been appointed to head the new television station, WJBK-TV....Francis Andrews, Detroit cab driver and husband of Doris Martin, assistant manager, Fisher, was brutally shot by two robbers... Tony Martin made \$12,500 for his one-week stay at the Fox, celebrating its anniversary....The American Broadcasting Company is rapidly completing construction of a 287-foot television tower in preparation for the opening of its affiliate, WXYZ-TV....The Grand River Drive-In will cost the Associated Theatres \$300,000, it was reported....The Regal has been transferred to Bernard Yaker by Leon Cutler.

The Armada which has a seating capacity of 400 people has been opened by Frank and Joseph Vivoli in Armada, Mich....The Gem, with a seating capacity of 350, has been opened by Mutual

Theatres in Hale, Mich....Edward Simmons has been appointed second assistant manager, Broadway-Capitol....John Saco is assistant manager, Palms-State....Raleigh Jones is first assistant manager, Broadway-Capitol.

When Columbia's western star, Smiley Burnette, arrived at the new Tuscola Drive-in, Bay City, Mich., for a personal appearance, the problem of the theatre not having a stage was solved by having him appear on top of the projection booth in the midst of all the parked cars.

Indianapolis

Mary Francis Lewis, in the ticket booth at the Indiana, discovered that one of its customers had no interest at all in the celluloid wonders there to be seen. The customer, of unusual type, appeared at her window, and offered a \$20 bill. Receiving \$19.60 in change and a ticket, the customer inquired when the feature show started, replying, "Okay, I'll be back". After he had gone, the cashier found that the bill he had given her was neither a \$20 nor a \$1, but parts of both and the whole of neither.

A series of molestings and reports of sex incidents in a theatre and public school touched off a police campaign to prevent such incidents. The police particularly emphasize that parents should not send small children to theatres unaccompanied. Theatre managers have agreed to flash notices on their screens urging patrons to report any suspicious behavior.

James Ehinger, Albion, Albion, Ind., is the father of a baby boy....A.M. Lyons, who, many years ago, operated the Pantheon, Fort Sackville, Ind., and Moon, Vincennes, Ind., and is now in retirement, was a visitor at 20th-Fox. He is one of the living pioneers.

Harry Whitefield is building a new 300-seater at Uniontown, Ky., to be known as the Union....Peter Rosian, district manager, U-International, visited....The Fox reopened....Carl Noggle is building a new 500-car drive-in at Attica, Ind. The Mid-West Theatre Supply Company, completely

furnished the project with RCA equipment....Roger Scherer, Mellers Circuit, Ft. Wayne, Ind., went to Lake Petosky, Mich., for a much needed rest. During his absence, James Ackron will assume his duties as booker and buyer...Jesse Fine, Fine Circuit, and wife went to White Sulphur Springs, Va., for a short rest.

Harry Kornblum, one of the baseball fans at Evansville, Ind., and operator of the Rosedale, attended a night baseball game in a wheel chair....Mrs. Hilda Long and husband, (she is the operator of the Hippodrome,) Sheridan, Ind., returned from an extended cruise on the Great Lakes....John Schwin, Wigton, LaGrange, Ind., returned from a fishing treck at Lake Wawasee, Ind....Robert "Bob" Stevens, office manager, RKO, took a week to arrange his recently acquired new home....Two employees on the sick list at Republic were: Elaine Van Splinter, managers' secretary, confined to St. Francis Hospital, Beech Grove, Ind., while under observation, and Clarice Swift, office staff, granted a leave of absence because of sickness.

A new drive-in, just west of Clinton, Ind., is under construction by William and Ernest Youngblood and Orre A. Pearson, who have formed a combination to operate it. The establishment has been completely furnished with RCA outdoor theatre equipment by the Mid-West Theatre Supply Company.

Mrs. Janet Prewitt, Prewitt, Plainfield, Ind., installed new Simplex 4-Star sound equipment....E.G. Fitzgibbons, director of publicity, Paramount, Chicago area, added Indianapolis to his district....Alliance Circuit will take over the operation of the Paramount, Marion, Ind., now operated by B and K, whose lease expires next year. The latter is planning to build a new house in the city, at Fourth and Branson Streets, which will have a seating capacity of 1,000.

Exhibitors visiting Film Row included: William T. Studebaker, Logan, Logansport, Ind.; Kenneth Law, Cozy, Argos, Ind.; E.E. Smith, Devon, Francesville, Ind.; Harry Von Noy, Van Noy, Middletown, Ind.; Mrs. Hilda

Long, Hippodrome, Sheridan, Ind.; William P. McGovern, Ritz, Loogootee, Ind.; Harry Watts, Alhambra, Knightstown, Ind.; E.L. Orenstein, Orestein Circuit, Marengo, Ind.; W.H. McNabb, Ritz, Mooresville, Ind.; Walter Weil, Weil, Greenfield, Ind., and Sam W. Goodman, Marion, Poseyville, and Strand, New Harmony, Ind.

Pittsburgh

Bill Brooker, Paramount's ace district advertising manager for Philadelphia and Pittsburgh, on behalf of "Sorry, Wrong Number", Loew's Penn, conceived what might be called "The Miracle Of The Telephone Bells". The stunt was so far-reaching in scope as to arouse the attention of front office officials of the Bell Telephone Company, who became apprehensive that their key boards in all exchanges would become jammed, but who have since been placated.

Out-Of-Town Visitors: Herman Larence, Eighteenth Street, Erie, Pa., Leo Guerrein, Jr., Hillcrest, Erie, Pa.; T.J. Hickes and Tom Hickes, Jr., Aldine, Saxton, Pa.; William J. Thomas, Strand, Zelienople, Pa.; Dick Brown, Grant, Millvale, Pa.; Silvio Innocenti, Verdi, Belle Vernon, Pa.; Alvin Seiler, Vox, Ligonier, Pa., and Durward Coe, Drive-In, Carmichaels, Pa.

All members of the exchanges attended screenings of the Allegheny County Community Fund single reel "What Makes A Community Great?", which runs for 12 minutes, and which was filmed for the most part in the Pittsburgh district, showing its slums, cultural centre, hospitals, etc. The employees of the various exchanges were split into half-hour groups, and assigned to various hours.

Lou Hanna and Franklin Film Exchange were busy selling the Zale-Cerdan fight pictures. A special trailer, running for a minute-and-a-half, was available from National Screen Service.

All of the members of Allied Motion Picture Theatre owners of Western Pennsylvania have been very enthusiastic about the booking and showing of the technicolor single reel subject, "New Tobacco Land", being distributed in this territory by National Screen Service. The running time is eight minutes.

Physical distribution of the Community Chest's single reel will be handled by National Screen Service insofar as all the independent exhibitors are concerned, while Warner is handling shipping of this subject to its own theatres.

Joe O'Toole, brother of John Joseph O'Toole, Exhibitors Service Company, who was killed in the European theatre of war, was buried recently in Pittsburgh.

Mary Podgorney is the new secretary to George F. Callahan, Jr., president, Exhibitors Service Company. She was formerly secretary to Bill Shields,



Warners' Pittsburgh zone theatres recently opened a nine-week "Showmanship Drive", the first meeting of which was conducted with M.A. Silver, zone manager, center; booker Saul Bragin; Harry Feinstein, Joseph Feldman, assistant zone manager, Ben Steerman and standing behind Silver, district manager Sid Jacobs. Seated around the table are the West Virginia district managers of the Pittsburgh zone. The drive is expected to materially aid business.

same company, who recently resigned. Miss Podgorney succeeds Mary Zwickert, who resigned to take a position with the Carnegie-Illinois Steel Corporation...Joe Holler, assistant auditor, Exhibitors Service Company, received delivery on a new Chevrolet....New additions to the Exhibitors Service personnel are Margie Erchelman and Joseph Allman.

Sid Jacobs, West Virginia district manager, Warner Theatres, became a grandfather once more upon the birth of a son to his daughter Doris (Mrs. J. S.) Reich.

Sympathy goes to Dave Shanahan, the Nixon treasurer, on the sudden death of his father, Ed Shanahan, who, for many years greeted the patrons and collected at the door of the Nixon.

Sympathy goes also to Harry McMahon, long time projectionists, Northside's Kenyon, whose father also passed away recently....Leo Issacs, the former Columbia salesman, joined Jim Alexander's Theatre Supply Company as a salesman. Sam Fineberg, Alexander's partner and Chief Barker, Tent 1, Variety Club, was expected home any day after a month-long visit with his family in Albuquerque, N.M.

Irv Jacobs, salesman, Metro, was a temporary transfer to that company's Cleveland branch to replace Lew Marks, attending a sales school in the Metro home offices in New York.

Tent No. 1 definitely set Nov. 14 as the date of its annual banquet at the William Penn Hotel, Pittsburgh.

STATES

Indiana

CHARLESTOWN

The Charlestown, owned by G.R. Hay, is getting new sound equipment.

Kentucky

LOUISVILLE

Visiting were: M.G. Thomas, district manager, Altec Service Corporation, out of the Cincinnati office; Ralph Cundiff, Allen, Liberty, Ky.; J.T. Kennedy, Jr., Stanton, Stanton, Ky.; E.L. Ornstein, Rialto, Marengo, Ind.; Don Steinkamp, French Lick Amusement Company, French Lick, Ind.; Mrs. Paul Threlkel, Hollywood, Morgantown, Ky.; Eddie Humston, Lyric, Lawrenceburg, Ky.; Lewis Baker, Star, West Point, Ky.; L.R. Smith, Pekin, Pekin, Ind.; George Peyton, Griffeth, LaGrange, Ky.; Edwin St. Clair, St. Clair, Lebanon Junction, Ky.; Clark Bennett, Valley, Taylorsville, Ky., and Mrs. Ethel Walsh, Indiana, Scottsburg, Ind.

New sound equipment has been ordered for the Shelby, owned by Parkview Amusement Company, and managed by H.S. Davidson.

The Planning and Zoning Commission postponed a decision on allowing a drive-in at Crittenden Drive and Southern Railway. The commission acted on request of the mayor, who said the

theatre site was being considered for use in an over-pass in a new highway program. The American Drive-In Theatre Company, which already operates a drive-in on Bardstown Road known as the Skyway, seeks to build an 850-car drive-in at the Crittenden location at a cost of \$150,000.

Plans for the coming Kentucky Association of Theatre Owners convention are rapidly taking form. The convention will be held at the Seelbach Hotel on Oct. 27-28.

Willis Hopewell, chief engineer, Switow Amusement Company, was making plans for his annual sojourn to Florida.

Charles L. Cassady, Marion, Ky., announced plans for the possible construction of a 500-car drive-in....H.S. Davidson, resident manager, Capitol and Shelby, Parkview Amusement Company, returned from a vacation trip through the Great Lakes regions.

Melvin Honnaker, projectionist, Hill Top, left on a trip through the west, including the coast....Russell Morga, Shelby staff, purchased a new home....The Airway Amusement Company, Memphis, assumed operation of the Orpheum, formerly leased by Madge Dolan and Robert Wayne. At present, Vernon Powell, manager, Airway, another of the Airway group, is handling the management. Various improvements and remodelling are scheduled.

The United World Federalists scheduled showings of U.S. and British-made films in the Western Amphitheatre.

LEBANON

Oscar Hopper, owner, Arista, announced that a special Broadway stage production played his house. All seats were scaled at \$1.80, with proceeds going to the Lebanon War Memorial Fund.

SACRAMENTO

The new theatre recently opened by Edgar Barnett is called the Gala.

SHELBYVILLE

Eric Hammel, resident manager, Chakeres Theatres, returned from a vacation tour of the west coast.

SOMERSET

Dr. Ernest Morrison Ewers and Mrs.

Ewers announced the marriage of their daughter, Kathryn Jean Ewers, to John Thomas Edmunds, Jr., son of Mr. and Mrs. John Thomas Edmunds, Hopkinsville, Ky. on Sept. 18. Edmunds, well-known in Kentucky theatre circles, is the secretary to the KATO president.

Ohio

BALTIMORE

Rupert McNeely, Ohio, installed a new V-shaped marquee at his theatre.

COLUMBUS

The Dispatch devoted a Sunday news page feature to Mrs. Lelia Stearn, general manager, Southern, emphasizing her use of the psychology of color in redecorating the theatre.

Roger Garrett, organist-manager, University, staged his first Ohio State football rally of the season....Harry Schreiber, Palace, held his first football rally on the same night.

More than 1000 angry residents of Upper Arlington, exclusive suburb near Ackerman Road, site of proposed new State Fairgrounds, protested the plan to locate the fairgrounds near their community at a mass meeting. Meanwhile, Attorney General Hugh S. Jenkins, member of the State Controlling Board, said he will vote against proposal to release \$425,319 for the purchase of the site. This action will delay action on acquisition of the 519-acre area.

Frank Yassenoff and Harold Schwartz, CCC Auto Theatre, announced the drive-in would remain open throughout October and into November....George Holzbacher, 84, former operator of the candy stand in the Grand building, is dead....Mrs. Catharine Ross Betry was reelected president, Columbus and Franklin County Motion Picture Council. Mrs. J. Everett Watson, wife of the MGM exploiter in the Cincinnati area, was renamed first vice-president. Other officers are: Miss Isabel M. Collins, second vice-president; Mrs. J.W. Woolums, recording secretary; Mrs. Laurence J. Schaaf, corresponding secretary, and Mrs. Harvey Pyle, treasurer.

Allied Caravan committee of the Independent Theatre owners of Ohio has



Shown at the recent Realart sales meet held in New York were, left to right, seated, Lee Gildberg, Cincinnati and Indianapolis; Manny Stutz, Cleveland; Jack Zide, Detroit; Milton Brauman, Pittsburgh, and standing, Bert Stearn, Pittsburgh and Bob Snyder, Cleveland, all of whom look very pleased.

been announced by P.J. Wood, secretary. Chairman is Urban Anderson, Ohio, Uhrichsville. Members include: Jack Armstrong, Clazet, Bowling Green; Jerry Anderson, Union, Richwood; E.L. Biggio, Grand, Steubenville; Frank Slavik, Capitol, Mt. Gilead; H.L. Russell, Russell, Millersburg, and Leo T. Jones, Star, Upper Sandusky.

FINDLAY

Construction of Findlay's first drive-in has been started by Findlay Drive-in, Inc., with completion of the 600-car theatre set for next spring. The drive-in, to be operated by H.J. Knight, owner, New, Royal, and Russell, Columbus, O., and his associates, will have a capacity of 600 cars. Knight's associates include J.B. Knight, H.L. Solomon, and Dean Dennis. The drive-in will have RCA equipment.

GRANVILLE

American premiere of the English film, "A Canterbury Tale", was attended by 400 at the Opera House. Premiere was in tribute to Mrs. Franklin W. Sweet, mother of the former Sergeant John Sweet, featured in the film, made in London while Sweet was stationed there.

LANCASTER

Mrs. Flora Claggett, Broad, has been promoted to manager. The House is operated by Leo Kessel. Mrs. Claggett's husband, Charles, is manager, Palace, also operated by Kessel. Mrs. Claggett has been at the Broad for the past seven years, and had been in Kessel's employ for the past 30 years.

Pennsylvania

BEAVER

Construction of the New Rex, being erected by Peter Smiley, was halted entirely by Smiley's inability to acquire steel for the roof. The foundation has been completed, and the walls have been erected, but it is feared that unless the steel can be found shortly, the theatre will not be able to open before next spring.

BEAVER FALLS

Bob Higgins, who manages the Rialto and State for Cook and Anderson, who operate under the name of the Rialto Amusement Company, and who also operate the Granada, was operated on early in August for what was thought to be merely an appendix operation. Now that he is up and around, recuperating, and looking after the theatres on a part-time basis, it is possible to get a few more details. It seems that his condition was diagnosed as being caused by a kidney stone, but when the doctors had him open, they could find nothing wrong with his kidneys, and, therefore, made an incision for the removal of the appendix. Both incisions would up as almost a case of "no dice" when it was discovered that the appendix had become attached to the liver and kidneys, and, upon its removal, after nearly two hours on the operating table, he was in much better condition. He had been in bad health for over a year, and now claims that he never felt better. Since his dis-

charge from the hospital, he has sold the combination candy and delicatessen store which he opened up and operated with the assistance of his wife, Madonna, for more than a year. He intends paying a visit to Film Row in the near future.

CANONSBURG

Perry Como had a fine time renewing his old friendships, and making a lot of new friends during his vacation in his old home town.

CHICORA

The trade was saddened by the death of "Mike" Serventi, who, for many years operated the Lincoln, Rimersburg, Pa. He had been in ill health for several years, and when his sons, Lewis and Mark, returned from service in the last war, he turned over to them the active operation and management of the theatre. He passed away on Sept. 17 and was buried on Sept. 21.

IMPERIAL

The Imperial, owned and operated by Henry Schmitt, who only recently recovered from a severe abdominal operation, has gone into full time operation, including Sundays, which should certainly prove to his many friends to what extent "Smitty" is once more "on the ball."

JEANNETTE

The Harris signed up to try out a new theatre game.

JOHNSTOWN

Paul Panagotacos booked the Irving Yates stage show, "Golden Stallion".

LIBRARY

Jerry Castelli, Park, recently returned from a Constellation flight to Los Angeles. He flew back to Pittsburgh but this time he was the pilot of a brand new two-motor, four-passenger plane which he picked up at the factory in California. His total flying time from California to Pittsburgh was 18½ hours, after making stops in Albuquerque, N.M.; St. Louis, and Columbus, O., during which stops he visited with friends in those cities. He is also associated with Outdoor Theatres, Inc., which operates drive-in theatres at Irwin and New Castle, Pa., in addition to a new one near Monessen, Pa.

MC KEESPORT

Mrs. Lou Fordan, wife of the manager of the Memorial, returned home after nearly three months on the west coast.

NARTONA

Anthony J. "Tony" Latella, who owns and operates the Roxy, has been a frequent visitor to Film Row accompanied by a friend whom he has been introducing to the mysteries of Film Row buying and booking.

NEW KENSINGTON

Henry Rolnick's Family Drive-in, located several miles out of this town at the junction of the Leechburg Road and wild life game preserve, was recently featured in the West Penn Power Company's monthly house

organ "What's New?", distributed among West Penn's commercial users of electricity. It had another photograph showing the boxoffice and entrance to the drive-in as an illustration of THE EXHIBITOR's Sept. 22 article on "Closing a Drive-In", by Albert Bernstein. Incidentally, this drive-in was conceived by Robert F. Beatty, architect from East Liverpool, O., who also drew up the plans for the Skyview Drive-In, East Liverpool, O., as well as the Cranberry Drive-In, Cranberry, Pa., near Oil City.

SPRINGDALE

John McCauley, Jr., is expected to arrive here on or about Oct. 15, at which time he will assume the ownership and operation of the Miami, formerly owned and operated by Elmer Dattola.

UNIONTOWN

J.R.G. "Bob" Boughner, treasurer, Penstate Amusement Company, which operates the State and Penn, recently departed for the wilds of Canada for a month-long fishing trip, which is the way he spends his annual vacation. He goes to a spot about 125 miles due north of Toronto, and the fishing must be very excellent, since this is the 20th season he has been making the same trip.

The "Golden Stallion" stage show played the Penstate Amusement Company's Penn, and manager Joe Murdock kept his fingers crossed up until the last moment because the Willard's Magic Show, which he had scheduled for the State for Sept. 27, failed to appear, causing a great deal of last minute radio and newspaper public apology to all the people, some of whom drove many miles to attend. Due to the non-arrival of the stage show, which was also supposed to play a midnight show the night before, Murdock was forced to make a last minute booking.

West Virginia

CLARKSBURG W VA

Gray Barker, booking agent for open-air theatres in Northern West Virginia, recently added another one to his list, the Baker's Air Park, located near Burlington, W. Va., and serviced by the film exchanges from Washington, D.C. Baker's Air Park announced Oct. 15 as the opening date.

WHEELING

Donald Williams reopened the former Pythian, renamed the Aldon.

WHITE SULPHUR SPRINGS

The Greenbrier Hotel, one of the most exclusive hotels in the country, will be the scene of the annual convention on November 22 and 23 of the West Virginia Theatre Managers' Association. The president of this association is Wendell H. Holt, New Star, Richwood, W. Va. and the secretary-treasurer and executive manager is Rube Shor, whose office is located in Cincinnati. The convention chairman is John A. Goodno, Huntington, W. Va. The West Virginia organization is affiliated with Allied States Association.

NEWS OF THE

Territory

Boston

CROSSTOWN

Appeals in the Momand anti-trust suit were to be argued before the U.S. Circuit Court Of Appeals on Oct. 5, with George S. Ryan, local attorney, representing Momand. Federal Judge Wyzanski set aside a jury award of \$966,000 in favor of the plaintiff, which resulted in the appeals being taken.

Eliminations announced last fortnight by the Bureau Of Sunday Censorship were as follows: "I'm A Monkey's Uncle," Parts 1 and 2. (Deletions: Dialogue, "I'm baggie", in part 2). Columbia.

Exhibitors recently applauded the election of Arthur Lockwood as president, TOA. Lockwood, who was admitted to the New York bar in 1922, is married, and has two sons and one daughter. Living in Brookline, Mass., he is treasurer, Lockwood and Gordon Enterprises, Inc. He is also executive vice-president, Screen Guild productions, and president, Screen Art Pictures and Affiliated Productions, all of Hollywood. He is treasurer, Screen Guild Productions of New England, Classics, Inc., of New England, and Federal Film Company, Boston. He was the former president and is now a director of the MPTO of Connecticut.

Ken Forkey disposed of his Magnate, Dorchester, Mass., and his Mattapan, Mattapan, Mass. The new owner is Lou Stern, well-known here and about the district.

Jack Markel, the man who handled "Henry V" for three years for UA, is now in charge of the operation of the house, reserved seat policy, and publicity for the "Macbeth" engagement at the Esquire.

Lew Newman, manager, Translux, is taking bows from the local exhibitors for his excellent theatre front prepared for "Urubu".

Frank Capra, Paramount producer-director, was in to attend a meeting of the commission for UNESCO, educational, scientific, and cultural arm of the United Nations. Capra is the only member of the film industry in the American group.

The Strand, Phil Smith Circuit, recently was equipped with new Century projectors.

Interstate's summer season came to a close and the reshuffling of personnel has been completed. Leon Barbard, summer manager, Center, Hyannis, Mass., moved to the Strand, Southbridge, Mass., where he is assistant to Stanley Redmond, manager. Bob Laffetch, assistant, Hyannis, under

Ernie Links, was transferred to his old post, the Strand, Southbridge, Mass., when the Hyannis closed.... James Godsil, summer manager, Cape Cinema, Dennis, Mass. back to the Colonial, Brockton with the closing of the Cinema. John Garcen, summer manager, Community, Osterville, Mass. relieved Carmen Urcuioli, Scenic, Rochester, N.H., while the latter was on vacation. From there, he moved to relieve Tom Russo, Star, St. Johnsbury, Vt. Mac Keniston is back at Bristol, N.H., replacing Steve Lambert who managed the house during the summer. He went to the Lyric, White River Junction, Vt. Richard P. Kalagher, Worcester, Mass., is training as assistant manager under Ernie Links at the Center, Hyannis.

FILM DISTRICT

The Motion Picture Salesman Club of Boston held its first meeting of the season. After the business was completed, members joined their wives at a screening at RKO.

Visitors to the district were: Lillian Couture, Gem and Strand, Fitchburg, Mass., and Joe Mathieu, Capitol, Winchendon, Mass. Mass.

Phil Engel reports that United Artists is busy with five pictures, either running or to begin very soon. These are: "Pitfall", "Urubu", "Four Faces West", "An Innocent Affair", and "Henry V".... John Dervin, branch manager, U-A, arranged a screening of "An Innocent Affair" for exhibitors and staff.

Nate Levin, president, Motion Picture Salesmen Club, announced that a plan has been accepted by the members by which an accident and health insurance coverage may be obtained.

Rhoda Gabawitz, booker's secretary, Warners, is now Mrs. Morris Steinberg. After a honeymoon trip, they are now living in Malden, Mass.

Ben Fish, special representative for Goldwyn, was a recent visitor.... Another visitor was Harry Reiners, assistant to Terry Turner, RKO.

From out on the coast came Jack Granara and his family to visit his father and mother. While in town, he dropped down to visit his many friends



Philip F. Gravitz, office manager-head booker, MGM, New Haven, is one of seven men scheduled to take part in MGM's executive training course, which opened in New York a few weeks ago.

in film row, and also paid a visit to RKO, where he was formerly publicity director.

Led by district manager John Scully and branch manager Meyer Feltman, the U-I salesmen journeyed down to the big city for an important sales meeting last fortnight..... Joe Levine and Joe Wolf, Embassey, returned from New York, where they had been attending a sales convention of Realart.

The TESMA trade showing and convention at the Jefferson Hotel, St. Louis, attracted considerable attention from local supply houses. Among those attending were Eddie Comi, Massachusetts Theatre Equipment; Ken Douglass, Capital Supply, and Joe Cifre, Cifre Supply Company.

A group from Affiliated Theatres attended a special screening at MGM. From all reports, those who attended enjoyed themselves.

Ben Abrams, branch manager, Monogram; Tom O'Brien, branch manager, Columbia; Bob Levine, booker, Warners, and Charley Repec, salesman, MGM, recently journeyed to Carver, Mass., where they spent a restful weekend away from the worry and hustle of the district.

John Nolan, Scranton, Pa., Comerford Circuit, which includes Fays Providence, R.I., was seen recently. Vernon Mathews was in the city about the same time.

Theresa Cantin, Concord, Concord, N.H., and her sister, Laurie, were recent visitors.

Officers of the local loge, Colosseum of Motion Picture Salesmen, were elected as follows last fortnight: President, Saul Levin, EL; vice-president, Jack Martin, Republic; treasurer, Jerry Callahan, Monogram, and secretary, Lou Joseph, Bay State. The board includes Harry Goldstein, RKO, chairman; Dave Crover, RKO; John Feloney, 20th-Fox, and Jack Gubbins, Paramount.

Close to 400 persons attended the Variety Club presentation banquet at the Hotel Statler last fortnight. After a fine dinner had been consumed, general chairman of the banquet committee, E. Harold Stoneman welcomed everyone, and, after an invocation by Reverend Robert Walker, opened the ceremonies by turning over the mike to toastmaster Maurice N. Wolf. After Chief Barker Joe Cifre had been presented, and had addressed those assembled with a few well chosen words, toastmaster Wolf praised the work of the local tent and the cooperation of its members during the fund drive. Then the floor was given to Robert J. O'Donnell, Variety Clubs International Chief Barker. O'Donnell presented to Cifre the highest award for 1947, the Charity Citation and Trophy, awarded on the basis of "the greatest good for the greatest number". Individual citations were awarded Louis R. Perini, for the Boston Braves; Jim Britt, sports broadcaster; Cifre, John J.

Dervin, William H. Sullivan, Jr., Braves publicity director; George Swartz, insurance executive, and Ralph Edwards, of the "Truth or Consequences" radio program, in absentia. Perini, for the Braves, Britt, Cifre, Sullivan, and Swartz were cited for their promotion of the "Jimmy Fund", and John Dervin for his work as first president of the Children's Fund and now trustee. Each had a few words to say, and Sullivan supplemented with a check which represented various contributions to the "Jimmy Fund" handled through the Boston Braves. Murray Weiss, treasurer of the fund, smilingly thanked everyone.

Secretary of Labor Maurice J. Tobin arrived a bit late, but congratulated the group and the individuals responsible for the tent receiving the award. In the brief address that followed, hope for continued support was voiced by John Wells Farley, president, Children's Medical Center; Dr. Louis K. Diamond, chief of the blood-grouping laboratory there and director, Variety Club of New England's blood research department, and Dr. Sidney Farber, Medical Center pathologist-in-chief and foundation director.

Before the featured speaker took the floor, it was announced that Tobin,

Britt, Edwards, Perini, Sullivan, and Swartz had been made honorary barkers. Incidentally, the featured speaker, Colonel William McCraw, VC executive director, was well worth waiting for, and gave Bill Koster an award for his work. At the conclusion of his talk, Wolf said "good night", and the party was over.

Among the guests present which included many exhibitors from all over New England were Audie Murphy and Lloyd Nolan. On the dais were: Mr. and Mrs. Jim Britt, Mr. and Mrs. Joseph Cifre, Martin J. Mullin, Dr. and Mrs. Louis K. Diamond, Lieutenant Murphy, Mr. and Mrs. John J. Dervin, Nolan, Dr. and Mrs. Sydney Farber, Mr. and Mrs. R.J. O'Donnell, John Wells Farley, Mr. and Mrs. Louis R. Perini, Mr. and Mrs. Louis M. Gordon, Samuel Pinanski, Mr. and Mrs. Jack Haley, Mr. and Mrs. John Quinn, Mr. and Mrs. Charles Maney, Mr. and Mrs. Richard S. Robie, Mr. and Mrs. Philip J. Marget, Mr. and Mrs. E. Harold Stoneman, Colonel McCraw, Mr. and Mrs. George Swartz, Mayor and Mrs. Daniel E. McLean, Mr. and Mrs. William H. Sullivan, Jr., Tobin, Reverend and Mrs. Robert Walker, Mr. and Mrs. M. Murray Weiss, and Mr. and Mrs. Maurice N. Wolf.

New Haven

CROSSTOWN

Bijou manager Bill Brown was busy lining up bally for "The Olympic Games of 1948....Paramount continued to have plenty of radio bally time.

Whitney, Hamden, had a Care Benefit show set....Whitney manager Truman Ferguson's son, Fletcher Ferguson, coach of the Collegiate School athletic teams, was recently made editor of the Junior Chamber of Commerce magazine.

Morris Rosenthal and his staff worked on a nice campaign for "The Loves of Carmen."

Anthony N. Basilicato, a member of the Loew Poli College projectionists staff, is a strong booster for The Exhibitor, and especially likes the Physical Theatre section.

Morris Rosenthal, manager, Poli, was missing a lifesized cutout of Rita Hayworth. Rosenthal notified the police, and the theft was duly entered on the police blotter. The resulting newspaper breaks were a genuine pleasure, and worth twice the missing loot.

Dr. Jack Fishman, Fishman Theatres, took his son, Michael, up Massachusetts way to Andover Prep....Dixwell had Roy Rogers matinee....Sam Hadelman, Grand, is spending quite a bit of time around his new home getting the new lawn and other landscaping details in order....Norm Levinson, who did such a grand publicity job while assistant at the College, has been transferred to the Loew's Poli, Hartford, filling the vacancy when assistant Sam Horwitz was promoted to the Loew's New York publicity department. Ray Flynn, Bijou assistant, was

due to be shifted to the College.

New Haven friends of former Paramount assistant manager Russ Ordway, now at the Princess, Rockville, were sorry to hear of the serious automobile accident which befell him recently on his way from Rockville to the Capital City. The car was completely demolished, according to reports.

MEADOW STREET

Out ill recently at the Warner exchange was Alice Ginsberg....Phyllis (Di Benedetto) Tortora attended the wedding of her brother recently. She's at Warners....National Theatre Supply installed new carpeting at Al Pickus' theatre in Stratford....George Weber, former MGM office manager, now in the photog biz, starts to take his annual official Yale football films with the Brown game.

New manager at the Crown, Hartford is Joseph La Vista, Manchester....A new employee at Connecticut Theatre Candy Company is Frank Cavallaro....Joe Markoff, Markoff Theatres, has an interesting hobby, both stills and home movies....Ralph Civitello, Devon, gets in his golf....It was good news to hear that Natale De Francesco, Cheshire, was recuperating....Lou Phillips, Phillips Theatre Equipment Company, left for a trip to St. Louis, to attend the supply dealers and manufacturers conventions....Sol Papolizio, 20th Century-Fox, was due to return to work after an operation....The White Way's Mike Tomasion related that he received a note from son Angelo, in Italy, that he was back at work after a vacation. Daughter Gloria left for France for a year of teaching abroad.

In an interview with Mickey Nunes, in the east to attend the unveiling of monument to his dad, Morris Nunes, the young theatre lad was quite enthusiastic in telling of his work in California, particularly of his new association with the Robert L. Lippert Theatres, where he is temporarily manager, Guild, San Francisco. About the first of the year, he moves back to Los Angeles to manage the new Duo-Theatre, actually two theatres in one, seating 1250 patrons. Nunes designed this theatre, and is part-owner with Robert L. Lippert, operator of 62 theatres in California and Oregon, in this Duo. The corporation for this new theatre is known as the Bobmix Theatres, Inc. Lippert is also president of Screen Guild. After young Nunes left New Haven for California, he joined his dad, Morris Nunes, in the production end, being an assistant director. Then he married, and, after his father's death, continued on the west coast. He continued his dad's California Theatre work, and this Duo is one of the projects originally started by Nunes, Sr. Incidentally, the younger Nunes expects an addition to his family soon. Regarding another New Havener who went west, Nunes says folks can write Leo Schapiro, former Guilford owner, at 6619 Bel-lengham Avenue, North Hollywood, Cal. Folks wanting to write Nunes may address him at the Guild, 1069 Market

Manley POPCORN MACHINES

"Genuine Manley Supplies"

SAM HORENSTEIN

New England Representative

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Office and Showroom... 45 Church St.
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In the Heart of the Film District

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STAGE SETTINGS • DRAPERIES
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CONN. THEATRE CANDY CO.

62 COMMERCE ST., NEW HAVEN, CONN.

THEATRE CANDY SALES "WE KEEP THE MOVIES SWEET" CANDY POPCORN CHIPS

Street, San Francisco. P.S. Let we forget, we understand that the Duo, Los Angeles, will be dedicated to the late Morris Nunes.

Another daughter, Elaine, left for the University of Connecticut, at Storrs. A son, attorney Charles, and daughter, Mildred, society newspaper writer, are the only children now left at home.

The installation dinner for Film Employees Local B-41 is expected to take place soon.

LOEW POLI CIRCUIT

Division manager Harry F. Shaw and publicity director Lou Brown were among the invited guests with MGM branch manager Harry Rosenblatt at the screening of MGM's "The Secret Land" on a submarine submerged in Long Island Sound....Harry Mc Williams, Columbia exploitation manager, and A. Bernstein, Columbia exploitation representative, were in to discuss exploitation plans of "The Loves of Carmen" with Harry F. Shaw, Lou Brown, and Poli managers Morris Rosenthal and Matt Saunders.

A little late but congratulations were in order to Mr. and Mrs. Lou Brown on their recent 15th wedding anniversary....Poli, Meriden, is now open weekends for winter operation....An old-fashioned amateur show is a Saturday night feature at the Meriden Poli....Congratulations were in order to Morris Green, poster artist, on the recent addition to his family....The Loew's "Movies Harvest of Hits" float ended its New England circuit tour at Norwich recently.

College, New Haven, was due for a new walnut front...Strand, Waterbury, had a new sound installation....Co-op. ads are due to appear in the new Haven papers again after a new arrangement recently completed by Loew Poli execs Harry F. Shaw and Lou Brown.

Connecticut

HARTFORD

Leonard Young, formerly a singer in New York, joined the staff of E.M. Loew's as assistant manager....I.J. Hoffman, zone manager, and Cy O'Toole, zone engineer, Warner Theatres, were visitors.

Visitors included: Bernard Levy, Lewis Ginsburg, Amalgamated Booking Service, New Haven; Joe Spivack, Connecticut Theatre Candy Company, New Haven; John R. Murphy, general manager of Loew's out-of-town theatres, and Arthur Price, Allied Artists ballyhoo, here for "The Babe Ruth Story," State. The trade was glad to hear that Joe Faith was feeling better after a long illness....James Tuffy, manager Crown, was looking for an apartment for the Tuffy family. Since he moved in from Scranton, Pa., several months ago, he's been living in a hotel, with his family remaining in the Pennsylvania city. Anybody knowing of a vacant rent can call Hartford 7-7030.

Two Hartford TheatreCircuit houses, the Rialto and Lyric, resumed Saturday morning film shows for children. Two other HTC houses, Central, West Hartford, and Lenox, here, will start their Saturday morning kiddie shows on Oct. 9.

MERIDEN

The Loew-Poli, closed during the summer months, reopened, with Mollie Stickles, Loew-Poli Palace manager, again supervising both the Palace and Poli. The Loew-Poli started featuring weekly amateur nights, with Al Monty as master of ceremonies. Monty is scheduled to present a Kiddie Show at the Whalley and Whitney, New Haven, on Oct. 16. He is also slated for stage shows at the Chesire, Chesire; Glastonbury, Glastonbury; Colonial, Southington, and Center, Hartford. He is featured in a weekly radio show, "Kresge Review", over WMMW.

MIDDLETOWN

Harold Eskin and Herb Fenton have been making almost daily trips from New York to the Middlesex and Capitol, added recently to the Eskin Circuit.

The Town Clerk announced the filing of short forms of leases to the Middlesex and Middlesex Building. The theatre building and all equipment are leased by the Connecticut River Realty Corporation, and the Middlesex building is leased by the Central Properties, Inc. The leases, both for eight years from Aug. 4, were made to the M. and D. Theatre Corporation. Harold Eskin, vice-president, repre-

sented the firm. Attorney Daniel Pouzzner represented Connecticut River Realty and Central Properties.

On opening day of the renovated Palace, Salvatore Adorno, was host to 1,000-children. Free candy was given out to those in attendance. Adorno reopened following a 10-year shutdown.

NEW LONDON

As guests of the navy, a group of New York, Boston, and local newspapermen had the experience of viewing a motion picture while under water. MGM's "The Secret Land" was press previewed aboard the U.S.S. Dogfish while it cruised under water off the submarine base.

ROCKVILLE

The Palace showed "Report for Action" in connection with "Youth Month".

SIMSBURY

Arthur P. and Adrienne Alix made application to Commissioner of State Police Edward J. Hickey for a certificate of approval to operate a motion picture machine in a drive-in on property located on the westerly side of College Highway in this town, a short distance north of the junction of College Highway and Walcott Road.

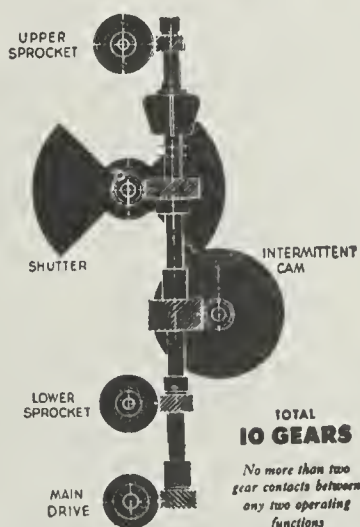
SOUTHINGTON

Sons of Italy Lodge will sponsor a musical revue at the Colonial for the benefit of the welfare fund.

(Continued on next page)

COMPARE

COMPARISON PROVES



"The efficiency of a motion picture projector is dependent upon the number of gears required for its operation."

LESS GEARS —
HIGHER EFFICIENCY

LOWER
MAINTENANCE
COSTS

"BE WISE — CENTURIZE"

MASS. THEATRE
EQUIPMENT CO.

20 PIEDMONT ST.

BOSTON

LI 2-9814

TRAVELLING AROUND WITH LEW HERB

(Lew Herb continues with his travels through the New England territory. -Ed.)

Continuing our Boston travels, and turning next to the film district, we dropped in at Massachusetts Theatre Equipment Company, and visited P.



Lew Herb

Edward Comi, who operates this store in conjunction with the Theatre Service and Supply Company. A former projectionist, he has been in the supply business for a number of years, and has built a good following among theatres. In addition to the usual theatre supplies, he also stocks several different television sets, including the Colonial, which he demonstrated recently on a theatre screen, and which brought out a seven by nine foot picture. Down the street a bit, at Capitol Theatre Supply, Ken Douglass was host to many industryites daily at baseball time, when he demonstrated the sets he handles.

Something new has been added to film row since our last visit, a nice eatery, Harry's Snack Bar, which replaced an old shoe store, and which has become a favorite coffee-time rendezvous for the street.

Our next visit took us to the offices of Affiliated Theatres, a booking and buying organization serving 77 theatres in the New England area, exclusive of Connecticut. The organization is composed of Arthur Howard, president, who formed it in 1941, and Seth Field, and Al Daytz, vice-presidents, who joined it during the past year and a half. In addition to the usual booking and buying services performed for its clientele, this organization, largest of its kind in this area, also performs many other duties for their customers. If so desired, it handles payment of bills, orders advertising, and, in short, does everything but actually run the houses.

Although its accounts are scattered all over the New England territory, many of them are situated in the north country, which saves these exhibitors many dollars they would ordinarily spend on making trips to Boston, not to say the inconvenience of traveling, especially during extreme winter weather. Of course, it also helps out the film exchanges in that they can do the booking for these theatres locally, and everyone involved is satisfied. Until Field joined the organization in April, 1947, after having worked for both the Schine and Graphic Circuits, Howard was serving 29 accounts. The organization started to grow, and Al Daytz, former sales manager for Warners, with whom he was connected for six-and-a-half years, and with Monogram for a short time previous to that, came into the company in

January. The unit is still growing, has enlarged its offices located on the 11th floor of the Park Square building, and now employs about 10 people. It expects to expand, but only as fast as it can without impeding the efficiency of the organization.

Before making the rounds of the various film exchanges, we dropped in next at the local office of the IATSE; and chatted with Walter Diehl, business agent, Local 182, projectionists.

Diehl, a projectionist himself for many years, was elected to the post in 1946, and has since given full time to the job. With a membership of over 200, it is a full-time job, and the local is lucky to have the services of a man of the calibre of Diehl. The local was first chartered in 1910, and four of the original charter members are still active. Nat Max and James Burke both operate projectors in Loew's theatres, the former in the State booth, and the latter in the Orpheum. The remaining two are Joseph L. Sheehan, Keith Memorial, and Bernard J. McGaffigan, Fenway. Joseph Nuzzolo, president, performs his duties at the Uptown, and, while not a charter member, has been in the local for 37 years, and an officer for the past 23. He succeeded to the presidency two years ago, replacing the late Thad Burrows, who held the post for 27 years.

(Continued from preceding page)

TORRINGTON

Florence Kroft, former manager, State, is now employed by a Torrington restaurant.

Massachusetts

LYNN

A midnight benefit show at the Capitol for Angelo Karayias of this city, a paralysis victim, was followed, before he left for a Boston hospital to undergo a series of operations, by a farewell party tendered on the stage after the final performance by employees of the theatre.

The Capitol has been running a cartoon show for children every Saturday morning for two years... Manager Harold Cummings, Warner and manager Ben Gruber, Waldorf, attended the semi-annual meeting of Warner managers at New Haven.

Sympathy of members of the Paramount staff has been extended to Virginia Paravati because of the death of her father.

PITTSFIELD

The Cameo, recently sold to Massachusetts Theatres, Inc., is closed for extensive remodeling.

TAUNTON

Wednesday afternoon cooking schools are being held at the Park, John G. Corbett, manager. Besides the cooking session, a regular screen program is shown.

The first of the season's Saturday

morning kiddie shows, a yearly attraction staged at the Park, John G. Corbett, manager, was held. Kiddie shows were inaugurated by the Park as its contribution in an effort to curb juvenile delinquency.

Ernie Paiva, artist, Strand, Abe Sinow, manager, finished a fine season on the baseball diamond as an outfielder for the Taunton Herrings, member club of both the Taunton Twilight Baseball League and the South-eastern Massachusetts Semi-Pro Baseball League.... Charlie "Scup" Hoyer, Strand, is the starting quarterback on this season's Taunton High School football team.

New Hampshire

CANAN

William Horn, former owner, Town Hall, died at his home. William Sheats is taking over possession of the theatre on Oct. 12. He renamed it the Village.

PENNACOOK

Harry Welch, operator of theatres in Gorham, Rangely, and Keezar Falls, Me., is back to work after been laid up with a strep throat.

PORTSMOUTH

The Arcadia, owned by the Morse and Rothenberg Circuit, announced the installation of new Century projection equipment.

Rhode Island

PAWTUCKET

The Strand, Harold Lancaster, manager, is boasting a complete new look, with extensive alterations almost complete. Still to be done are the men's and ladies' lounges on the upper floor. The new lobby aided Lancaster in promoting prizes for the cooking school scheduled to start on Oct. 26, to continue for three weeks. Lancaster was able to promote many prizes in exchange for a display in the new lobby. School is being pushed well in advance, with lobby displays already set up. Five lobby display stands made for use in promoting kid shows were being remodeled and redecorated to give them a rich appearance to fit in with the new lobby and were slated to display school prizes without cheapening the lobby. William Hayes, assistant, did his bit in decorating the new candy stand.

Center, Vincent O'Brien, was readying for its change to first run with co-op. and big newspaper ads planned.... Sumner Myerson, district manager, E.M. Loew's, was in.

Vermont

VARIETY TENT 31 CONNECTICUT

Chief Barker Barney Pitkin attended the mid-winter meeting in Washington, D.C.... A dinner meeting of the tent was held.... The new quarters are to be put in shape and furniture, etc., will be installed after alterations are completed. All members are working on the big charity dance at the arena.

NEWS OF THE

Territory

District Of Columbia

Washington

While waiting to submit proposed findings and order on the matter of a temporary injunction in connection with the Walbrook, Baltimore, Md., suit against 20th Century-Fox, to prevent the film company from giving half of its first-run product to the competing Windsor, as ordered by Judge Letts, the film company recently asked federal court for a summary judgment or dismissal of the suit.

Robert Fellows, Paramount producer, was in to confer with government and naval authorities, and to discuss the first draft of a new picture that Paramount is planning to make. Set to be the successor to "Beyond Glory", the West Point epic, the entry, tentatively titled "Wings of the Navy", is to be about jet pilots, John Farrow will direct.

Albert Mannheimer, head of exchange operations, Film Classics, Inc., was in last week.

Al Zimbalist, publicity-advertising chief, Film Classics, Inc., was in last fortnight to prepare an extensive campaign for the first-run engagement of "Sofia--City of Intrigue", Metropolitan.

It was reported last week that Paramount had made a deal calling for the company to split its first neighborhood run between the Windsor, Baltimore, Md., and the Walbrook, competitive house. The Windsor had filed suit against six majors.

Tent 11 and other folks belonging to the movie colony parked their cars within a mile of the Stadium to be on hand to see the famous Washington Redskins take over the Pittsburgh Steelers by the narrowest of margins. Between the halves, grey, bespectacled Gene Ford, managing director, Loew's Capi-

tol, takes over with the "between halves", while up on the musical tepee, the Shoreham's Barnee Breeskin holds sway with his band with the lyrics by NBC's Gene Archer.

Jack Blank, member, Variety Club, was chairman of the trophy committee for the President's Cup Ragatta, and did an admirable job on the collection of beautiful presents to the winners.

FILM CLASSICS: The staff was surprised at the news that Sam Wheeler had resigned his post, but delighted that he would again come back to Washington....Branch manager Max Cohen visited the accounts in Norfolk, Va....Charlie Mendelson, salesman, returned after an extended tour in the Clinch Valley while salesman Harold Levy was selling FC product to the Baltimore, Md., exhibs....To New York for the Jewish holidays went the Harold Levys....When Sam Wheeler returns he will assume command, it is supposed, of his Wheeler Film Company, but he will have his son continue on with Screen Guild....Barry Goldman has been added to the Screen Guild staff as Baltimore salesman.

The Carolina Theatre Corporation has purchased the Carolina, and has assumed operation, Sam F. Roth, corporation president, announced. The Carolina was formerly operated by Samuel L. Ashman.

The local representative of Curtis Publishing Company reports that in the past 10 days 6900 of an order of 7000 of its Bantam Books edition of "Sorry, Wrong Number" were sold in Washington. Not bad, eh? The picture opens at the Warner.

News from the projectionists: The 64th semi-annual convention of the Society of Motion Picture Engineers is to be held at the Hotel Statler on Oct. 25-29. Nate Golden, chairman of local arrangements, will be glad to furnish further information....The Projectionists Bowling League opened at the High Score Alleys, with Local President William Sheehan tossing out the first ball. Officers for the league are: Milton Bittenbender, Naylor, president; Carl Fowler, Naylor, secretary, and Charles Franks, Circle, treasurer. Fourteen mixed teams of projectionists, their wives,



Dorothy Sipes, Baltimore, Md., was recently chosen "Miss Venus" in connection with the U-I production, "One Touch Of Venus", on the stage of Keith's. With her are Ed Convery, The News Post, Fred Schanberger, Jr. manager, Keith's, and Jerry Evans, U-I.

sweethearts, and friends are expected to burn the midnight oil through the coming season with plenty of excitement and competition....Fred Gooch, Frank Mitchell, and Frank Mulloy will be up in the booth for the National when it begins its new picture policy

Down to Solomons Island for a week-end of fishing was Loew's Carter Barron....Maiman Morgan, Morgan, Grundy, Va., has his best times while farming on his "Old Kentucky Home." Naiman really has a farm down in the blue grass state....Mrs. Juanita Carpenter, Clinchco and Haysi, Va., returned from a trip to Texas, where she visited her flyer-son, and then to Oklahoma, where she has a sister....Herb Moody's Girl Friday, Josephine Johnson, returned from a Florida trip....Cecil Titus, Colonial, Galax, Va., is remodeling the house.

20TH FOX FACTS: Branch manager Glen Norris, who recently returned from the Hollywood convention, is reported by Dick Coe in The Post to have banked on Academy Awards winnings for this company on "The Snake Pit"....Office manager John O'Leary attended home office meetings....Clarence A. Hill, manager of branch operations, visited this exchange...Sam Goldberg, former owner, Imperial, Brunswick, Md., visited this office, but was mum on reentering the biz....Glen Norris likes his sea food, and can be seen often enough at the New England Raw Bar....Sara Young, in charge



Many prizes and trophies were presented to winners of events at the recent Valley Enterprises Welfare Club outing, which took place near Harrisonburg, Va. At left, Alton Lawson, right, was presented with a special trophy for outstanding services to the Welfare Club during the past

year. The presentation is being made by Valley Enterprises general manager John G. Broumas. Center, Lynn Griffin, left, an aide at the State, Harrisonburg, Va., is presented with a swimming trophy by VE accountant Charles A. Freer. Right, Lawson presents a softball trophy to Taylor.

THEATRE OWNERS and MANAGERS

It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

HIGHWAY EXPRESS LINES, INC.

1638 Third Street, N.E.
Washington, D. C.

236 N. 23rd Street
Philadelphia 3, Pa.

MEMBER NATIONAL FILM CARRIERS, Inc.

Get THE CATALOG *habit*

WANTED—MANAGER

for GEM THEATRE

1131 SEVENTH STREET, N. W.
WASHINGTON, D. C.

Apply to present manager.

JACK SEIDMAN : : : BERNARD SEIDMAN

Paramount Decorating Co., Inc.

STAGE SETTINGS : DRAPERIES

CARPETS : PAINTING AND DECORATING

311 North 13th Street

Philadelphia, Pa.

of the lady committee for the welfare awards, now has booths set up in both the Statler and Willard Hotels....In chatting with the booking department was Julian Gordon, Gordon Circuit, Newport News, Va....Bill Michaelson was over to Baltimore, Md., to assist the Oriole City showmen....In town were salesman Joe Cohan and Freddie Klein....Down to Danville, Va., went salesman Ira Sichelman.

The NSS office will definitely close about Oct. 15, and will be serviced out of Philadelphia, although the territorial representatives will continue to visit the exhibitors in this area. The firm will also have for the theatres a service outlet in this city somewhere in the vicinity of 9th and L Streets, N.W., with more on this later. George Nathan is expected to leave for the Detroit office. The NSS office will be taken over by Eagle Lion, which now occupies the front office spaces on the second floor of 203 I Street, N.W., and, in turn, Film Classics will take over the Eagle Lion space.

Maryland

BALTIMORE

"The Movies and Youth" were discussed by Bettina Gunczy, Council Secretary, National Board of Review of Motion Pictures, in an all day workshop program arranged by the Maryland Federation of Women's Clubs. The state motion picture chairman, Mrs. Newton C. Wing, arranged for Mrs. Gunczy to talk over motion picture activity with the various district chairmen of the state during a luncheon conference.

The Lyric has been entirely renovated, and the step from the sidewalk up to the entrance of the lobby has been eliminated.

The Durkee Circuit had Ernie Woods make two sound films for it recently, which shows the ease with which the patrons of the new drive-in can see the performances.

Robert Rappaport, son of Mr. and Mrs. I.M. Rappaport, Hippodrome, Town, and Little, returned to his studies at Syracuse University.

A curfew ordinance for children under 16 has been introduced into the



Shown here is part of a display which was recently planted in a store window in connection with the RKO picture, "One Touch Of Venus", Keith's, Baltimore, Md., with good results.

City Council by Councilman John H. Reed, Democratic, Fifth District. First offense would bring a fine of \$1, and others a fine of \$5. Children having business on streets after midnight would have to obtain a permit. It was referred to the Ways and Means Committee.

Cohen Brothers, Essex, Md., operating the New Essex, will reopen the New Alert on Saturdays and Sundays only for the time being, beginning on Oct. 16.

Morris A. Mechanic had a sneak preview of "Apartment For Peggy," at the New.

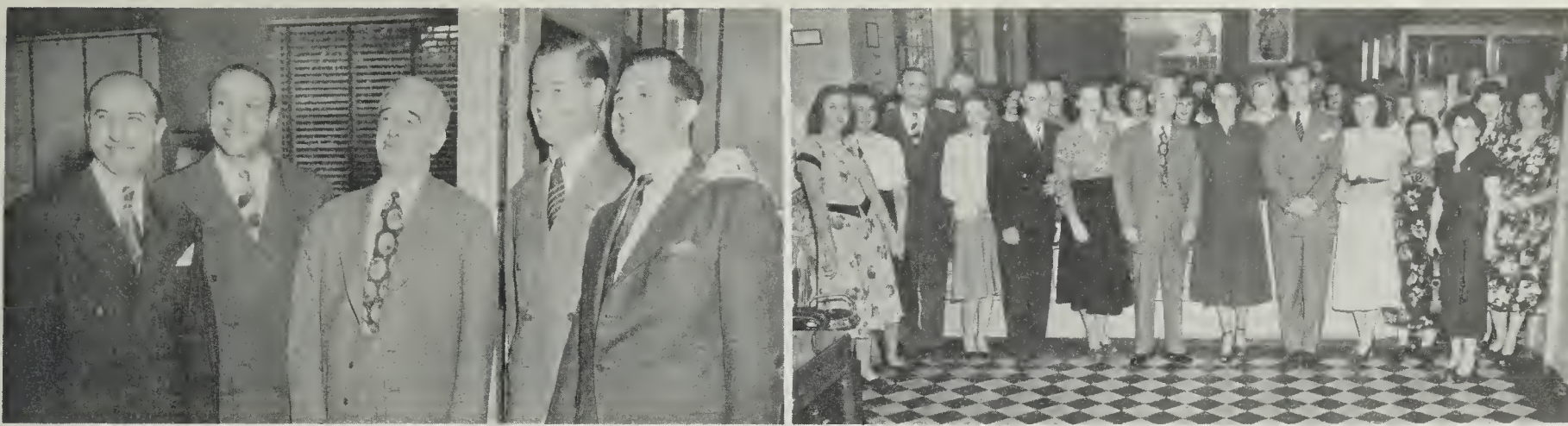
I.M. Rappaport had "Colts Night" at the Hippodrome, with the football team and Coach Cecil Isabell and his staff on stage.

The Lyric Theatre Company, operating the Lyric, according to F.R. Huber, managing director, has withdrawn its protest against the establishment of a truck service station next to the theatre.

Amusement advertising rates for all Baltimore newspapers have been raised five cents an agate line for the theatres. This includes the Morning, Evening and Sunday Suns, the News-Post, and the Sunday American. Two rules concerning advertising cuts and proofs have been rescinded. Proofs are now given as soon as ads are complete, and if a cut has to be made



The Variety Club of Washington was recently given an impressive window display in the Hecht Company department store in Washington, in connection with the new "Civic Washington Speaks" television program over WNBW. On this program, Frank Boucher, Chief Barker, Tent 11, and William F. McCraw, executive director, Variety Clubs, International, told about the work.



MGM general sales manager William F. Rodgers recently conferred with Washington branch executives. Shown at left, left to right, are Washington sales head Paul L. Wall, office manager Joseph Kronman, Rodgers, branch manager Jerry A. Adams, and head booker Edward Kushner. Later,

right, he spoke to the office staff: front row, left to right, Betty Moore, Audrey Poulos, Kronman, Aileen Poe, Wall, Zelda Stough, Rodgers, Margurite Voight, Adams, Judy Jones, Josephine Burns, Mary Dempkish, and the branch managers' extremely efficient secretary, Catherine Murphy.

over or not used due to a sudden change in bookings, no extra charge will be made.

Burlesque shows will be given on the stage at the Maryland, the first show being "Girls of the Follies." Screen and radio will be combined with the burlesque. The theatre has been renovated. -Jacques Shellman

CUMBERLAND

The question of Sunday movies in Allegany County was settled for the time being at least as a result of a decision in Circuit Court when associate Judge O.H. Bruce, Jr., ruled Sunday blue laws were not being violated by the Potomac Drive-In, Winchester Road, as charged by State's Attorney Morgan C. Harris. As a result, the drive-in, operated by Kenneth R. Baker and G. Roy Sutherland, and the Majestic, Mt. Savage, Md., resumed Sunday showings. The drive-in operators had been arrested for a violation of the ancient Sunday laws, but no arrest had been made at the Mt. Savage theatre since it closed when ordered to do so by the states' attorney.

Reynold Wallach, manager, Schine's Strand, was ordered to remove advertising placards from parking meter poles and fences by Chief of Police R. Emmett Flynn. Flynn said the theatre's advertisements were on local streets, and that a city ordinance prohibits such informative methods.

Darnell's Maryland, managed by Ray "Isra" Light, announced his theatre is also playing a one-day stand of Charley Spivak and his orchestra.

HUGHESVILLE

John Bailey, owner, Hughesville, who has been renting the theatre out for some months, has now taken its operation back, and is running it himself. He has added a new pop corn machine to his extra profits items. Bailey has been ill for many months, but is now back on his feet, and able to attend to his many theatre affairs.

LEONARDTOWN

The big news here was issued by Jack Fruchtman, lessee, New, who stated that "The New and the St. Mary's are

now under the joint ownership of Kenneth B. Duke and myself." The merger took effect as of Oct. 1. Fruchtman will book for both theatres and a number of changes will be made, but the staffs will remain as if for the time being. Ray Trumbule will be executive general manager for both theatres, as well as the Park, Lexington Park, while K.B. Duke will be general manager of both the New and St. Mary's....Val Lyons, assistant manager, New, was in Washington, D.C., getting his veteran's papers straightened out.

LEXINGTON PARK

New frames are the latest addition to the Park....During the showing of MGM's "The Search", the Park manage-

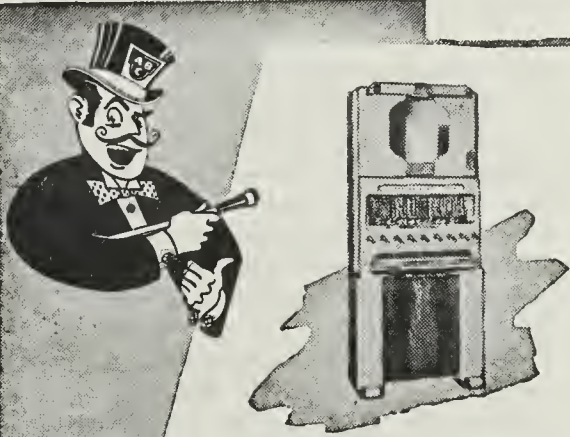
ment gave out a box of Kleenex to each patron in a tieup with Hub and Coring Company, Baltimore, Md.

PRINCE FREDERICK

The short subject, "The Other Side Of The Fence", was shown recently at Calvert County High School by the Phillips Petroleum Company, Oklahoma, sponsored by the George J. Dornbush, Purina dealer. The second short subject shown was "Chewing and Sucking Insects", which was shown again at the request of many farmers and 4-H Club members, Dornbush said.

SOLOMON'S ISLAND

The D. and L. played Tex Daniels and his Lazy H Ranch Boys as a stage attraction.



From a CANDY MACHINE

to a complete

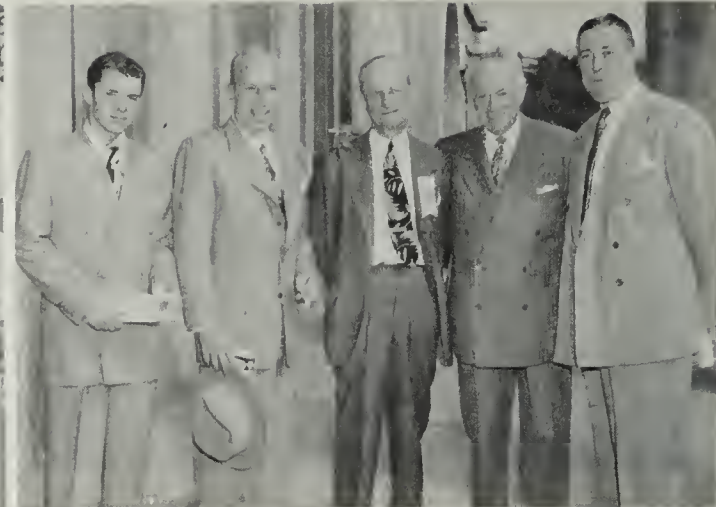
LOBBY SHOP...



BERLO Vending Co.

333 S. BROAD ST., PHILADELPHIA 7, PA.

You'll get the RIGHT equipment for your theatre, plus the RIGHT kind of service, when you let Berlo handle sales at the "second box office". Thirty years' experience has taught us how to get maximum returns for every location. And you'll have more time free for the right kind of showmanship that builds record grosses!



Many Variety Club officers and industryites attended the Variety Club charity football game recently held at the Babe Ruth Stadium, Baltimore, Md., for the benefit of the Variety Club's Boys' Clubs of Washington and Baltimore. Shown at left, left to right, are Jack Foxe, Lloyd Nolan.

and Bob O'Donnel at the Snack Bar; center, Mr. and Mrs. Fred Kogod and their daughter and Sam Galanty watching the Bears beat the Redskins, and, left, after the game, Lieutenant Audie Murphy, Lloyd Nolan, Nick Weems, R.J. O'Donnel, and Frank Boucher. The game was fast and furious.

UPPER MARLBORO

Sidney Lust's Marlboro, Cliff Buck, manager, is featuring "Family Nights" on Fridays.

Virginia

RICHMOND

Lou Golding, Joe Eagan, and Edgar Goth, Fabian officials, were in.... Floyd Stawls, publicity manager, Fabian Theatres, and his new bride were honeymooning in New Orleans.

Brown and Bailey, two of Sam Northington's employees, were over from Petersburg to see a show.... George Peters, Loew's manager, was host to the University of Richmond football team during the showing of "Mr. Peabody and the Mermaid".... Sam Pulliam, Grand manager, was out sick.

Charlie Denmead, West Point exhibitor, was in shopping along Broad Street.... Addie Boyd, Colonial box office attendant, is another proud grandmother.... Among the theatre folks from this section attending the TOA convention in Chicago were Morton G. Thalhimier, Dave Kamsky, Bob Coulter, Pete Trent, and Stuart White.... New employees of the Grand are: Paul Church, James Worsham, and Willard Taylor.... Stewart Tucker, State manager, took his wife to Washington to visit the zoo.... Ernest Milburn, veteran, UA exploiter, was here working on "Pitfall", Loew's.... Carlington Waddell was a visitor from South Boston.... Sowania Fox succeeded Violet Griffin, State.

Ben Caplon, Columbia branch manager, was here conferring with Sam Bendheim, Jr., general manager, Neighborhood Theatre, Inc.... Sympathy is extended to Bill Walsh, stagehand, who lost his father, James J. Walsh.... Among the highlights of the recent Air Force Day celebration at Byrd Airport was the presentation of an Air Medal to CAP Lieutenant James Floyd Stawls for

meritorious service on anti-submarine patrol in light aircraft during World War II. Stawls is advertising manager, Fabian Theatres.

About 100 patrons of the Star rushed to safety the other night when a film caught fire. Prospero Arcaro, owner, said he was operating the machine when the film in one of the magazines caught fire. He said that he and his wife, the cashier, went into the main section of the theatre, and directed the patrons to safety.

George Lanton, mayor of Tappahannock and owner, Daw, led the discussion at the League of Virginia Municipalities meeting at Old Point on "Looking Ahead at Town Government in Virginia."

The State Corporation Commission has issued a charter to Collegiate Films, Inc., Richmond, with a listed maximum capitalization of \$1,000,000. The new firm, which will manufacture, produce, and distribute motion picture film of every description, will also enter the radio and television field, according to the corporation papers. J.D. Carneal, Jr., is listed as president, and Gordon H. Andrews, secretary. William M. Blackwell is listed as one of the three directors, which include the two officers. Shares in the concern are to be valued at \$10 each. Minimum capitalization of the firm was listed as \$5,000 in the charter papers.



Mr. and Mrs. Kirk Douglas, star of UA's "My Dear Secretary", are shown as they arrived in New York recently.

KEY CITY

First Runs

Richmond, Va. (29) - Byrd and State, "Rachel and the Stranger" (RKO); Colonial, "Rope" (WB); Loew's, "Pitfall" (UA); Capitol, "Tap Roots" (U-I); National, "The Big City" (MGM).

Baltimore, Md. (3) - Century, "A Southern Yankee" (MGM); Stanley, "Rope" (WB); New, "Mine Own Executioner" (20th-Fox); Hippodrome, "Walk A Crooked Mile" (Col.); Keith's, "A Foreign Affair" (Para.); Mayfair, "The Vicious Circle" (UA); "The Brothers" (U-I); Town, "Rachel and the Stranger" (RKO); Times and Roslyn, "Secret Service Investigator" (Rep.), "The Blue Dahlia" (Para.).

West Virginia

KEYSER

Naomi Dorsey, former aide at the Music Hall, resigned. Her place has been taken by Norma Smith.... Olin Mac Donald was visited by his brother and family of Springfield, O.... Mary Robinson, Keyser aide, is back from her much needed vacation.... Dale Stark, Liberty, bought a used car.

Variety Club

TENT 11, WASHINGTON

New associate members added are: J.J. Kehoe, president and general manager, Hugh Reilly Paint and Glass Company, and Nicholas Frederick, real estate.... New members are: Thomas I. Martin, district manager, Pitts Theatre Circuit, Culpepper, Va.; Maurice B. Mitchell, director of broadcasting auditioning, National Association of Broadcasters, and Douglass H. Covington, owner, Ashland, Ashland, Va.... The next meeting of the board of governors will be on Oct. 11.... Tent 11 had one of the most active weeks in its history, with the following activities crammed into seven days: September 13, charity boxing match; 16-18, mid-year conference of Variety Clubs International; 18, "Humanitarian Award" dinner; 19, annual charity football game in Baltimore, plus active work on the Welfare Awards Drive.

WATCH THE

SHORTS PARADE

A n EXHIBITOR Service

NEWS OF THE

Territory

New York City

CROSSTOWN

A committee headed by Joseph Leban and Harry Brandt is planning a \$100 a plate dinner on Nov. 22 at the Waldorf-Astoria to raise funds for for Red Morgen Dovid, the Israeli Red Cross. A conference was held last week at City Hall with Mayor O'Dwyer and Comptroller Lazarus Joseph. Exhibitor leaders present were Malcolm Kingsberg, RKO Theatres; Sam Rinzler and Manny Frisch, Randforce Circuit; Sam Rosen, Fabian Theatres; F.J. Schwartz, Century Circuit; David Weinstock, Raybond Circuit; Sol Straussberg, Interboro Circuit, and Brandt.

In cooperation with the U.S. Olympic committee, the management of the Gotham announced last fortnight a special reduced-price policy for high school students during the showing of the Eagle Lion release, "The Olympic Games of 1948"....Becky Hoffman, MGM Milwaukee branch, was vacationing here last week.

Russell Stewart, MGM's publicity department, returned last week from New London, Conn., where the navy held a special showing of "The Secret Land"....Ilona Massey, co-star with the Marx Brothers in the forthcoming Mary Pickford-Lester Cowan comedy for UA, "Love Happy", arrived last week....David Niven left last week to rejoin "The Elusive Pimpernel" company, which has been on location in France.

Montague Salmon, managing director, Rivoli, staged a successful essay contest last fortnight in connection with "The Velvet Touch." Writers of the best letters in 100 words or less on "How I Would Run A Movie Theatre" were appointed to the theatre's "Youth Staff A Day." In addition to cash payment, the first prize winner was given a \$25 savings bond.

Brooklyn's "Most Heavenly Miss" was judged at Ravenhall Park, Coney Island, last week, with A. Edward Golden, producer of the new UA film, "Brooklyn, Texas, and Heaven", which will have its Brooklyn premiere at the Strand on Oct. 1, on hand. Many promoted prizes were awarded the winner, who, later, led the Coney Island Golden Jubilee Mardi Gras.

Joseph H. Seidelman, head of foreign operations for U-I, left last week for Europe...."Queens Salute To Youth Day" was held last fortnight with Borough President John Burke heading the celebration which was climaxed by a gigantic parade arranged by Frank Muto, manager, Skouras Astoria, in conjunction with the TOA Youth Month committeemen. The army,

CLEARANCE CHANGE
AFFECTS MET. HOUSES

New York - One of the most important blanket clearance changes in years took place last fortnight when four companies, U-I, 20th-Fox, WB, and RKO, wiped out the seven-day clearance which RKO Theatres had enjoyed over 10 Randforde, Century, and Skouras houses. Houses are now day-and-date with the RKO theatres in their areas.

Included are: Century - Sunnyside, Great Neck, and Lynbrook, all in Long Island, and Midwood and Marine, Brooklyn; Skouras - Tuxedo, Bronx, Boulevard; Jackson Heights, L.I., and Embassy, Portchester, and Randforce - Walker and Marlboro, Brooklyn.

navy and marine corps had full contingents with equipment in the parade, and also in the line of march were bands from the army, navy, PAL, (Police Athletic League), the sanitation department, and several others. Queens business leaders had floats in the parade, followed by ceremonies at the Astoria.

Walter Reade Theatres will resume vaudeville on a circuit-wide basis on Oct. 5, after a summer layoff, it was announced last week by Walter Reade. Shows will open at the Paramount, Long Branch, N.J., on Tuesdays; play the Oxford, Plainfield, N.J., on Wednesdays, and the Majestic, Perth Amboy, N.Y., on Thursdays, and the Broadway, Kingston N.Y., on Fridays and Saturdays, and close at the Congress, Saratoga Springs, N.Y., on Sundays. The Monday date may be filled by another circuit house by the end of the year. Long Branch is the only new town on the list, taking the place filled last year by Asbury Park. Kinston played the shows all summer. Five acts will be presented each week through the A.B. Dow Agency.

June Cardinale, secretary to Ben Drexler, Brandt Circuit, was married on Sept. 26.

It was announced last week that the Office Of The Special Representative of the Army Motion Picture Service is now located at 102 Warren Street. New telephone number is BA 7-3831. The New York regional office, Army and Air Force Motion Picture Service, will retain its present location and telephone number at 1501 Broadway, Paramount building, rooms 1610-11, LA ckawanna 4-1818-9. This present move of the Office Of The Special Representative is of a temporary nature. Efforts are now under way to consolidate the local activities of the Army and Air Force Motion Picture Service at a midtown location. It is expected that arrangements for this consolidation will be consummated on or about Jan. 1, 1949.

Cinema 16 held its first program for its membership at Hunter College Playhouse last week. Subjects shown were "Aristide Maillol", "Poverty In

The Valley Of Plenty", "The Feeling Of Hostility", and "The Private Life Of A Cat."

Russell Holman, Paramount eastern production head, left by plane last fortnight for conferences at the company's studio.

Arthur M. Loew, president, Loew's International Corporation, hit the doubles jackpot last fortnight when he and his partner, A.C. Ganzemuller, won the doubles championship in the annual Great Neck Country Club tennis tournament.

A two-year course in motion picture production technique is being inaugurated by the Dramatic Workshop of the New School for Social Research, according to an announcement last week by Erwin Piscator.

Olympic games athletes from the area were guests of honor at a celebration last fortnight. The civic gathering began with a public rally in Columbus Circle, followed by a parade down Broadway to the Gotham, where the athletes attended a preview of "The Olympic Games of 1948."

Edwin W. Aaron, MGM assistant general sales manager, on the coast for a vacation, is due back on Oct. 11....Funeral services were held last week at Park West Memorial Chapel for Jacob Hirsch, father of Leonard Hirsch, home office assistant to Rudy Berger, MGM southern sales manager.

Max E. Youngstein, Eagle Lion vice-president in charge of advertising, publicity, and exploitation, announced last week that Lois Butler, EL's young singing star and "Mickey" will be sold throughout the country as a unique direct tieup with individual playdates through cooperation of Fashion Music Corporation, publisher of "Lonely."

Sid Mesibov, exploitation manager, Paramount, last week announced a tie-up with Winx, new eye make-up product of Park and Tilford, and Paramount's "Night Has A Thousand Eyes" whereby window and counter display material featuring Gail Russell will be featured in national promotion involving more than 15,000 variety and drug stores in every major city in the country. An interesting feature of the promotion is a contest kit prepared by Park and Tilford, and offered free of charge to theatres.

Leon Ames, featured in support in RKO's "The Velvet Touch", made a personal appearance last week at the Rivoli....Giglio Theatre Magazine, in two languages, Italian and English, and now being received by patrons of the theatre, will serve as a house organ of the Giglio, and will be published monthly featuring film synopses in both languages. Sigmund Gottlober, executive director, American Foreign Language Press Film Critics Circle, is publisher.

B.G. Kranze, Film Classics vice-president in charge of sales, returned from the west coast last week....An

elaborate 30-minute television fashion show will highlight the annual dinner and dance of the Paramount Pictures Club at the Waldorf Astoria on Oct. 8, with television station WPIX handling the broadcast....Bob Hope, Jack Warner, Hal Roach, Paul Lukas, Bebe Daniels, Ben Lyon, Mark Stevens, Melvyn Douglas, and 42 other top Hollywood personalities arrived last fortnight to represent the industry at the Air Force Reunion and Convention. An advance showing of Frank Seltzer's forthcoming 20th Century-Fox release, "Jungle Patrol", was given in the Hotel Astor Grand Ball Room.

Paul Raibourn, vice-president, Paramount, spoke on "The Outlook For Entertainment and Recreation" at the Round Table meeting of the National Industrial Conference Board at the Waldorf Astoria last fortnight.... Allied Artists was host to fan magazine editors last week for Lloyd Nolan, co-starring with Audie Murphy in their forthcoming "Bad Boy", sponsored by Variety Clubs International.

Leonide Kipnis, president, Westport International Films, left last week for a European business trip....Hoffberg Productions last week announced the forthcoming release of "Memories of Shakespeare", "The Works Of Charles Dickens", and "The Pearl Of Nyat-San." three unusual featurettes.

Program chairmen representing several dozen national and local organizations met with members of the New York Film Council at a meeting last week to cooperate in the planning of a film workshop to be held in November.

Bierney Feld, manager, Walter Reade's Paramount, Asbury Park, N.J., was last fortnight transferred to manage the Oxford, Plainfield, N.J., replacing John Kohler, resigned. In Kingston, Betty Riseley, assistant manager, Broadway, was transferred to the Kingston to replace Walter Kirchofer, resigned.

Walter Reade Theatre employees on the sick list last week included Bud Heck, manager, Mayfair, Asbury Park, N.J., recuperating at his home from virus pneumonia, and James Brennan, Jr., manager, St. James, Asbury Park, N.J., ill at his home.

Supercinema, led by Marcello Giroi, now operates the Golden following the withdrawal of the Siritzkys from the operation last fortnight....The Wakefield, Bronx, was sold last fortnight. The 1400-seater was owned by the Daniel Houlihan Corporation.

A number of additional managerial reassignments on the New York circuit were announced by Loew's last week. Dan Jacobson, newly appointed acting manager, takes over Loew's Victory. John Alexis moves from the Victory to the Spooner; Joseph Epstein from the Spooner to the 167th Street; Ben Newman from the Grand to the Olympia; Howard Levy from the Inwood to the Grand; Henry Beuttel from the Lincoln Square to the Inwood; Irving Fredlyn from the Boulevard to the

INDUSTRY PROVIDING YESHIVA SCHOLARSHIPS

New York - To mark the opening of the 51st academic year at Yeshiva University, the Motion Picture Industry Scholarship Fund will provide 51 scholarships for needy students for the academic year 1948-1949, it was announced last week by G.S. Eyssell, president, Radio City Music Hall, chairman of this year's drive in the industry.

Members of the committee are: Barney Balaban, Paramount; Nate Blumberg, U-I; Jules W. Catsiff, Skouras Theatres; Irving H. Greenfield, Loew's; Monroe Greenthal, Greenthal Advertising; Dan Michalove, 20th Century-Fox; Charles Moskowitz, Loew's; Charles D. Prutzman, U-I; Harold Rodner, Warners; Sam Rosen, Fabian; Abe Schneider, Columbia; George P. Skouras, Skouras Theatres, and George J. Schaefer, honorary chairman.

Lincoln Square, and Leo Sidosky from the Post Road to the Boulevard.

It was learned last week that advance contributions to the Will Rogers Memorial Hospital by committees handling the current funds drive had permitted the admittance of 10 new patients.

The engagement of Jessika Kolken, secretary to Morton Lane, Paramount legal department, and H.R. Chuck, was announced last week. The wedding takes place in the winter.

"Joan Of Arc", Sierra Pictures production released by RKO, will have its world premiere at the new Victoria on Nov. 11, it was announced jointly last week by Walter Wanger, president, Sierra Pictures; Ned E. Depinet, president, RKO, and Robert W. Dowling, president, City Investing Company, owner of the theatre. The Victoria is now in process of complete reconstruction under the guidance of



George Waldman, FC metropolitan division manager, and John McKenna, branch manager, New York, recently received in New York the \$1,750 President's Award in the branch managers new product sales drive. B.G. Kranze, vice-president and general sales manager, is on the extreme left, while President Joseph Bernhard is at right.

E.D. Stone, who designed the interiors of Radio City Music Hall. Virtually a new showplace, it represents the last word in modern research as applied to air-conditioning, lighting, seating, projection equipment, and decorations. Its seating capacity will be 1100.

Several managerial shifts were announced last week by Eugene Picker, in charge of Loew's New York theatre operations. William Carroll goes from the Avenue B to the Burland; Buddy Neustein from the Brevoort to the Bedford, and John O'Connor from the Bedford to the Woodside. Larry Stark, acting manager, Loew's Burland, becomes manager, Brevoort, Brooklyn, and Joseph Stica moves from the Woodside to the Avenue B. In addition, a number of assistant managers were reassigned.

The following New York State theatres recently signed sound servicing contracts with Altec Service: Parkway Drive-In, Canandaigua; Midway Drive-In, Minotta; Starlit Drive-In, Watertown; Phoenixia, Phoenixia; Starlite Drive-In, Niagara Falls; Plattsburgh, Plattsburgh; 1000 Island Drive-In, Alexandria Bay; Alfred University, Alfred; Ritz, White Lake; Universal Newsreel 2, New York City; President, Teatro, Hispano, and University, New York City; Colonial, Moravia; Minerva, Wagner, Brooklyn; Port, Port Leyden, and Higby Club, Big Moose, as well as the Adams, Newark, N.J.

20th Century-Fox's Seymour Florin is spearheading the "Spyros Skouras 35th Anniversary Celebration" campaign here and in Boston, New Haven, Albany, Philadelphia, and Washington. He is working under the supervision of the east's executive assistant division sales manager, Howard G. Minsky.

William DeMello, manager, Western Electric Company in the Caribbean, left last week to resume his post at Bogota, Columbia....Joseph Marks, Canadian division sales manager for SRO, arrived last week from Toronto to attend a divisional sales meeting....Al Zimbalist, Film Classics advertising-publicity chief, flew to Chicago last week with Mischa Auer, to make personal appearances in the midwest in connection with the opening of "Sofia".

Edmund Lowe and Joan Lorring, two of the featured cast of RKO's "Good Sam", were among the Hollywood personalities attending the world premiere of this film at the Radio City Music Hall last week. Ken Englund, collaborator with Leo McCarey on the screen play, was also on hand.

The Motion Picture Pioneers dinner committee for 1948 met here recently under the overall chairmanship of Hal Horne. The following committee chairmen were chosen: Hal Hodes, general administration; Gilbert Josephson, hotel reservations, decorations, and all physical aspects; Jack Levin, dais and speakers; Marvin Kirsch, entertainment; Leon Leodinooff, stage director; Bert Sanford, induction of

new members; Harry Takiff, finances, and Jack Goldstein, publicity.

Funeral services were held on Sept. 20 at Riverside Memorial Chapel for the late Joel Levy, Jr., son of Loew's out-of-town booker. Joel, Jr., was killed in action in the Philippines. Burial was at Pine Lawn Cemetery, L.I.

New Jersey

NEWARK

District managers at Warner Brothers Jersey Circuit have been shifted as follows: Tony Williams, from Hudson County to Paterson-Passaic territory; Edward Batlan, from Essex to Hudson County; Louis Stein, taking over Batlan's territory in Essex County, and Leto Hill, from Passaic-Paterson to Essex County.

Robert Deitch, DeWitt, Bayonne, N.J., became manager, Stanley in Jersey City, while Arthur Manfredonia will act as manager, DeWitt.

A meeting of all assistant managers of the Warner Jersey Theatres was held at the Newark office.

New York State

ALBANY

Passing of A.J. Roman, an old-timer in the business, was mourned last fortnight. He started in the business at the Comique. His widow, a brother, Louis, a projectionist, and a sister survive.

Stanley Yentes, former 20th Century-Fox booker, is now associated with the Adams Lighting Company, specializing in the designing of lighting fixtures for modern theatre interiors.... Dick McKay, formerly with the Sherbourne, Sherbourne, is with William Smalley, Cooperstown, in a buying capacity.... The Little, Colgate College, Hamilton, is reopening.... The Palace, Schenectady, owned by Sid Dwore and leased by Bob Valenti, reopened, and operated by Jack Gross, recently of Kaydeross Park, Saratoga, with booking and buying by Upstate Theatres, Inc.

More vacationers were: 20th Century-Fox Roberta Bingham, 'booker's stenographer; Loew's Frank Carrol, booker, and Elizabeth Knoiecvny, assistant cashier, and U-I Shirley Cohen, contract clerk, and Mary Kanuck, clerk. -M.E.B.

The Hotel Syracuse, Syracuse, was the scene of the first general meeting of all Warner managers of the Albany and Buffalo districts last fortnight by Charles A. Smakwitz. Topics for discussion pointed up by Smakwitz covered every phase of theatre operation. A complete examination of present and expected conditions affecting theatre men was presented to the assembly, with upstate office department heads enlarging on bookings, advertising, and general operation. Piloting departmental discussions were: Max Friedman, booking head; Ralph Crabill, Jamestown district manager; J.P. Faughnan, contact of-

fice head; Joseph Weinstein, upstate booker, and Gerald L. Atkin, advertising and publicity. Keynote of Smakwitz's address was that "today's theatre managers must be an integral factor in a comprehensive operation of a theatre". Theatre managers attending were: Andy Roy, Stanley, Utica; George Laurey, Avon. Utica; Jack Breslin, Utica, Utica; Al Newhall Family and Lafayette, Batavia; Bill Tallman, Capitol, Dunkirk; Jules Curley, Keeney, Elmira; Jack Burns, Regent, Elmira; Al LaFlamme, Strand; Oscar Perrin, Ritz; Herb Jennings, Madison; Sid Sommer, Troy, Troy; Joseph Stowell, Lincoln, Troy; Jack Swartout, Griswold, Troy; Vic Bunz, American, Troy; H.L. Robinson, Steuben and Strand, Hornell; Gus Nestle, Palace, Jamestown; Deane Emley, Wintergarden, Jamestown; Al Griffith, Diana. Medina; Walter League, Haven, Olean, and William Fitch, Babcock and Temple Wellsville.

Clare Booth Luce will deliver the opening lecture in a series sponsored by The Evangelist, official publication of the Albany Roman Catholic Diocese, at the Madison on Oct. 15. Other lectures will be given at St. Rose College.... Sylvia Closson, secretary, Warner Theatres' publicity department, was on a trip to Cape Cod and Canada.

BUFFALO

Gus Basil, president, Basil Circuit, George Mackenna, manager, Basil's Lafayette, and Spence B. Balser, general manager and booker, Basil Community Theatres, flew to Chicago to attend the National Convention of the Theatre Owners Of America.

John Pauly, Clark, returned from his annual vacation at Old Forge, in the Adirondacks.... Mike and Sid Kallet opened their new Farman, Warsaw.... Patty Wilbert, secretary to Eleanor Paradeis, Pam-O-Film, was ill with a virus infection.

See Jack Goldstein, National Screen Service for any ailment. He has all the remedies.... Mrs. Winn, wife of J.L. Winn, United Artists branch manager, flew to New York and Boston to visit her mother.... John Bykowski, United Artists booker and office manager was on vacation spending it in New York and Washington with his family.... Felicitations go to Dorothy Gammel, Gammel Circuit, who celebrated a birthday.

W.E.J. Martin, Variety's Property Master, sent notices to all Barkers, for a special general meeting for full consideration and action on the most all-embracing financial program yet conceived to insure Variety's high position in its chosen field of child welfare throughout upstate New York.

Joe Montesano, Martina Circuit buyer, had three children at home with a cold.... It was reported that Al Gilbert and Sam Slotnick had taken over the old Harvard, Syracuse, and will rename it the Wescott. The theatre is now in the process of remodeling.

Frank J.A. Mc Carthy, southern and eastern sales manager, Universal-International, in from New York on business, stopped in on the MPTO headquarters prior to flying to Syracuse. -M.G.

Merritt A. Kyser, president, Motion Picture Theatre Owners of New York State, Inc., attended the national convention of the Theatre Owners Of America in Chicago.... Eva Zophy, popular office manager, Kallet Circuit, entertained the entire Kallet Organization at a clambake at her camp at Oneida Lake.

Mike Kallet, Kallet Circuit, was spotted at the Syracuse-Newark game.... Jerry Lipow, former salesman, Film Classics, resigned.... Phil Fox, Columbia branch manager, is back after making a swing of the territory. He reports everyone is enthusiastically receiving "The Love of Carmen".

Leon Serin is city salesman for Columbia, and Jim Fater is the Syracuse and Rochester representative.... Shirley Joyce Rindcen, daughter of Carl J. Rindcen, Sheas' Buffalo house manager, became the bride of James Rennie in the rectory of St. Andrews church. The couple left for a honeymoon tour of New England.... Roger E. Murrel was in from New York to complete arrangements for midnight "spook" shows on the stages and screens of Shea's Buffalo and Shea's Bellevue, Niagara Falls.... Russell Bundrock, Shea art studio, claims a fishing record with his tale of a twenty-two pounder snared in the Canadian wilds.

If one has noticed Tom Walsh, Comerford Circuit, Binghamton, beaming, here's why. He won a guest tournament at the Binghamton Country Club, and, a few days later, made a hole-in-one on the 18th. Nice going.

COOPERSTOWN

One hundred-fifty employees and guests of the Smalley Theatre Circuit gathered recently for their annual clambake, held at Smalley's lake-front property. All theatres were closed (Continued on next page)

COMPLETE MARQUEE SERVICE

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WANTED: YOUNG MAN between ages of thirty and forty-five as house manager in a town of thirty thousand, first run theatre. Starting salary \$60.00 per week with chance for advancement.

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EYEING THE

Exchanges

NEW YORK: World Series time is here, but over at Warners there are some who still tell of the recent Warner Club golf tournament, first since the war's end. Teeing off at Tuckahoe among the executives and others who could get away was booker Irving Sands. Asked as to his score, he expounded on the beauties of the Vernon Hills Country Club, the awards presented for the low gross score, the three lowest net scores, two longest drives, best approaches to the pin, the best dressed golfer, and the worst score. He was somewhere in the middle, and raved about the full day's relaxation and the dinner.

MGM: Booker Moe Rose and his wife, Jill, celebrated their first wedding anniversary on Oct. 4. It was also the 13th month the missus has been in the U.S., and La Belle France's loss is his gain.... Travelling auditor Karl Gentzel was in.... Lee Kaye, navy booker, dropped in to tell everyone about his new Bronx apartment, and Bill Didsbury, Walden, visited, too.... The new clerk-typist was Tessie Sitzer.

U-INTERNATIONAL: Office manager Leo Simon was on vacation.... Marcus Hawkins, film room messenger, resigned to return to Columbus, O.... Booker Hal Rosen was smiling again because his son Jerry shook the mumps.... Messrs. Lewin and Gallagher, Victoria, were visiting.

REPUBLIC: Cashier Edward Brindley was on vacation.... Plans were being made to establish a clubroom at the monthly meeting of the Brancheites, a brand new club shaping up, with employees from the office staff, salesmen, film room, etc., included. The aim of the club is to generate a "one big happy family" atmosphere. The elected officers were Chrys Blionas, president; Milton Van Praag, vice-president; Lillian Kaplan, secretary; Harriet Lee, treasurer, and Abe Solomon, sergeant-of-arms.

EAGLE LION: Ruth Starr, secretary, booking department, returned after recovering from a cold.... Eileen Coine, assistant, cashier department, was back from her sojourn.... Mary Thelianetti joined the staff as contract clerk.

RKO: Jersey booker Charlie Raffanillo returned from vacation.... Minnie Podgorsky is now "with it" in the booking department, and Ann Michaelson joined the bookkeeping department.... Dick Powell stepped in and said hello, and a screening of "Good Sam" was held.

WARNERS: Irving Sands, booker, said his farewells before he transferred to St. Louis.... Biller Ruth Schwartz was engaged on Oct. 3.... Maurice Spewak, Cataract, N.H., was around

with pictures of his latest (sixth) grandchild.... Eddie Lachman, president, Allied Theatres of N.J. was visiting.

UNITED ARTISTS: Elizabeth Brewer, statistical clerk, returned from the Poconos.... Hilda Breier, cashier's assistant, celebrated another birthday.... Ex-booker Gertrude Elkind Dembroff gave birth to a six pound, one ounce girl recently.... Charles Deitcher, American Theatre, Schenectady, dropped in

20TH CENTURY FOX: Alex Arnsvalder, booking supervisor, was back after illness.... Sylvia Weitz, booker's assistant, was a year older.... Head biller Lillian Kahn was accepting contributions from the staff for the Cigar and Cigarette Fund for the boys still over at Halloran General, c/o Chaplain Tintnor.

NATIONAL SCREEN SERVICE: The office continued its efforts to capture the softball championship by tying 20th-Fox in the finals with a rousing last inning, five-run rally to beat Fox 8-7. The hero of the fray was Phil Gemmati, who wrapped it up with a grand slam homer.... Constance Kahn and Pearl Mann resigned from the accounting department.... Messenger boy Joseph Cirelli, art department, resigned to join the armed forces.

MONOGRAM: "The Babe Ruth Story" is keeping Etta Segall too busy to show the latest pictures of her daughter.... Mary Rome and Anne Keohan, contract clerk and comptometer operator, respectively, returned from vacation.... John Burrows moved over to the contract department from the booking department.

RAMBLIN' ROUND: Columbia booker Charlie Rosenblatt was eagerly awaiting news from the maternity ward, at latest reports.... Sam Goldstone, Famous, returned from his vacation, and welcomed his new secretary, pretty Kay Delbaum. Jean Foreman resigned... B.H. Mills and Myron Mills, Equity, returned from the Realart convention.... Mannie Myer, Timely Pictures, is readying "Delinquent Daughters" and "Big House For Girls" for release... Jack Rosenfeld booked his "Kiddie Races Matinee" into the Interboro and Five-Boro Circuits. - WALT PASHKIN

COOPERSTOWN

(Continued from preceding page)

during their matinees. A meeting of the Smalley Employees Benevolent Association was held at the Coopers-town in the morning, at which time the following officers were elected for the coming year: president, Phil Schletter; vice-president, Arthur G. Newell; secretary, Robert S. Johnson, and treasurer, Harold L. Richardson. After the meeting, the employees and their guests visited the National Baseball Museum, Farmers' Museum, and New York State Historical Museum. Speedboat rides were also enjoyed. After a delicious bake, the employees

departed for their respective towns, thanking their boss, Bill Smalley, for such a good time.

ROCHESTER

Manager Arthur Krolick, Paramount, was planning a series of 26 Monday night "talent quest" shows on the stage under the title, "Do You Want To Be A Star?" A similar one-shot effort last spring revealed a high grade of amateurs available here and the shows real crowd-pleasers. Krolick planned to have an orchestra on the stage, prizes for the winners, and all the amateur programs broadcast over WHAM.

Some 50 area Schine managers attended a meeting at the Hotel Seneca, with top Gloversville executives launching the fall season. In to address the session were Louis Schine, Gus Lampe, Bernie Diamond, C.H. Hurwitz, Seymour Morris, and booker Myron Gross. Toby Ross was the only manager present wearing a hat, and glad he did for it was used to decide the winner of the MGM-donated prize. He won.

Paramount's Eugene Street was conducting an elaborate three-week survey at the Capitol covering as many different types of film shows to discover types of patrons, where they come from, and what kind of advertising brings 'em in. A large lobby chart used pins to show home location and advertising link. Two personable young women, Mary Closser and Shirley Weeks, quizzed each patron for added data, all of which boiled down to changing the theatre's current film policy. Early returns showed The Democrat and Chronicle way out in front among all advertising media.

Transfer of Paramount aides had John Joyce moving from the Capitol to assistant manager, Regent; Walter Radner from the Paramount to assistant manager, Capitol; Ralph Lind promoted to treasurer, Paramount, and Donald Seyba to treasurer, Regent.

William Tishkoff, Central Drive-In, announced that RCA in-car speakers had been put into operation.... Arthur Krolick, manager, Paramount, had a swell window tieup with Sibley's for "White Collar Girl".

Mary Norris, Loew's secretary, resigned to return to schoolteaching.... Gradon Hodges was planning to start work on his new drive-in.... Elmer Ellis, former partner in the Central Drive-In, was reported desirous of reentering the drive-in field.... Louise Wilson, assistant manager, Loew's, returned from her vacation spent in Philadelphia.

The Rochester Museum resumed free Sunday afternoon educational film shows, and the Rochester library listed 105 films for free showings by local organizations.... Projectionist Mark Harloff, Regent, was vacationing in Canada.... Frank Higgins, projectionist, Grand, was reported looking for a small farm as a sideline activity.

-D.R.

NEWS OF THE

Territory

Crosstown

Robert Gordon, manager, Martin B. Ellis' Admiral, was drafted as president of the North Fifth Street Businessmen's Association and sparkplugged a merchant's sales drive Sept. 27-Oct. 2. The lobby of the theatre was filled with prizes being given away during this annual drive.

The sum of \$9,640,000 was last week announced as the absolute minimum needed to finance the maintenance and operation of 170 local Red Feather Services, including the recently re-activated USO, which will benefit through the 1949 Community Chest Campaign scheduled to open officially on Nov. 5 with the Convention Hall Rally for thousands of Red Feather volunteers set for Nov. 10.

"Tribute To Youth," celebrated by the Pearl last fortnight in cooperation with the 23rd Police District Boys Club and the Seventh Detective Division's "Tomorrow's Citizens," under the supervision of Paul Klieman, general manager, W and R Theatre Enterprises, was a huge success. The first portion of the day's program was a huge parade with 1500 boys participating, and representing Boy Scouts Troops, Safety Patrols, schools, representatives of 35 Philadelphia Police Boys' Clubs, 150 "Tomorrow's Citizens," etc. The parade was over a two-mile route, with the Police and Firemen's Band leading, and a motorcade carrying the Phillies baseball players and other celebrities and civic officials. Five youth bands participated, while an estimated 60,000 spectators lined the route of march. The parade ended at the theatre, whereupon all the boys entered for a special "Tribute To Youth Day" program. Judge McDevitt was awarded a plaque for his work in the boys' clubs, and Judge Winnett was given a plaque for his labors and efforts in Philadelphia's Crime Prevention Bureau. Tom Moorehead's Sports Clinic was broadcast over WFIL, with the children participating by asking questions of Jersey Joe Walcott and Olympic champion Joseph Verdeur. Fifteen children were given prizes during the broadcast. Many other notables were present including Savannah Churchill, recording songstress, and Basil Rathbone, who made an appeal to the children to learn and live democracy. The parade and theatre program was televised and retelevised on

(Continued on next page)

Prizes Highlight Variety Club Fete

PHILADELPHIA—In what was considered one of the best tournaments in years, the Variety Club, Tent 13, held its annual golf tournament and dinner dance at Whitemarsh Valley Country Club on Sept. 24 with nearly 100 in attendance.

A complete list of trophy winners follows: Prizes for low gross, industry men only: M. E. Comerford Trophy, silver tea set, Lynn Creason; Paramount, wrist watch, Harold Hirshberg; David Supowitz, two-suiter, Harry Bachman; New Jersey Messenger, ice bucket, Max Korr, and Eagle Lion, John Wanamaker store order, H. Brooks; non-industry men: RKO, tea set, Stanton Sanson; Terry-Toons, electric blanket, Henry Hamp, and Jack Hardy, overnight bag, Robert Johnson.

Prizes for the driving contest: Globe Ticket Company, tray, Clayton Bond; Hunt Theatres, overnight bag, Henry Weiss; Allied Theatres, ice bucket, Cecil Felt, and Peter McAuley, pen and pencil set, Jack Rabinowitz.

Prizes for hole-in-one contest: Carman, Preston clock, Morris Oletsky; Grossman, Zinman, Lichtenstein, golfer's liability policy, David Peterson; National Carbon Company, two garment bags, Harry Brooks, and Norman Beckett, Ronson lighter, I. Heichlin.

Prizes for low net, industry men: Leven and Son, wardrobe case, R. E. Pearce; Melvin Fox, tea set, David Moliver; Philadelphia Arena, electric blanket, Leo Beresin; Victoria Amusement Company, two-suiter, David Milgram; Atlantic Theatres, wrist watch, George Crouch; Boyd Enterprises, Waring mixer, William Cook; United Artists, vegetable dish, Frank Marshall; Berlo Vending Company, two-suiter, George Lipsius; Mutual Linen Supply, electric clock, Rodney Collier; Fabian Theatres, wrist watch, R. J. Folliard; National Simplex Blutworth, Arvin electric heater, Dr. Milton Cohen; Ned E. Depinet, electric blanket, Peter Tyrell; Edward Sherman, Waring mixer, Elmer Wilschke; RCA, portable radio, John McFadden; Altec Service, ice bucket, Max Leven; George C. Lewis, Staunton clock, J. Dinan; Broad Street Trust Company, electric clock, Henry Weiss; Raymond Rosen, Knapp Monarch toaster, L. Ribnitski; National Theatre Supply, oscillating fan, Elmer Hollander; Monogram, Schick razor, Leonard Casey; William Lee, pressure cooker, John Turner; Affiliated Theatres, Baxter clock, R. L. Schmidt; Charles Sweets Company, kit and thermos jug, Father McCarthy; Yahn and McDonnell, pipe box, Nelson Wax; Caldwell's Liquor Store, set of cordials, Earle



Rosalie Ott, Southern Junior High School, Reading, was recently chosen "Teen-Queen of Reading" on the stage of Loew's in a contest co-sponsored by Loew's and Read's Department Store. With her is Marie Henne, Reading Bicentennial celebration "queen".

W. Sweigert; Motion Picture Advertising Service, dozen golf balls, Nathan Milgram, and Louis Appell, radio, Ben Biben.

Prizes for low net, non-industry men: MGM, Waring mixer, J. A. Crisman; the Daily News, clock and radio combination, Milton Carmosin; Warners, golf bag, O. B. Coblentz; Film Classics, overnight bag, B. Swartz; Russell Hopkins, wall mirror, A. Benioff, and Lincoln Drive-in, toaster, Wolf Levy.

Prizes in the gin rummy contest: Frank Palumbo, case of Scotch, Joe Schaeffer; Barney Roth, radio, Ned Yaffe; Alexander Films, ice bucket, George Sobel; Paramount Decorating Company, sterling silver candy dish, Mickey Lewis, and booby prize, lighter, Louis Molitch.

Door prizes were won by Mrs. C. Felt, case of Scotch, Frank Palumbo; Mrs. G. Trainer, Quality Premium dinnerware; Mrs. G. Schwartz, Mighty Mouse doll, Terry-Toons; Mrs. B. Seidman, two bottles of liquor, Progressive Electric; Mrs. Al Fischer, train case, David Brodsky; Mrs. M. Lewis, Adler Silhouette Letter Company, chicken fryer and sauce pan; Mrs. M. Gillis, Roberts Delicatessen, canned ham; Mrs. Helen Clark, Mighty Mouse doll, Terry-Toons; Mrs. N. Lewis, Honey Borish, table lighter; Mrs. D. Brodsky, Screen Guild, radio; Mrs. L. Beresin, Independent Poster, radio; Mrs. W. Levy, Y & Y Popcorn Supply, radio; Mrs. J. Binswanger, Variety Club, Mixmaster; Mrs. Saul Cohen, Variety Club, Mixmaster, and Mrs. S. Rubin, Variety Club, Mixmaster. Every guest received a fountain pen courtesy James P. Clark.

Music for the dinner dance was by Joe Singer and orchestra.

The committee, under Max Leven, chairman, and co-chairmen Ben Fertel and Dave Milgram, deserve credit for making the affair a success.



Shown at the recent Wilmington, Del., opening of MGM's "A Date With Judy", left, are, on the curb, and facing the camera, Carter T. Barron, Loew's eastern division manager; Robert E. Diem, assistant manager, Loew's Aldine; Edgar J.



Doob, manager, Aldine, and Herbert Hennesy, Aldine projectionist. At right is the contest run in conjunction with the MGM production, staged by the Aldine staff, which brought about a great deal of favorable publicity from teen-agers.

THEATRE OWNERS and MANAGERS

It is IMPORTANT that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

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Philadelphia 3, Pa.

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DAVID SUPOWITZ

Architect

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STAGE SETTINGS • WALL COVERINGS



After having been selected for the semifinals on the stage of the Astor, Reading, these 30 girls recently took part in the finals, held on the stage of the Strand, Reading, to be chosen "Miss Reading Fair of 1948" in connection with the Reading Fair. At extreme left, slightly dazed by all the beauty, is Strand manager Paul H. Esterley.

(Continued from preceding page)
several programs. Klieman arranged, handled, and staged it.

Barney Marvin is going to New Orleans to represent Sam Waldman for the I. Hirst Circuit. . . . The Lincoln, owned by Morris Wax, is reported leased to a foreign group, and will reopen on Oct. 9 with a foreign film policy. . . . Jack Jaslow has set Oct. 15 as opening date of the Poplar.

Vine Street

Sidney Kapner's address after Oct. 7 will be 2274 Glenrose Avenue, Altadena, Cal.

Sam Diamond, branch manager, 20th Century-Fox, stated last week that "Exhibitor complaints have been reduced by the Smith-Berger Plan. Three leading exhibitors with a total of 107 years of exhibition experience endorse 20th Century-Fox's drive, Sept. 26-Dec. 25. No exhibitor with a legitimate complaint need be anything but a 100 per cent satisfied customer."

Mike Weiss, 20th Century-Fox tub thumper, recently arranged a screening of "Cry Of The City" for the Germantown Jewish Centre get-together held at the Variety Club, Bellevue-Stratford Hotel.

Mr. and Mrs. Herman Rubin were proud over the Bar Mitzvah of their son, Allen, on Sept. 25 at the Rodeph Shalom Congregation. A reception followed at the Variety Club in the Bellevue-Stratford Hotel. Rubin is the popular Paramount salesman.

Maxwell Gillis, Republic branch head, who won a ham at the Variety Club golf tourney, arranged to have it exchanged for gefilte fish and knadlach, two continental dishes which he particularly likes.

William Goldman was a visitor in Chicago last fortnight.

Earle W. Sweigert was out to Detroit at a sales meeting last week.

United Artists' head booker and office manager E. McCaffrey Ziegler was Havana-bound with her husband last week by plane for a 10-day vacation. . . . Ben Tolmas, former film salesman, is glad to be out of Graduate Hospital. He was back on the Street last week, and looking fine. From what he tells, the hospital was glad he was out, too.

The 20th Century-Fox Family Club had a picnic on a farm owned by Fritz Kruser near Trenton, N. J. They all enjoyed themselves, including various and sundry scratches and other minor injuries. . . . Libby Scatt, 20th Century-Fox billing department, was in New York on vacation. Dorothy Kirshner is the new inspectress at Warners, replacing Teresa Urban.

George Fishman, Warner tub thumper, was in Washington, D. C., last week. . . . Mrs. Anna Lewis, Paramount inspectress, who has been with the company for over 25 years, broke her hip at her home. She is in Philadelphia General Hospital.

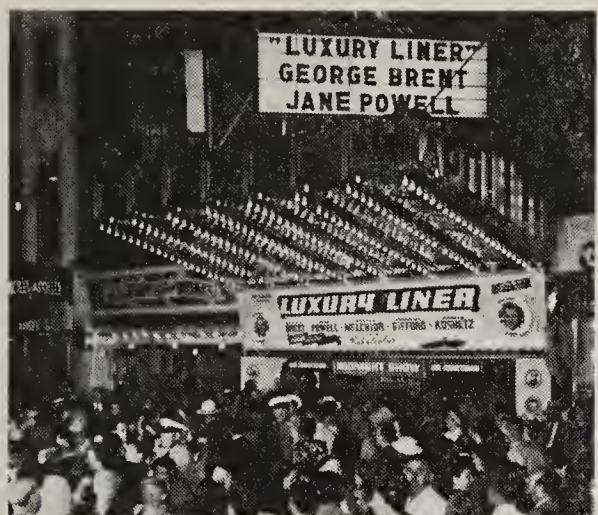
Frances Blumberg, daughter of Harry Blumberg, was married to Leon Miller on Sept. 23. Following the ceremonies, a dinner was held at the Hotel Warwick. . . . The Blumberg brothers were attending an RCA dealers' convention in St. Louis last week.

Mr. and Mrs. Sidney Samuelson were prominent in the opening ceremonies in connection with "Pennsylvania Week." They participated in the luncheon, and made the trip to Harrisburg on the special train with Governor Duff and a host of celebrities.

An S.O.S. was sent out by Motion Picture Associates of Philadelphia last week for blood donors for Eddie Gabriel's



Shown here are those who attended the recent exhibitors luncheon, part of the "Food For Israel" Drive, at the Locust Club, Philadelphia. Seen, left to right, are: Everett Callow, Max Slep, Mike Felt, Michael Egnal, Harry Botwick, Lewen Pizor, Joseph Moss, Martin B. Ellis, Mrs. Rose Bender, and THE EXHIBITOR's Ellis Rosenberg.



Shown here is the record crowd at the recent premiere of MGM's "Luxury Liner", Apolla, Atlantic City.

daughter, seriously ill. Gabriel is head, Capital Film Exchange.

It was announced last week that after Oct. 15 National Screen Service will service the Washington territory out of the local branch.

Circuits

Stanley-Warner

The Princess resumed its foreign policy. . . . Anne Besterman, publicity office, and Reesa Cooper, Lou Davidoff's secretary, were on vacation spending some time in New York City. . . . Gloria Kostecky, advertising office secretary, was feted at a shower by some of the girls in the office. Her wedding date is set for Oct. 30.

David Polland, United Artists, was in town working on "Red River." . . . Jack Flynn's oldest son returned from the hospital after a serious illness, and is on the road to recovery. . . . Jack Brodsky is the new commander of the Variety Post, American Legion. He was installed last week at the C. R. Club at a testimonial dinner to ex-Commander Ev Callow. Bill Brooker, Paramount exploiteer, is the new senior vice commander.

Delaware

Wilmington

E. Preston Rutter left the Motion Picture Bureau of the DuPont Company, and joined WILM as a news writer.

Mrs. Edgar J. Doob, wife of the manager, Loew's Aldine, recovered from a severe case of summer flu. . . . Robert C. Zych left Loew's Aldine. . . . Robert E. Diem, assistant, manager, Loew's Aldine, a member of the Wilmington Junior Chamber of Commerce, was looking forward to the



"Happy-Ga-Lucky Harace", a navel statuette put out by 20th Century-Fox in connection with "The Luck of the Irish" recently brought lots of luck to two Philadelphia Athletics pitchers, Bill McCahan, left, and Joe Coleman. After receiving the lucky figure from Marie Bryant, Fox, Coleman pitched his best against the Yankees at the Shibe Park Labor Day double-header.

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THESE WONDERFUL GHOSTS BRING
\$\$\$\$ INTO YOUR BOXOFFICE
AFTER YOUR REGULAR SHOW IS OVER!

THIS ATTRACTION HAS BEEN PLAYING
TO CAPACITY AUDIENCES THROUGHOUT
THE COUNTRY ON MIDNIGHT SHOWS.

"If there is a manager in my circuit who, with this marvelous campaign, cannot play Chasm of Spasms to a capacity audience, he doesn't deserve a place in show business —because he's not a showman."

Mr. PHIL CHAKERES, Gen. Mgr.
Chakeres-Warner Theatres

Out of London's Ghostly Cellars comes a Nightmare of Fun!
The SPOOKS are COMING!!

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**ON THE STAGE
IN PERSON!**

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AMERICA'S G.I.'S in LONDON

*Midnite
SHOW ONLY!*

**"CHASM OF
SPASMS"**

**2 HRS.
and 2 Min. of
STAGE
AND
SCREEN
Sensations!**

**GHOSTS!
SPOOKS! VAMPIRES!**

See Verga Sweetheart of
the GHOSTS
TAKE HER
MIDNITE BATH!

**PLUS
NEW
Screen
Thriller**

Paul Lukas in "BLOOD and THUNDER" With a cast of 100
Men and ONE
PRETTY GIRL!

SHOWER ROOM
Verga
IS TAKING
Her BATH

IF YOU HAVE A THEATRE LARGE
ENOUGH TO ACCOMMODATE THE CROWDS

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Rittenhouse 6-2534, 6-8344

appearance of MGM's Maurice Wolf at the JayCee luncheon meeting to which press and radio representatives and exhibitors from Wilmington and the Delmarva area were invited.

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PHILADELPHIA SIGN COMPANY SIGNS—MARQUEES

305 BROWN STREET, PHILADELPHIA, PA.

California-bound were Richard Edge, manager, Pike, Claymont, travelling by automobile, and Wilma Koczak, Earle, New Castle, travelling via Trans-World Airlines (TWA). . . . Abby Pushkin, auditor, S-W Theatres, Philadelphia, was in. . . . Dr. John O. Hopkins, National, was named a member of the committee of prominent Republicans to meet vice-presidential candidate Governor Earl Warren in Philadelphia on Oct. 2, and accompany him to Wilmington. . . . Genevieve Rudd, National, vacationed in Chicago.

Benjamin Shindler, Ace, reported children's attendance growing at Saturday morning shows. . . . Jake Riley, projectionist, S-W Ritz, returned from Bluefield, Va. . . . Scheduled trip to the TOA convention by A. Joseph DeFiore, Park, was cancelled at the last minute. DeFiore and family attended the wedding of his wife's niece in Schenectady, N. Y. . . . Morris Albom, acting assistant manager, S-W Savoy, was working on a special assignment at the Pennsylvania Railroad shops.

Miss Muriel Schwartz, Capitol, Dover, was a Wilmington visitor, and discussed film industry problems with Robert F. Kelly, WDEL newscaster.

—HENRY L. SHOLLY.

New Jersey

Trenton

Edward Sniderman, divisional manager, RKO Trenton Theatres, had the Schroth's American Legion baseball nine as guests at the Capitol to witness the Zale-Cerdan fight pictures.

"The Lambertville Story," featuring Paul Whiteman, and dealing with the teen-age question, had the historic river town in a dither with the filming of the picture. Justin Herman, director; Edgar Fay, assistant director, and cameraman Boris Kaufman took shots in the town and at the Whiteman estate near Stockton, known as the Walking Horse Farm, which supplied the opening scene for the Paramount film. Band leader Whiteman has instituted canteens in Lambertville and Stockton for the teen-agers, and contributed the services of himself and band for a successful drive for funds to finance the proposition of weekly dance events and other pastimes for boys and girls. City officials and prominent residents figure in the picture. Herman is a former member of THE EXHIBITOR staff.

Pennsylvania

Chambersburg

T. K. Nitterhouse is building a motion picture theatre here.

Gettysburg

A check for \$215.11 from the County War Finance Committee swelled the Freedom Train committee's finance drive for \$4,280 to \$365.11. At a meeting of the committee, Sydney J. Poppay, Majestic and Strand, treasurer, reported the \$215.11 balance realized from war bond shows and donations here during the recent war, and the committee felt that "due to the patriotic and worthwhile nature of The Freedom Train committee's activities, the money should be turned over to that group." The Freedom Train is scheduled to be here on Nov. 19-20 for the opening of its second tour.

Sydney J. Poppay, Majestic, obtained a news story recently when he booked

BOXOFFICE STATEMENTS

SPECIFY ITEM NO. B. S. 5

DAILY BOXOFFICE STATEMENT No. _____

Theatre _____ Day of Play _____

Feature _____

Opposition _____

Checker _____

MATINEE - TICKET NUMBERS		No. SOLD	TAX	TAX TOTAL	ADM.	ADM. TOTAL
Class						
Open						
Class						
Open						
Class						
Open						
PASS & WALK-IN (Include Tax Total)						
Class						
Open						
MATINEE TOTALS						

EVENING - TICKET NUMBERS		No. SOLD	TAX	TAX TOTAL	ADM.	ADM. TOTAL
Class						
Open						
Class						
Open						
Class						
Open						
PASS & WALK-IN (Include Tax Total)						
Class						
Open						
EVENING TOTALS						

GRAND TOTALS for the day _____

Cashier's Signature _____ Date _____

Printed on both sides so that complete factual totals for one day can be kept on one 8½x 5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

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All sales prepaid. Please send check, money order or stamps with order. Sold under money back guarantee.

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FOREIGN - \$5.00

THE EXHIBITOR BOOK SHOP

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KEY CITY

First Runs

WILMINGTON, DEL. (26)—Rialto, "Escape" (20th-Fox); Loew's Aldine, "The Paradine Case" (SRO); Warner, "Beyond Glory" (Para.); Queen, "Fighting Father Dunne" (RKO); Arcadia, "Rope" (WB); Grand, "The Woman From Tangier" (Col.); "Cowboy Cavalier" (Mono.).

PHILADELPHIA (27)—Aldine, "The Search" (MGM); Boyd, "Luxury Liner" (MGM); Capitol, reissues; Earle, "The Time Of Your Life" (UA); Fox, "Forever Amber" (20th-Fox); Goldman, "Sorry, Wrong Number" (Para.); Karlton, "Larceny" (U-I); Mastbaum, "Rope" (WB); Stanley, "Beyond Glory" (Para.); Stanton, "Race Street" (RKO).

READING (2)—Loew's, "Luxury Liner" (MGM); Ritz, "The Creeper" (20th-Fox), "California Firebrand" (Rep.); Warner, "Rope" (WB); Astor, "Canon City" (EL); Embassy, "That Lady In Ermine" (20th-Fox).

The March of Time subject, "The Case Of Mrs. Conrad," made through the cooperation of the American Hospital Association, of which the local Warner Hospital is an institutional member, "at the request" of Walter R. Doud, administrator, who is also a member of the association.

Harrisburg

Dick McCrone, movie editor, The Evening News, resigned, has been succeeded by C. Richard Wolff. McCrone had written a local column for seven years, but this feature of the amusement page has been discontinued. Tom Malia continues as movie editor, The Patriot, and he, too, has stopped writing a column. . . . City manager Gerry Wollaston, Fabian-W. and V.; Sam Gilman, manager, Loew's Regent, and Bob Sidman, manager, Senate, served on the committee which arranged "Pennsylvania Week" dinner attended by Jimmy Stewart, John Charles Thomas, Ezra Stone, and officials of the Commonwealth. The stars arrived here aboard a special Pennsylvania Railroad train which toured 15 industrial centers of the State. . . . When "Rope" played at the State, a 40x60 board was displayed outside the theatre reading "Try to See It from the Startling Start. If You Miss the Beginning of 'Rope,' Remember, There's A Body in the Box." The feature times also were listed.

Manager Sam Gilman and assistant manager Bill Blankenship, Loew's Regent, really went to town on "A Date With Judy." Their biggest single promotional stunt was a tieup with a large department store to find Harrisburg's "Teen Queen." Five thousand folders listing rules of the contest were distributed in Bowman's Teen-Age Department, mailed to select customers, and handed out at girls' playgrounds. Displays were used in the theatre lobby for five weeks and in the store. Four co-op. ads were placed by Bowman's. The contest also was promoted in movie columns, on the WHGB disc jockey show, and the store's organ melodies program over WHP. The winner talked by telephone to Elizabeth Taylor. The finals were staged at Loew's Regent during the run.

By arrangement with manager Gerry Wollaston, a stage show was presented by WCMB at the State at the end of its "Spot the Sound" contest. Mrs. Emma Stabnau, Steelton, winner of \$4,000 in cash and

gifts, was introduced, and her prizes were displayed. The audience played "Spot the Sound," and winners received awards. Among Mrs. Stabnau's prizes was a season pass for two from the State, Colonial, and Rio.

Lancaster

A pre-game football pep rally staged by Franklin and Marshall College students got out of hand in the center of the city, and, as a result, glass in lobby door of the Colonial was broken, and a ticket "chopping" machine and other lobby damage done at the Grand. Three of the students were arrested and fined for motor code violations and property damage. One student was injured.

Pottstown

The Pottstown Recreation Commission has bought a complete motion picture projection outfit, to be lent to many organizations about the borough, churches, schools, and other groups, for night shows. Whether or not these showings will be free or paid, they constitute direct competition for the two borough theatres, paying real estate and admission taxes.

Reading

A patron at the Astor was so engrossed in "The Best Years Of Our Lives" that

TRADE SCREENINGS

MGM (1233 Summer) Oct. 11, 11.00, "Hills Of Home"; 14, 11.00, "Three Musketeers."

she forgot she was holding her false teeth in her hand, and had dropped them. Manager Lester Stallman found them after the show.

The Rajah, Bernard Keeney, manager, is issuing a weekly Theatre News program. . . . John F. Wacha, noted musician, for many years a soloist in the old Colonial orchestra, now Loew's, died, aged 78.

C. G. Keeney, recovered from a recent serious illness, is back at the Rajah offices again. . . . Paul H. Esterly, manager, Strand, who is racing chairman, Reading Fair, spent several days at the big Bloomsburg Fair, watching the races there.

The Plaza, owned by Masonic Temple Association, now operated by the Max Korr interests, is installing a new heating system.

The Reading Fair was a big money-maker for Muhlenberg Township School District, which enacted an amusements tax law last spring, not to mention Uncle

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to a complete

LOBBY SHOP...

You'll get the **RIGHT** equipment for your theatre, **plus** the **RIGHT** kind of service, when you let Berlo handle sales at the "second box office". Thirty years' experience has taught us how to get maximum returns for every location. And you'll have more time free for the right kind of showmanship that builds record grosses!

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VARIETY CLUB, TENT 13 HOLDS ITS ANNUAL GOLF TOURNEY AT WHITEMARSH



Among those seen at the recent Variety Club, Tent 13, golf tournament held at Whitemarsh Valley Country Club were, in the usual top to bottom, left to right, order: Alex Stiefel, Irving Epley, Harry Grossman; Lynn Creason, Henry Weiss, Edward Emanuel, Earle W. Sweigert; Max Leven, David Milgrim, Stanton Sansom, J. J. McFadden; Cy Shapiro, Nate Milgram, Joe Koff, Ben Biben; Al Ribnitski, George Crouch, Harry Bachman, R. J. Folliard; Norman Lewis, Dave Peterson, Art Silber, Milton Carmosin; J. A. Crisman, R. L. Schmidt, R. E. Pierce, Rev. S. M. McCarthy; Reid Scott, R. Collier, O. B. Coblentz, Henry Hamp; G. Lipsius, P. Tyrell, V. Blanc, E. Wilschke; Bill Schwartz, George Trainer, Henry Friedman, Phillip

Gerson, Bennie Seidman; Leonard Casey, J. Goldstein, M. Oletsky, Leo Beresin; W. Cook, N. Wax, D. Suskin; J. Dinan, H. Brooks, C. Bond, Jr., M. Stein; Frank Fogel, Dave Moliver, Sid Rubin, A. Benioff; Maxwell Gillis, Whitey Molitch, George Sokel, Mike Felt; Ned Yaffe, Joe Schaeffer, Mickey Lewis, Dave Yaffe; Frank Marshall, Johnnie Turner, Lou Segall, Elmer Hollander; Sol Cohen, S. Wartell, Carl Munzer, N. Coleman; Harold Hirschberg, M. Korr, J. Rabinowitz, Izzy Heicklen; Bert Waxman, Wolf Levy, Cecil Felt, S. Shiekman; C. G. Rice, W. W. Faltz, Dr. Milton Cohen, Robert Johnson, Harold Cohen, William Hanley, William Wolf, William Teefy and Ralph Pries. Nearly 100 participated in the affair.

Sam, who collected the lion's share of all taxes levied against the fair's ticket sales. The federal government was paid \$32,064.03, fair treasurer Luther E. Pfum stated. This was 20 per cent on all admissions to the grounds, the grandstand, and the paddock. A second check, for \$15,182.65, 10 per cent, went to the Muhlenberg School District.

Loew's Larry R. Levy, manager, staged a far-reaching campaign to publicize "A Date With Judy," tying in with the national program of Calling All Girls magazine. A Reading girl was selected "Teen Age Queen" for this city, and prizes were awarded many in the contest. The Reading queen became eligible to enter the magazine's national contest. The Loew's tieup was with a Reading department store, a large Penn Street establish-

ment, which placed much display advertising, gave large window space to displays, and staged a fashion show. The finals were held on the theatre stage.

Shamokin

William C. Riester, manager, Capitol, submitted his resignation to accept the position of city manager for Durwood Theatre Corporation, Kansas City, in charge of the Leavenworth, Kans., theatres. Riester has been connected with the Buckley Amusement Enterprises here as manager of the Capitol for nine years, with the exception of two-and-one-half years in the armed services. He was formerly with Skouras Theatres in New York and in several of their New Jersey houses as aide and assistant manager.

Variety Club

Philadelphia, Tent 13

Members and industryites were asked last week to catch the television show, "Show Business," every Monday from 7.15 p. m. to 7.30 p. m. on WCAU-TV, Channel 10, to learn how \$7,800 worth of prizes, including a \$2,800 Studebaker Commander, will be donated to help the Variety Club Camp for Handicapped Children by the sponsor, Lou Block. The contest is part of the overall plan which will eventually raise enough money to take care of many children during the summer at the camp. People participating in the contest send in suggestions for a name for the camp, accompanied by donations.

The Service Kit Is the Season's Hit.

Astor

BETRAYAL, THE—D—Leroy Collins, Myra Stanton, Verlie Cowan—Inferior all-Negro production—183m.—see July 21 issue.
DEADLINE—W—Sunset Carson, Pat Starling, Al Terry—Fair western—62m.—see May 12 issue.
FIGHTING MUSTANG—MUW—Sunset Carson, Al Terry, Pat Starling—Below-standard western—60m.—see March 31 issue.
TO BE REVIEWED OR IN PRODUCTION
LOOKOUT SISTER—Louis Jordan and His Orchestra.

Columbia

(1946-47 releases from 801 up;
 1947-48 releases from 901 up)

ADVENTURES IN SILVERADO—W—William Bishop, Gloria Henry, Forrest Tucker—Pleasing western for the dual-ers—75m.—see March 31 issue—(902).
ARKANSAS SWING, THE—ACMU—The Hoosier Hot Shots, Gloria Henry, Stuart Hart—Average action musical—63m.—see Aug. 4 issue—(953).
BEST MAN WINS—D—Edgar Buchanan, Anna Lee, Robert Shayne—Pleasing dualler—75m.—see May 12 issue—Leg.: B.—(901).
BLACK ARROW, THE—AD—Louis Hayward, Janet Blair, George Macready—Adventure film has the angles—76m.—see July 21 issue—(942).
BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Good horse story for the dualers—76m.—see Sept. 15 issue—(903).
BLAZING ACROSS THE PECOS—WMU—Charles Starrett, Smiley Burnette, Patricia White—Okeh 'Durango' entry—55m.—see Aug. 18 issue—(968).
BLONDIE'S REWARD—C—Penny Singleton, Arthur Lake, Larry Simms—Average series entry—67m.—see May 26 issue—(912).
CORONER CREEK—W—Randolph Scott, Marquerite Chapman, George Macready—Good western—90m.—see June 23 issue—(Cinecolor)—(939).
FULLER BRUSH MAN, THE—C—Red Skelton, Janet Blair, Don McGuire—Entertaining comedy—93m.—see May 12 issue—(928).
GENTLEMAN FROM NOWHERE, THE—MD—Warner Baxter, Fay Baker, Luis Van Rooten—For the lower half—66m.—see Sept. 15 issue—(916).
I SURRENDER, DEAR—MUD—Gloria Jean, David Street, Don McGuire—Pleasing filler for the lower half—70m.—see Sept. 15 issue—(113).
LADY FROM SHANGHAI, THE—MD—Rita Hayworth, Orson Welles, Everett Sloane—Names will make the difference—87m.—see April 28 issue—Leg.: 8—(938).
LOST ONE, THE (La Traviata)—MU—Nelli Corradi, Gino Matterna, Manfredi Polverosi—High-rating picturization of opera, "La Traviata"—80m.—see April 28 issue—(Italian-made).
LOVES OF CARMEN, THE—ROMD—Rita Hayworth, Glenn Ford, Ron Randell—Colorful entry has names and angles to get the dough—97m.—see Sept. 1 issue—(Technicolor).
LULU BELLE—DMU—Dorothy Lamour, George Montgomery, Albert Dekker—Names will make the difference—87m.—see July 7 issue—Leg.: 8—(941).
MATING OF MILLIE, THE—C—Glenn Ford, Evelyn Keyes, Ron Randell—Good comedy—87m.—see March 17 issue—(940).
MY DOG RUSTY—D—Ted Donaldson, John Litel, Ann Doran—Pleasing lower half entry—67m.—see April 28 issue—(914).
PHANTOM VALLEY—MUW—Charles Starrett, Smiley Burnette, Virginia Hunter—Below series average—53m.—see March 17 issue—(965).
PORT SAID—Gloria Henry, William Bishop, Steven Geray—Adequate lower half entry—69m.—see April 28 issue—(909).
RETURN OF THE WHISTLER, THE—MD—Michael Duane, Lenore Aubert, Richard Lane—For the lower half—63m.—see March 17 issue—(920).
SONG OF IDAHO—WCMU—Hoosier Hot Shots, Kirby Grant, June Vincent—Okeh musical western—66m.—see May 26 issue—(952).
STRAWBERRY ROAN, THE—MUW—Gene Autry, Gloria Henry, Jack Holt—Good Autry—79m.—see April 28 issue—(Cinecolor)—(982).
THUNDERHOOF—MD—Preston Foster, Mary Stuart, William Bishop—Absorbing outdoor entry—77m.—see June 23 issue—(904).
TRAIL TO LAREDO—WMU—Charles Starrett, Smiley Burnette, Jim Bannon—Series average—53m.—see Sept. 15 issue—(967).
TRAPPED BY BOSTON BLACKIE—MD—Chester Morris, June Vincent, Richard Lane—Average series entry—67m.—see May 12 issue—(921).
TRIPLE THREAT—ACD—Richard Crane, Gloria Henry, Mary Stuart—Okay programmer with football angle to help—70m.—see Sept. 29 issue.
WALK A CROOKED MILE—MD—Louis Hayward, Dennis O'Keefe, Louise Albritton—Good FBI meller—91½m.—see Sept. 15 issue.
WEST OF SONORA—MUW—Charles Starrett, Smiley Burnette, Anita Castle—Okeh 'Durango Kid'—55m.—see May 12 issue—(966).
WHIRLWIND RAIDERS—MUW—Charles Starrett, Smiley Burnette, Nancy Saunders—Good series entry—54m.—see June 9 issue—(963).
TO BE REVIEWED OR IN PRODUCTION
AIR HOSTESS—Gloria Henry, William Wright, Ross Ford.
BIG SOMBRERO, THE—Gene Autry, Elena Verdugo, Stephen Dunne—(Cinecolor).
BLONDIE'S BIG DEAL—Arthur Lake, Penny Singleton, Larry Simms.
BLONDIE'S SECRET—Penny Singleton, Arthur Lake, Larry Simms.
BOSTON BLACKIE'S CHINESE VENTURE—Chester Morris, Maylia, Richard Lane.
CHALLENGE OF THE RANGE—Charles Starrett, Smiley Burnette, Paula Raymond.
CRIME DOCTOR'S DIARY, THE—Warner Baxter, Lois Maxwell, Adele Jergens.
DARK PAST, THE—William Holden, Lee J. Cobb, Nina Foch.
DESERT VIGILANTE—Charles Starrett, Smiley Burnette, Peggy Stewart.

THE EXHIBITOR

SERVISECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION TWO
 Vol. 40, No. 22

OCTOBER 6, 1948

EL DORADO PASS—Charles Starrett, Smiley Burnette, Elena Verdugo.
GALLANT BLADE, THE—Larry Parks, Marguerite Chapman, Victor Jory—(Cinecolor).
HER WONDERFUL LIE—Jan Kiepura, Marta Eggerth, Janis Carter—(Italian-made).
JUNGLE JIM'S ADVENTURE—Johnny Weissmuller, Elena Verdugo, Myrna Dell.
KNOCK ON ANY DOOR—Humphrey Bogart, John Derek, Susan Perry—(Santana).
LADIES OF THE CHORUS—Adele Jergens, Rand Brooks, Marilyn Monroe.
LAW OF THE BARBARY COAST—William Bishop, Gloria Henry, Adele Jergens.
LEATHER GLOVES—Cameron Mitchell, Virginia Grey, Blake Edwards.
LOADED PISTOLS—Gene Autry, Barbara Britton, Jack Holt.
LONE WOLF AND HIS LADY, THE—Ron Randell, June Vincent, Alan Mowbray.
LOVERS, THE—Cornel Wilde, Patricia Knight, John Baragrey.
MAKE BELIEVE BALLROOM—Jerome Courtland, Jimmy Dorsey, Frankie Laine.
MAN FROM COLORADO, THE—Glenn Ford, William Holden, Ellen Drew—(Technicolor).
MANHATTAN ANGEL—Gloria Jean, Alice Tyrrell, Ross Ford.
MR. SOFT TOUCH—Glenn Ford, Evelyn Keyes, John Ireland.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
QUICK ON THE TRIGGER—Charles Starrett, Smiley Burnette.
RACING LUCK—Gloria Henry, Stanley Clements, David Bruce.
RETURN OF OCTOBER, THE—Glenn Ford, Terry Moore, James Gleason—(Technicolor).
RIDIN' THE LONE PINE TRAIL—Gene Autry, Patricia White, Jimmy Lloyd.

ROUGH SKETCH—Jennifer Jones, John Garfield, Pedro Armendariz.
RUSTY LEADS THE WAY—Ted Donaldson, Ann Doran, John Litel.
RUSTY SAVES A LIFE—Ted Donaldson, John Litel, Ann Doran.
SINGIN' SPURS—Hoosier Hot Shots, Patricia White, Kirby Grant.
SLIGHTLY FRENCH—Dorothy Lamour, Don Ameche, Janis Carter.
SMOKY MOUNTAIN MELODY—Roy Acuff, Smoky Mountain Boys.
SONG OF INDIA—Sabu, Gail Russell, Turhan Bey—(Cinecolor).
TRIPLE THREAT—Gloria Henry, Richard Crane, leading pro football stars.
UNDERCOVER MAN—Glenn Ford, Nina Foch, James Whitmore.
UNTAMED BREED, THE—Sonny Tufts, Barbara Britton, Gabby Hayes—(Cinecolor).
WALKING HILLS, THE—Randolph Scott, Ella Raines, William Bishop.

Eagle Lion

(1946-47 releases from 101 and 701 up;
 1947-48 releases from 801 up)

ADVENTURES OF GALLANT BESS—OD—Cameron Mitchell, Audrey Long, Fuzzy Knight—Pleasing outdoor show—73m.—see Sept. 1 issue—(Cinecolor)—(905).
ADVENTURES OF CASANOVA—AD—Arturo De Cordova, Lucille Bremer, Turhan Bey—Highly entertaining—83m.—see March 17 issue—(812).
ASSIGNED TO DANGER—MD—Gene Raymond, Noreen Nash, Mary Meade—Satisfactory meller for the dualers—66m.—see May 12 issue—(821).
BEHIND LOCKED DOORS—MD—Lucille Bremer, Richard Carlson, Douglas Fowley—Fair programmer for the dualers—61m.—see Sept. 15 issue—(906).
BLACK HILLS—MUW—Eddie Dean, Roscoe Ates, Shirley Patterson—Good series entry—58m.—see Feb. 4 issue—(851).
BLANCHE FURY—D—Valerie Hobson, Stewart Granger, Michael Gough—Adult import will need selling—93½m.—see Sept. 15 issue—(English-made)—(Technicolor).
CANON CITY—DOCMD—Scott Brady, Jeff Corey, Mabel Paige—High-rating documentary-type entry has the angles—82m.—see July 7 issue—(826).
CLOSE-UP—MD—Alan Baxter, Virginia Gilmore, Richard Kollmar—Programmer will fit nicely into the dualers—76m.—see April 28 issue—(824).
COBRA STRIKES, THE—MD—Sheila Ryan, Richard Fraser, Leslie Brooks—For the lower half—62m.—see May 26 issue—(820).
ENCHANTED VALLEY, THE—D—Alan Curtis, Anne Gwynne, Donn Gift—Exploitable film has strongest appeal for neighborhoods, small towns—77m.—see April 14 issue—(Cinecolor)—(817).
HANGMAN'S NOOSE—See The October Man.
HAWK OF POWDER RIVER, THE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Good Dean entry—54m.—see March 17 issue—(856).
HOLLOW TRIUMPH—D—Paul Henreid, Joan Bennett, Leslie Brooks—Names will make the difference—83m.—see Sept. 1 issue—(904).
IN THIS CORNER—D—Scott Brady, Anabel Shaw, Jimmy Millican—Good fight film for the dualers—61m.—see Sept. 15 issue—(903).
LADY AT MIDNIGHT—MD—Richard Denning, Frances Rafferty, Lora Lee Michel—For the dualers—61m.—see Aug. 4 issue—(831).
MAN FROM TEXAS—MUW—James Craig, Lynn Bari, Johnny Johnston—Mild western—71m.—see April 14 issue—(815).
MICKEY—ROMCMU—Lois Butler, Bill Goodwin, Irene Hervey—Pleasing program—87m.—see June 23 issue—(Cinecolor)—(825).
NOOSE HANGS HIGH, THE—C—Bud Abbott, Lou Costello, Cathy Downs—Abbott and Costello entry should find popular appeal—77m.—see April 14 issue—(819).
NORTHWEST STAMPEDE—OD—Joan Leslie, James Craig, Jack Oakie—Good outdoor show—76m.—see Sept. 1 issue—(Cinecolor)—(901).
OCTOBER MAN, THE (Hangman's Noose)—D—John Mills, Joan Greenwood, Edward Chapman—Average British entry—86m.—see March 31 issue—(English-made)—(818).

KEY

Leg. is the symbol for the Legion of Decency ratings which are included in cases where the pictures are classified as either objectionable in part (8) or condemned (C). Films without a Legion of Decency rating are either unobjectionable or unclassified.

Abbreviations following titles indicate type of picture.

ACD—Action drama	MUC—Musical comedy
AD—Adventure drama	MUCD—Musical comedy drama
ACMU—Action musical	MU—Musical
ADMD—Adult melodrama	MUSAT—Musical satire
8ID—Biographical drama	MUW—Musical western
8IDMU—Biographical drama with music	MY—Mystery
C—Comedy	MYC—Mystery comedy
CAR—Cartoon Feature	MYCM—Mystery comedy musical
CD—Comedy drama	MYD—Mystery drama
CDMU—Comedy drama musical	MYMD—Mystery melodrama
CFAN—Comedy fantasy	MYMU—Mystery musical
CFANMU—Comedy fantasy musical	MYW—Mystery western
CMD—Comedy melodrama	NOV—Novelty
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	ROMC—Romantic comedy
DFAN—Drama fantasy	ROMCMU—Romantic comedy musical
DMU—Dramatic musical	ROMD—Romantic drama
DOC—Documentary	ROMDMU—Romantic drama with music
DOCD—Documentary drama	SAT—Satire
DOCMD—Documentary melodrama	SCD—Sex comedy drama
ED—Educational feature	TRAV—Travelogue
F—Farce	W—Western
FAN—Fantasy	WC—Western comedy
FANMU—Fantasy musical	WCMU—Western comedy musical
FMD—Factual melodrama	WD—Western drama
FMU—Farce musical	WMD—Western melodrama
HISD—Historical drama	WMDMU—Western melodrama musical
MDMU—Melodrama musical	WMU—Western Musical
MD—Melodrama	

OLYMPIC GAMES OF 1948, THE—DOC—Produced and directed by Castleon Knight, narrated by Bill Stern and Ted Husing and British sportscasters—High rating sports documentary—134m.—See Sept. 29 issue—(Technicolor)—(English made)—(902).

PRAIRIE OUTLAWS—MUW—Eddie Dean, Roscoe Ates, Sarah Padden—Satisfactory series entry—57m.—see April 28 issue—(857).

RAW DEAL—MD—Dennis O'Keefe, Claire Trevor, Marsha Hunt—Exciting meller—78m.—see May 26 issue—(822).

RUTHLESS—D—Zachary Scott, Louis Hayward, Diana Lynn—Absorbing entry—102m.—see April 14 issue—Leg.: B.—(816).

SHED NO TEARS—D—Wallace Ford, June Vincent, Frank Albertson—Average dualler—70m.—see Aug. 4 issue—(829).

SPIRITUALIST, THE—D—Turhan Bey, Lynn Bari, Cathy O'Donnell—Intriguing meller has plenty of selling angles—79m.—see Aug. 18 issue—(827).

SWORD OF THE AVENGER—D—Ramon Del Gado, Sigrid Gurie, Ralph Morgan—Fair programmer for the dualers—76m.—see May 12 issue—(823).

TIOGA KID, THE—MUW—Eddie Dean, Roscoe Ates, Jennifer Holt—Good western—54m.—see March 17 issue—(858).

WESTWARD TRAIL, THE—MUW—Eddie Dean, Roscoe Ates, Phyllis Planchard—Average Dean entry—58m.—see March 17 issue—(855).

TO BE REVIEWED OR IN PRODUCTION

ALICE IN WONDERLAND—Carole Marsh, Steven Murray—(Anso-color)—(English made).

ALL IN A GAME—James Brown, Noreen Nash, Sheila Ryan.

BIG CAT, THE—Lon McCallister, Peggy Ann Garner, Preston Foster—(Technicolor).

BROKEN JOURNEY—Phyllis Calvert, Margot Grahame, Francis L. Sullivan—(English made).

CALENDAR, THE—Greta Gynt, John McCallum, Sonja Holm—(English made).

CORPSE CAME CALLING, THE—Hugh Beaumont, Cheryl Walker, Paul Bryar.

ESTHER WATERS—Kathleen Ryan, Dirk Bogarde, Fay Compton—(English made).

LET'S LIVE A LITTLE—Hedy Lamarr, Robert Cummings, Anna Sten.

LORD BYRON—Dennis Price, Mai Zetterling, Joan Greenwood—(English made).

MAN WITHOUT A GUN—Bob Steele, Sid Saylor, Ellen Hall.

MILLION DOLLAR WEEKEND—Gene Raymond, Francis Lederer, Stephanie Paull.

MIRANDA—Googie Withers, Griffith Jones, Glynis Johns—(English made).

MR. PERRIN AND MR. TRAIL—David Farrar, Marius Goring, Greta Gynt—(English made).

OLIVER TWIST—Robert Newton, Kay Walsh, Alec Guinness—(English made)—(828).

PAROLE, INC.—Michael O'Shea, Turhan Bey, Evelyn Ankers.

RED SHOES, THE—Anton Walbrook, Moira Shearer, Leonide Massine—(English made)—(Technicolor).

RED STALLION IN THE ROCKIES—Jean Heather, Arthur Franz, Jim Davis—(Cinecolor).

REIGN OF TERROR—Robert Cummings, Arlene Dahl, Richard Basehart.

SARABAND—Stewart Granger, Francoise Rosay, Joan Greenwood—(English made)—(Technicolor).

SCOTT OF THE ANTARCTIC—John Mills, Derek Bond, Anne Firth—(English made)—(Technicolor).

SLEEPING CAR TO VENICE—Albert Lieven, Derrick De Marney, Jean Kent—(English made).

STRANGE MRS. CRANE, THE—Marjorie Lord, Pierre Watkin, John McGuire.

TULSA—Susan Hayward, Robert Preston, Pedro Armendariz—(Technicolor).

29 CLUES—Richard Basehart, Scott Brady, Roy Roberts.

WHEN THE DEVIL DRIVES—James Cardwell, Jan Ford, Damian O'Flann.

WORLD AND LITTLE WILLIE, THE—Robert Young, June Lockhart.

Film Classics

ARGYLE SECRETS—MYMD—William Gargan, Marjorie Lord, Ralph Byrd—Dualler has exploitation possibilities—63m.—see May 12 issue.

BLONDE ICE—MD—Robert Paige, Leslie Brooks, Russ Vincent—Okeh dualler—73m.—see May 26 issue.

DEVIL'S CARGO—MYMD—John Calvert, Rochelle Hudson, Roscoe Karns—Satisfactory programmer for the dualers—61m.—see March 31 issue.

DISCOVERY—DOC—Admiral Byrd, and his group of scientists, astronomers, and naval personnel—Highly exploitable documentary—74m.—see July 9 issue—(Discovery).

MIRACULOUS JOURNEY—AD—Rory Calhoun, George Cleveland, Audrey Long—Exploitable entry for the lower half—76m.—see Sept. 1 issue—(Cinecolor).

MONEY MADNESS—D—Hugh Beaumont, Frances Rafferty, Harlan Warde—Interesting programmer for the dualers—73m.—see April 14 issue.

SOFIA—MD—Gene Raymond, Sigrid Gurie, Mischa Auer—Exploitable program—83m.—see Sept. 1 issue—(Cinecolor).

WILL IT HAPPEN AGAIN?—DOC—Adolph Hitler, Eva Braun, Herman Goering—Typical documentary has exploitation angles—61m.—see May 26 issue.

TO BE REVIEWED OR IN PRODUCTION

DATE WITH MURDER, A—John Calvert, Catherine Craig, Lyle Talbot.

DAUGHTER OF RAMONA—Martha Vickers, Philip Reed, Donald Woods—(Cinecolor).

INNER SANCTUM—Mary Beth Hughes, Charles Russell, Billy House.

UNKNOWN ISLAND—Virginia Grey, Barton MacLane, Philip Reed—(Cinecolor).

Metro-Goldwyn-Mayer

(1946-47 releases from 701 up;
1947-48 releases from 801 up;
1948-49 releases from 901 up)

BIG CITY—CDMU—Margaret O'Brien, Robert Preston, Danny Thomas—Names and angles will make the difference—103m.—see April 14 issue—(827).

BRIDE GOES WILD, THE—C—Van Johnson, June Allyson, Butch Jenkins—Topnotch comedy—98m.—see March 17 issue—(819).

DATE WITH JUDY, A—CMU—Wallace Berry, Jane Powell, Elizabeth Taylor—Entertaining entry for the family trade—112½m.—see July 7 issue—(Technicolor)—(831).

EASTER PARADE—MU—Judy Garland, Fred Astaire, Peter Lawford—Tapnatch—103m.—see June 9 issue—(Technicolor)—(829).

GONE WITH THE WIND—D—Clark Gable, Leslie Howard, Olivia de Havilland—Reissue will still get the dough—228m.—see June 11 issue—(Technicolor)—(3000).

HOMECOMING—D—Clark Gable, Lana Turner, Anne Baxter—Solid—112m.—see April 14 issue—(826).

JULIA MISBEHAVES—C—Greer Garson, Walter Pidgeon, Peter Lawford—Names will make the difference—99m.—see Sept. 1 issue—(903)—Leg.: B.

LUXURY LINER—CMU—George Brent, Lauritz Melchior, Jane Powell—Good entertainment—98m.—see Sept. 1 issue—(Technicolor)—(901).

NO MINOR VICES—C—Dana Andrews, Lilli Palmer, Louis Jourdan—Screw entry for sophisticates—95½m.—see Oct. 13 issue.

ON AN ISLAND WITH YOU—MUCD—Esther Williams, Peter Lawford, Jimmy Durante—Names and angles will make the difference—107m.—see May 12 issue—(Technicolor)—(828).

PIRATE, THE—MU—Judy Garland, Gene Kelly, Walter Slezak—Tapnatch musical—101½m.—see April 14 issue—(Technicolor)—(825).

SEARCH, THE—D—Montgomery Clift, Aline MacMahon, Jarmila Novotna—Excellent dramatic entry—103m.—see March 31 issue—(830).

SECRET LAND, THE—DOC—Men and ships of the U. S. Navy. Narration by Robert Montgomery, Robert Taylor, and Van Heflin—Well-done documentary offers exploitation possibilities—71m.—see Sept. 1 issue—(Technicolor).

SOUTHERN YANKEE, A—F—Red Skelton, Brian Donlevy, Arlene Dahl—Skelton starrer packs plenty of laughs—90m.—see Sept. 1 issue—(902).

STATE OF THE UNION—CD—Spencer Tracy, Katherine Hepburn, Van Johnson—Excellent, timely entry—121m.—see April 14 issue—(824).

SUMMER HOLIDAY—ROMCMU—Mickey Rooney, Gloria De Haven, Walter Huston—High-rating comedy is headed for the better returns—92m.—see March 17 issue—(Technicolor)—(821).

TARZAN'S NEW YORK ADVENTURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Average reissue has the angles—71m.—see April 28 issue—(823).

TARZAN'S SECRET TREASURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Reissue should attract series' fans—80m.—see April 28 issue—(822).

TO BE REVIEWED OR IN PRODUCTION

ACT OF VIOLENCE—Van Heflin, Robert Ryan, Janet Leigh.

BARKLEYS OF BROADWAY, THE—Ginger Rogers, Fred Astaire, Oscar Levont—(Technicolor).

BIG JACK HORNER—Wallace Beery, Richard Conte, Marjorie Main.

BRIBE, THE—Robert Taylor, Ava Gardner, Charles Laughlin.

CAUGHT—James Mason, Robert Ryan, Barbara Bel Geddes—(Enterprise).

COMMAND DECISION—Clark Gable, Walter Pidgeon, Van Johnson.

FORCE OF EVIL—John Garfield, Beatrice Pearson, Thomas Gomez—(Enterprise).

GREEN PROMISE, THE—Marguerite Chapman, Walter Brennan, Robert Paige.

HILLS OF HOME—Edmund Gwenn, Janet Leigh, Tom Drake—(Technicolor).

KISSING BANDIT, THE—Frank Sinatra, Kathryn Grayson, J. Carroll Naish—(Technicolor).

LITTLE WOMEN—June Allyson, Margaret O'Brien, Elizabeth Taylor—(Technicolor).

PERSONAL TOUCH, THE—Llanel Barrymore, Lucille Bremer, Edward Arnold.

SECRET GARDEN, THE—Margaret O'Brien, Claude Jarman, Jr., Deon Stockwell.

SUN IN THE MORNING—Jeanette MacDonald, Lloyd Nolan, Claude Jarman, Jr.—(Technicolor).

3 GODFATHERS—John Wayne, Pedra Armendariz, Mae Marsh—(Argosy)—(Technicolor).

TAKE ME OUT TO THE BALL GAME—Gene Kelly, Frank Sinatra, Esther Williams—(Technicolor).

THREE MUSKETEERS, THE—Lana Turner, Gene Kelly, Van Heflin—(Technicolor).

WORDS AND MUSIC—Judy Garland, Mickey Rooney, June Allyson—(Technicolor).

Monogram

(1946-47 releases from 601 up;
1947-48 releases from 4701 up;
1948-49 releases from 4801 up)

BACK TRAIL—W—Johnny Mack Brown, Raymond Hatton, Mildred Coles—Just another western—53m.—see Aug. 18 issue—(4757).

CAMPUS SLEUTH—MYCM—Freddie Stewart, June Preisser, Warren Mills—For the lower half—57½m.—see March 31 issue—(4713).

COWBOY CAVALIER—WCMU—Jimmy Wakely, 'Cannonball' Taylor, Jan Bryant—Okeh series entry—54m.—see Sept. 1 issue—(4762).

CROSSED TRAILS—W—Johnny Mack Brown, Raymond Hatton, Lynne Carver—Routine—53m.—see May 12 issue—(4755).

DOCKS OF NEW ORLEANS—MYD—Roland Winters, Victor Sen Young, Mantan Moreland—Routine 'Chan' entry—64m.—see March 31 issue—(4712).

FIGHTING RANGER, THE—W—Johnny Mack Brown, Raymond Hatton, Christine Larson—Okeh series entry—57½m.—see Sept. 15 issue—(4753).

FRENCH LEAVE—CMD—Jackie Cooper, Jackie Coogan, Renee Godfrey—For the lower half—64m.—see April 28 issue—(4714).

FRONTIER AGENT—W—Johnny Mack Brown, Raymond Hatton, Reno Blair—Below average western—56m.—see June 9 issue—(4756).

GOLDEN EYE, THE—MYMD—Roland Winters, Wanda McKay, Victor Sen Young—Okeh series entry—69m.—see Sept. 29 issue—(4720).

I WOULDN'T BE IN YOUR SHOES—MD—Don Castle, Elyse Knox, Regis Toomey—Mild meller for the lower half—70m.—see May 12 issue—(4716).

JINX MONEY—MYC—Leo Gorcey, Huntz Hall, Betty Caldwell—One of the better series entries—68m.—see June 9 issue—(4717).

JOE PALOOKA IN WINNER TAKE ALL—MD—Joe Kirkwood, Elyse Knox, William Frowley—Good 'Palooka'—64½m.—see Sept. 1 issue—(4802)—Leg. B.).

KIDNAPPED—AD—Roddy McDowell, Sue England, Dan O'Herlihy—Has exploitation possibilities—72m.—see Sept. 15 issue—(4725).

LAND OF THE LAWLESS—W—Johnny Mack Brown, Raymond Hatton, Christine McIntire—Average western—59m.—see May 28 issue—(671).

MICHAEL O'HALLORAN—D—Scatty Beckett, Allene Roberts, Tommy Cook—Interesting dualler should appeal most to nabes, small towns—79m.—see July 7 issue—(4719).

MUSIC MAN—DMU—Phil Brito, Freddie Stewart, June Preisser—Tuneful dualler—66m.—see Aug. 4 issue—(4721).

OKLAHOMA BLUES—MUW—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont—Good Wakely—56m.—see April 28 issue—(4761).

OVERLAND TRAILS—W—Johnny Mack Brown, Raymond Hatton, Virginia Belmont—Better than average for the series—58m.—see March 31 issue—(4751).

PARTNERS OF THE SUNSET—MUW—Jimmy Wakely, Dub Taylor, Christine Larson—Routine series entry—53m.—see June 9 issue—(4765).

RANGE RENEGADES—WMU—Jimmy Wakely, Jennifer Holt, 'Cannonball' Taylor—Fair western—54m.—see July 7 issue—(4766).

SHERIFF OF MEDICINE BOW, THE—W—Johnny Mack Brown, Raymond Hatton, Evelyn Finley—Mild western—54½m.—see Sept. 15 issue—(4754).

SIGN OF THE WOLF—ACD—Michael Whalen, Grace Bradley, Darryl Hickman—Reissue for the dualers—69m.—see Sept. 3 issue—(4711).

16 FATHOMS DEEP—AD—Lon Chaney, Jr., Arthur Lake, Tanis Chandler—Colorful entry has plenty of selling angles—82m.—see Sept. 1 issue—(Lake)—(Anso-color)—(4801).

SHANGHAI CHEST, THE—MYD—Roland Winters, Mantan Moreland, Deannie Best—Okeh series entry—65m.—see July 21 issue—(4718).

SMUGGLERS COVE—C—Leo Gorcey, Huntz Hall, Gabriel Dell—Good series entry—66m.—see Oct. 13 issue—(4726).

STAGE STRUCK—MYD—Kane Richmond, Audrey Long, Conrad Nagel—For the lower half—70m.—see May 26 issue—(4715).

WOLF CALL—OMD—John Carroll, Movita, Peter George Lynn—Reissue for the lower half—61m.—see May 28, '47 issue—(619).

TO BE REVIEWED OR IN PRODUCTION

GALLANT TEXAN, THE—Jimmy Wakely, 'Cannonball' Taylor.

COURTIN' TROUBLE—Jimmy Wakely, Virginia Belmont, Dub Taylor—(4768).

GUNNING FOR JUSTICE—Johnny Mack Brown, Raymond Hatton, Evelyn Finley—(4758).

HEADIN' FOR TROUBLE—Jimmy Wakely, Cannonball Taylor, Virginia Belmont.

HIDDEN DANGER—Johnny Mack Brown, Raymond Hatton, Christine Larson.

INCIDENT—Waren Douglas, Jane Frazee, Joyce Compton—(4803).

IRON DUKES—Leo Gorcey, Huntz Hall, Frankie Darro.

JIGGS AND MAGGIE IN COURT—Joe Yule, Renie Riano, Wanda McKay—(4805).

JIGGS AND MAGGIE IN SOCIETY—Joe Yule, Renie Riano, June Harrison.

JOE PALOOKA IN THE BIG FIGHT—Leon Erroll, Joe Kirkwood, David Bruce.

MURDER LOVES COMPANY—Leo Gorcey, Bowery Boys.

OUTLAW BRAND—Jimmy Wakely, 'Cannonball' Taylor, Kay Morley—57m.—(4764).

RAINMAKER, THE—Raymond Walburn, Walter Catlett, William Tracy.

RANGERS RIDE, THE—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont—(4767).

SILVER TRAILS—Jimmy Wakely, 'Cannonball' Taylor, Christine Larson—53m.—(4763).

TEMPTATION HARBOR—Robert Newton, Simone Simon—(English made)—(4804).

TROUBLE MAKERS—Leo Gorcey, Huntz Hall, Helen Parrish.

Allied Artists

(1947-48 releases from AA-1 up)

BABE RUTH STORY, THE—BIDMU—William Bendix, Claire Trevor, Charles Bickford—Topnotch—106m.—see Aug. 4 issue—(AA-10).

DUDE GOES WEST, THE—WC—Eddie Albert, Gale Storm, James Gleason—Highly entertaining western comedy—87m.—see May 12 issue—(AA-8).

SMART WOMAN—D—Brian Aherne, Constance Bennett, Barry Sullivan—Attractive programmer has names to help—93m.—see March 31 issue—Leg.: B—(AA-6).

TO BE REVIEWED OR IN PRODUCTION

LAST OF THE BADMEN—Barry Sullivan, Majorie Reynolds, Broderick Crawford.

MY BROTHER JONATHAN—Michael Denison, Dulcie Gray, Ronald Howard—(English made)—(Pathe).

STRIKE IT RICH—Rod Cameron, Bonita Granville, Don Castle.

TEMPTATION HARBOR—Robert Newton, Simone Simon.

WHEN A MAN'S A MAN—Guy Madison, Rory Calhoun, Gale Storm.

Paramount

(1946-47 releases from 4601 up;
1947-48 releases from 4701 up;
1948-49 releases from 4801 up)

BEYOND GLORY—D—Alan Ladd, Donna Reed, Tom Neal—Ladd starrer will get the dough—82m.—see June 23 issue—(4726).

BIG TOWN SCANDAL—MD—Philip Reed, Hillary Brooke, Stanley Clements—Far the lower half—62m.—see June 9 issue—(4722).

CRUSADES, THE—AD—Loretta Young, Henry Wilcoxon, Ian Keith—Reissue is packed with angles—126m.—see June 9 issue—(3508).

DREAM GIRL—CD—Betty Hutton, Macdonald Carey, Patric Knowles—Will depend on Hutton draw—85m.—see May 26 issue—Leg. B—(4721).

EMPEROR WALTZ, THE—CMU—Bing Crosby, Joan Fontaine, Roland Culver—Should land in the higher grasses—106m.—see May 12 issue—(Technicolor)—(4720).

FOREIGN AFFAIR, A—CD—Jean Arthur, Marlene Dietrich, John Lund—Top notch—116m.—see June 23 issue—Leg. B—(4724).

HATTER'S CASTLE—MD—Robert Newton, James Mason, Deborah Kerr—Mediocre British entry—100m.—see April 28 issue—(English-made)—(4718).

HAZARD—CD—Paulette Goddard, Macdonald Carey, Fred Clark—Names will make the difference—95m.—see March 31 issue—Leg. B—(4716).

ISN'T IT ROMANTIC—ROMDMU—Veronica Lake, Mona Freeman, Mary Hatcher—Fair program—87m.—see Sept. 1 issue.

MISS TATLOCK'S MILLIONS—F—Wanda Hendrix, Barry Fitzgerald, John Lund—Pleasing comedy—100m.—see Sept. 15 issue—(4805)—Leg. B.

NIGHT HAS A THOUSAND EYES—MD—Edward G. Robinson, Gail Russell, John Lund—Absorbing entry—81m.—see Sept. 1 issue—(4803).

SAIGON—MD—Alan Ladd, Veronica Lake, Donald Dick—Typical Ladd shaw—94m.—see Feb. 4 issue—(4710).

'SAINTED' SISTERS, THE—C—Veronica Lake, Joan Caulfield, Barry Fitzgerald—Entertaining comedy—89m.—see March 31 issue—(4714).

SEALED VERDICT—D—Ray Milland, Florence Marly, John Hoyt—Will depend on name values—83m.—see Sept. 15 issue—(4804).

SHAGGY—OD—Brenda Joyce, George Nokes, Robert Shayne—Good family entry for the duallers—71m.—see April 28 issue—(Cinecolor)—(4717).

SO EVIL MY LOVE—MYD—Ray Milland, Ann Todd, Geraldine Fitzgerald—Names will have to carry slow-moving drama—108½m.—see June 9 issue—(English-made)—(4723).

SORRY, WRONG NUMBER—MD—Barbara Stanwyck, Burt Lancaster, Ann Richards—Names will make the difference—89m.—see Sept. 1 issue—(4801).

WATERFRONT AT MIDNIGHT—MD—William Gargan, Mary Beth Hughes, Richard Travis—Okeh meller for the lower half—63m.—see May 26 issue—(4719).

TO BE REVIEWED OR IN PRODUCTION

ACCUSED, THE—Loretta Young, Robert Cummings, Wendell Corey.

CONNECTICUT YANKEE, A—Bing Crosby, Rhonda Fleming, Sir Cedric Hardwicke—(Technicolor).

DARK CIRCLE—Ray Milland, Audrey Totter, Thomas Mitchell.

DAUGHTER OF DARKNESS—Anne Crawford, Siobhan McKenna—(English-made).

DISASTER—Richard Denning, Trudy Marshall, Damion O'Flynn—60m.—(4806).

DYNAMITE—Virginia Welles, William Gargan, Richard Crane.

EL PASO—John Payne, Gail Russell, Gabby Hayes—(Nasour)—(Cinecolor).

FROZEN GOLD—Robert Lawery, Russell Hayden.

GREAT GATSBY, THE—Alan Ladd, Betty Field, Macdonald Carey.

HEIRESS, THE—Olivia de Havilland, Miriam Hopkins, Sir Ralph Richardson, Montgomery Clift.

MASK FOR LUCRETIA, A—Paulette Goddard, John Lund, Macdonald Carey.

MY OWN TRUE LOVE—Phyllis Calvert, Melvyn Douglas, Wanda Hendrix.

NOW AND FOREVER—Claude Rains, Macdonald Carey, Wanda Hendrix.

ONE WOMAN—Alan Ladd, Donna Reed, June Havoc.

PALEFACE, THE—Bob Hope, Jane Russell, Samuel Z. Hinds—91m.—(Technicolor)—(4807).

SORROWFUL JONES—Bob Hope, Lucille Ball, Mary Jane Saunders.

SPECIAL AGENT—William Eythe, Laura Elliot, George Reeves.

STRANGE TEMPTATION—Ray Milland, Audrey Totter, Thomas Mitchell.

STREETS OF LAREDO—William Holden, Macdonald Carey, Mona Freeman—(Technicolor).

WHISPERING SMITH—Alan Ladd, Brenda Marshall, Robert Preston—(Technicolor).

RKO

(1946-47 releases from 701 up;
1947-48 releases from 801 up;
1948-49 releases from 901 up)

ARIZONA RANGER, THE—W—Tim Holt, Jack Holt, Nan Leslie—Gaad western—63m.—see April 14 issue—(814).

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Charles Korvin—Documentary-type meller is exciting screen fare—86m.—see April 14 issue—(815).

BEST YEARS OF OUR LIVES, THE—D—Myrna Loy, Frederic March, Dana Andrews, Teresa Wright—This rates among the best—172m.—see Nov. 27, '46 issue—(Goldwyn)—Leg. B—(751).

BODYGUARD—MD—Laurence Tierney, Priscilla Lane, Philip Reed—Gaad for the lower half—62m.—see Sept. 15 issue—(905).

BRING 'EM BACK ALIVE—TRAV—Frank Buck—Exploitation reissue is packed with selling angles—65m.—see May 26 issue—(818).

DESIGN FOR DEATH—DOC—Produced by Theron Warth and Richard O. Fleischer; narrated by Kent Smith and Hans Conreid—Thrill-packed documentary—48m.—see Sept. 1 issue—(907).

FIGHTING FATHER DUNNE—CD—Pat O'Brien, Darryl Hickman, Una O'Connor—Pleasant program—93m.—see May 12 issue—(816).

FORT APACHE—MD—John Wayne, Henry Fonda, Shirley Temple—Soldiers and Indians shaw should get the dough—127m.—see March 31 issue—(Argosy)—(870).

GOOD SAM—C—Gary Cooper, Ann Sheridan, Ray Collins—High-rating comedy—114m.—see Sept. 1 issue—(Rainbow)—(962).

GUNS OF HATE—W—Tim Holt, Nan Leslie, Richard Martin—Routine—62m.—see May 26 issue—(819).

I REMEMBER MAMA—D—Irene Dunne, Barbara Bel Geddes, Oscar Homolka—Top notch—134m.—see March 31 issue—(868).

MAD WEDNESDAY—C—Harold Lloyd, Frances Ramsden, Jimmy Conlin—Ward-of-mouth should help delightful comedy—89m.—see Sept. 3 issue—(Sturges).

MELODY TIME—CAR—Roy Rogers, Sons of the Pioneers, Ethel Smith, Buddy Clark—Should find plenty of popular appeal—75m.—see Sept. 1 issue—(Disney)—Technicolor—(991).

MIRACLE OF THE BELLS, THE—D—Fred MacMurray, Valli, Frank Sinatra—Picturization of best-seller will land in the higher grasses—120m.—see March 17 issue—(Lasky-MacEwen)—(869).

MOURNING BECOMES ELECTRA—D—Rosalind Russell, Michael Redgrave, Raymond Massey—Play picturization will need special handling—121m.—see Sept. 1 issue—(904).

MYSTERY IN MEXICO—MD—William Lundigan, Jacqueline White, Ricardo Cortez—Entertaining dualler—66m.—see July 7 issue—(822).

PEARL, THE—D—Pedro Armendariz, Marie Elena Marques, Fernando Wagner—Powerful drama far class and specialty houses—77m.—see Sept. 1 issue—(Mexican-made)—(903).

RACE STREET—MD—George Raft, William Bendix, Marilyn Maxwell—Gaad Raft entry—79m.—see June 23 issue—(821).

RACHEL AND THE STRANGER—DMU—Loretta Young, William Holden, Robert Mitchum—Interesting drama has names to help—92m.—see Sept. 1 issue—(902).

RETURN OF THE BADMEN—W—Randolph Scott, Robert Ryan, Anne Jeffreys—Average western has the angles—90m.—see May 26 issue—(817).

SONG IS BORN, A—C—Danny Kaye, Virginia Mayo, Benny Goodman—Names will make the difference—112m.—see Sept. 1 issue—(Goldwyn)—(Technicolor).

STATION WEST—W—Dick Powell, Jane Greer, Agnes Moorehead—Good western—91½m.—see Sept. 29 issue.

TARZAN AND THE MERMAIDS—OD—Johnny Weissmuller, Brenda Joyce, Linda Christian—Exploitation shaw has the usual angles—68m.—see April 14 issue—(Lesser)—(813).

THEY LIVE BY NIGHT—ROMD—Cathy O'Donnell, Farley Granger, Howard Da Silva—Well-made drama will need plenty of push—95m.—see July 7 issue—(820).

VARIETY TIME—MUC—Jack Paar, Edgar Kennedy, Leon Erroll—Fair novelty offering for the lower half—59m.—see Sept. 1 issue—(902)—Leg. B.

VELVET TOUCH, THE—D—Rosalind Russell, Lea Genn, Claire Trevor—Will depend on the name draw—97m.—see July 21 issue—(Independent Artists)—(872).

VENDETTA—George Dolenz, Faith Domergue, Nigel Bruce—(California).

TO BE REVIEWED OR IN PRODUCTION

BALTIMORE ESCAPE—Robert Young, Shirley Temple, John Agar.

BLOOD ON THE MOON—Robert Mitchum, Barbara Bel Geddes, Robert Preston.

BOY WITH GREEN HAIR, THE—Pat O'Brien, Robert Ryan, Barbara Hale—(Technicolor).

BROTHERS IN THE SADDLE—Tim Holt, Richard Martin, Carol Forman.

ENCHANTMENT—David Niven, Teresa Wright, Evelyn Keyes—(Goldwyn).

EVERY GIRL SHOULD BE MARRIED—Cary Grant, Franchot Tone, Diana Lynn.

FOLLOW ME QUIETLY—William Lundigan, Dorothy Patrick, Jeff Corey.

GUN RUNNERS—Tim Holt, Richard Martin, Martha Hyer.

HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.

INDIAN AGENT—Tim Holt, Richard Martin, Nan Leslie.

INTERFERENCE—Victor Mature, Lucille Ball, Elizabeth Scott.

JOAN OF ARC—Ingrid Bergman, Jose Ferrer, George Coloursis—(Sierra)—(Technicolor).

JUDGE STEPS OUT, THE—Ann Sothern, Alexander Knox, George Tobias.

LONG DENIAL, THE—Melvyn Douglas, Maureen O'Hara, Gloria Grahame.

MR. JOSEPH YOUNG OF AFRICA—Terry Moore, Ben Johnson, Robert Armstrong—(Arko).

ROUGHSHOD—Robert Sterling, Claude Jarman, Jr., Gloria Grahame.

RUSTLERS VALLEY—Tim Holt, Richard Martin, Martha Hyer.

TARZAN'S FOUNTAIN OF YOUTH—Lex Barker, Brenda Joyce, Albert Dekker.

WEEP NO MORE—Joseph Cotten, Valli, Spring Byington.

WINDOW, THE—Barbara Hale, Arthur Kennedy, Bobby Driscoll.

Republic

(1946-47 releases from 601 up;
1947-48 releases from 701 up)

ANGEL IN EXILE—MD—John Carroll, Adele Mara, Thomas Gomez—Interesting program—90m.—see Oct. 13 issue—(719).

BOLD FRONTIERSMAN, THE—W—Allan 'Rocky' Lane, Eddy Waller, Roy Barcroft—Good western—60m.—see May 12 issue—(754).

CALIFORNIA FIREBRAND—MUW—Monte Hale, Adrian Booth, Paul Hurst—Gaad western—63m.—see April 14 issue—(Trucolor)—(654).

CARSON CITY RAIDERS—W—Allan 'Rocky' Lane, Eddy Waller, Beverly Jons—Routine—60m.—see June 9 issue—(755).

CODE OF SCOTLAND YARD—MD—Oscar Homolka, Derek Farr, Muriel Pavlow—Fair entry for the duallers—60m.—see Sept. 1 issue—(English-made)—(713)—Leg. B.

DAREDEVILS OF THE CLOUDS—MD—Robert Livingston, Mae Clark, James Cardwell—Okeh far the duallers—60m.—see Aug. 4 issue—(716).

EYES OF TEXAS—WMU—Roy Rogers, Lynne Roberts, Andy Devine—Standard Rogers—70m.—see Aug. 4 issue—(Trucolor)—(732).

GALLANT LEGION, THE—MUW—Bill Elliott, Adrian Booth, Joseph Schildkraut—Gaad western—88m.—see June 9 issue—(715).

HEART OF VIRGINIA—D—Janet Martin, Robert Lowery, Frankie Darro—Far the lower half—61m.—see April 14 issue—(707).

INSIDE STORY, THE—CD—Marsha Hunt, Charles Winniger, William Lundigan—Average programmer—87m.—see April 14 issue—(705).

I, JANE DOE—D—Ruth Hussey, John Carroll, Vera Ralston—Names should help programmer—85m.—see May 26 issue—(710).

KING OF THE GAMBLERS—MD—Janet Martin, William Wright, Thurston Hall—For the lower half—60m.—see June 9 issue—(709).

LIGHTNIN' IN THE FOREST—CMD—Lynne Roberts, Donald Barry, Warren Douglas—For the lower half—58m.—see April 14 issue—(706).

MARSHAL OF AMARILLO—W—Allan 'Rocky' Lane, Mildred Coles, Eddy Waller—Good Western—59m.—see Aug. 18 issue.

MOONRISE—D—Dane Clark, Gail Russell, Ethel Barrymore—Heavy drama will need selling—90m.—see Sept. 15 issue—(714).

NIGHTTIME IN NEVADA—MUW—Roy Rogers, Adele Mara, Andy Devine—First rate Rogers—67m.—see Sept. 29 issue—(Trucolor)—(733).

NORTHWEST OUTPOST—DMU—Nelson Eddy, Ilona Massey, Joseph Schildkraut—Names and music should sell this—91m.—see May 14 issue—(615).

OKLAHOMA BADLANDS—W—Allan 'Rocky' Lane, Eddy Waller, Mildred Coles—Routine western—59m.—see March 17 issue—(753).

OLD LOS ANGELES—MUW—William Elliott, John Carroll, Catherine McLeod—One of the better Republic offerings—87m.—see April 28 issue—(708).

OUT OF THE STORM—D—James Lydon, Lois Collier, Marc Lawrence—Interesting programmer for the lower half—61m.—see Sept. 15 issue—(717).

SECRET SERVICE INVESTIGATOR—MD—Lynne Roberts, Lloyd Bridges, George Zucco—Okeh meller for the duallers—60m.—see June 9 issue—(711).

SONS OF ADVENTURE—MYD—Russell Hayden, Lynne Roberts, Gordon Jones—For the lower half—60m.—see Oct. 13 issue—(718).

TIMBER TRAIL, THE—MUW—Monte Hale, Lynne Roberts, James Burke—Average western—67m.—see July 7 issue—(Trucolor)—(656).

TRAIN TO ALCATRAZ—MD—Donald Barry, Janet Martin, William Phipps—Okeh meller for the duallers—60m.—see July 21 issue—(712).

UNDER CALIFORNIA STARS—MUW—Roy Rogers, Jane Frazee, Andy Devine—Fair Rogers entry—70m.—see May 26 issue—(Trucolor)—(731).

TO BE REVIEWED OR IN PRODUCTION

CIMARRON TRAILS—Allan 'Rocky' Lane, Eddy Waller.

DAUGHTER OF THE JUNGLE—Lois Hall, James Cardwell, Sheldon Leonard.

DENVER KID, THE—Allan 'Rocky' Lane, Eddy Waller, Carole Gallagher.

DESPERADOES OF DODGE CITY—Allan 'Rocky' Lane, Eddy Waller, Mildred Coles—(757).

DRUMS ALONG THE AMAZON—George Brent, Vera Ralston, Brian Aherne.

FAR FRONTIER, THE—Roy Rogers, Andy Devine, Gail Davis—(Trucolor).

GRAND CANYON TRAIL—Roy Rogers, Andy Devine, Jane Frazee—(Trucolor).

HOMICIDE FOR THREE—Warren Douglas, Audrey Long, Lloyd Corrigan.

MACBETH—Orson Welles, Roddy McDowell, Jeanette Nolan.

MISSOURIANS, THE—William Elliott, Adrian Booth, Forrest Tucker—(Trucolor).

PLUNDERERS, THE—Rod Cameron, Ilona Massey, Adrian Booth—(Trucolor).

RECOIL—William Wright, Janet Martin, William Henry.

RED PONY, THE—Myrna Loy, Robert Mitchum, Louis Calhern—(Feldman-Milestone)—(Technicolor).

RENEGADES OF SONORA—Allan 'Rocky' Lane, Eddy Waller, Roy Barcroft.

ROSE OF THE YUKON—Myrna Dell, William Wright, Steve Brodie.

SON OF GOD'S COUNTRY—Monte Hale, Paul Hurst, Pamela Blake.

TOO LATE FOR TEARS—Elizabeth Scott, Dan Duryea, Don DeFore.

WAKE OF THE RED WITCH—John Wayne, Gail Russell, Gig Young.

Screen Guild

(1946-47 releases from 4604 up;
1947-48 releases from 4701 up;
1948-49 releases from 4801 up;
(1947-48 Herald releases from X-1 up)

JUNGLE GODDESS—AD—George Reeves, Ralph Byrd, Wanda McKay—For the lower half—64m.—see Sept. 29 issue—(4802).

MIRACLE IN HARLEM—MYMU—Sheila Guyse, Stepin Fetchit, Hilda Offley—Gaad all-Negro meller—71m.—see Aug. 18 issue—(Sepia)—(X-3).

PRAIRIE, THE—HISD—Lenore Aubert, Alan Baxter, Russ Vinson—For the lower half—76m.—see Sept. 1 issue.

RETURN OF WILDFIRE, THE—W—Richard Arlen, Patricia Morison, Mary Beth Hughes—Pleasing program—79m.—see Sept. 1 issue.

TO BE REVIEWED OR IN PRODUCTION

DEAD MAN'S GOLD—Lash La Rue, Al St. John, Peggy Stewart.

FRONTIER REVENGE—'Lash' La Rue, Al 'Fuzzy' St. John, Nancy Saunders.

HARPOON—John Bramfield, Alyce Louis, James Cardwell—(4804).

LAST OF THE WILD HORSES—James Ellison, Jane Frazee, Mary Beth Hughes—(82m.).

MARK OF THE LASH—Lash La Rue, Al St. John, Peggy Stewart.

MOZART STORY, THE—Hans Holt, Winnie Markus, Irene V. Meyendorff—(4805).

OUTLAW COUNTRY—'Lash' La Rue, Al 'Fuzzy' St. John, Peggy Stewart.

SHEP COMES HOME—Robert Lowery, Margia Dean, Billy Kimberly.
THUNDER IN THE PINES—George Reeves, Ralph Byrd—(62m.).

SRO

MR. BLANDINGS BUILDS HIS DREAM HOUSE—C—Cary Grant, Myrna Loy, Melvyn Douglas—High rating—93m.—see April 14 issue.

TO BE REVIEWED OR IN PRODUCTION

PORTRAIT OF JENNIE—Jennifer Jones, Joseph Cotten, Ethel Barrymore.

20th Century-Fox

(1947 releases from 701 up;
1948 releases from 801 up)

ANNA KARENINA—D—Vivien Leigh, Ralph Richardson, Kieron Moore—Heavy English drama for class spots—111m.—see April 28 issue—(English-made)—(Karda)—(820).
APARTMENT FOR PEGGY—CD—Jeanne Crain, William Holden, Edmund Gwenn—High rating heartwarmer—99m.—see Sept. 29 issue—(Technicolor)—(842).
ARTHUR TAKES OVER—C—Lois Collier, Richard Crane, Skippy Hameier—For the lower half—63m.—see April 14 issue—(Wurtzel)—(817).
BELLE STARR—MD—Randolph Scott, Gene Tierney, Dana Andrews—Names will help reissue—87m.—see July 7 issue—(830).
BLOOD AND SAND—MD—Tyrone Power, Linda Darnell, Rita Hayworth—Reissue has the names to sell—125m.—see Sept. 1 issue—(834).
CHECKERED COAT, THE—MYD—Tom Conway, Noreen Nash, Hurd Hatfield—For the lower half—67m.—see July 21 issue—(Belsam)—(825).
COUNTERFEITERS, THE—MYMD—John Sutton, Doris Merri-
ck, Hugh Beaumont—Good entry for the duellers—73m.—see June 23 issue—(Reliance)—(819).
CREEPER, THE—MY—Eduardo Cianelli, Onslow Stevens, June Vincent—For the lower half—64½m.—see Sept. 15 issue—(Reliance)—(839).
CRY OF THE CITY—MD—Victor Mature, Richard Conte, Betty Garde—Good meller has selling power—96m.—see Sept. 29 issue—(841).
DEEP WATERS—D—Dana Andrews, Jean Peters, Cesar Romero—Pleasant drama has names to attract—85m.—see July 7 issue—(821).
ESCAPE—D—Rex Harrison, Peggy Cummins, William Hart-
nell—Import will need selling—78m.—see June 9 issue—(English-made)—(822).
FIGHTING BACK—CD—Paul Langton, Jean Rogers, Gary Gray—For the lower half—61m.—see July 21 issue—(Wurtzel)—(828).
FOREVER AMBER—COSMD—Linda Darnell, Cornell Wilde, Richard Greene—Has the angles—140m.—see Sept. 29 issue—(Technicolor)—(838).
FRONTIER MARSHAL—W—Randolph Scott, Cesar Romero, Nancy Kelly—Mild reissue—71m.—see July 7 issue—(831).
FURY AT FURNACE CREEK—MD—Victor Mature, Coleen Gray, Glenn Langan—Fair programmer—88m.—see April 14 issue—(815).
GAY INTRUDERS, THE—C—John Emery, Tamara Geva, Leif Erickson—Entertaining above average dualler—68m.—see June 23 issue—(Seltzer)—(840).
GIVE MY REGARDS TO BROADWAY—CMU—Dan Dailey, Charles Winninger, Nancy Guild—Pleasing entry should ride into the better money—89m.—see May 26 issue—(Technicolor)—(827).
GREEN GRASS OF WYOMING—OD—Peggy Cummins, Charles Coburn, Llyad Nolan—Good entry for the rural and small town sectors—89m.—see May 12 issue—(Technicolor)—(818).
I WAKE UP SCREAMING—MD—Betty Grable, Victor Mature, Carole Landis—Reissue has the names to sell—82m.—see Sept. 1 issue—(835).
IRON CURTAIN, THE—MD—Dana Andrews, Gene Tierney, June Havoc—Topical entry offers wealth of selling opportunities—87m.—see May 26 issue—(816).
JUNGLE PATROL—D—Kristine Miller, Arthur Franz, Ross Ford—Good dramatic entertainment stocked with selling angles—72m.—see Oct. 13 issue.
LET'S LIVE AGAIN—C—John Emery, Hillary Brooke, Taylor Holmes—For the lower half—67m.—see March 17 issue—(Seltzer)—(813).
LUCK OF THE IRISH, THE—CFAN—Tyrone Power, Anne Baxter, Cecil Kellaway—Pleasing entry with fantasy touch—99m.—see Sept. 15 issue—(837).
MEET ME AT DAWN—C—William Eythe, Stanley Holloway, Beatrice Campbell—Minor import—89m.—see March 31 issue—(English-made)—(812).
MINE OWN EXECUTIONER—PD—Burgess Meredith, Dulcie Gray, Michael Shepley—Absorbing import has restricted appeal—105m.—see June 23 issue—(English-made)—(Korda)—Leg.: B—(824).
NIGHT WIND—MD—Charles Russell, Virginia Christine, John Ridgely—Okeh dog picture for the duellers—68m.—see Sept. 1 issue—(Wurtzel)—(843).
ROAD HOUSE—MD—Ida Lupina, Celeste Holm, Richard Widmark—Good melodrama—95m.—see Sept. 29 issue—(844).
ROSE OF WASHINGTON SQUARE—MU—Tyrone Power, Al Jalsan, Alice Faye—Reissue will benefit from name draw—86m.—see July 7 issue—(832).
SCUDDA-HOO! SCUDDA-HAY!—D—June Haver, Lon McCallister, Walter Brennan—Very good entry, especially for small town and rural spots—95m.—see March 17 issue—(Technicolor)—(811).
SITTING PRETTY—C—Robert Young, Maureen O'Hara, Clifton Webb—High-rating comedy—84m.—see March 17 issue—(810).
SLAVE SHIP—MD—Wallace Beery, Mickey Rooney, Elizabeth Allan—Names will help reissue—92m.—see July 7 issue—(833).
STREET WITH NO NAME, THE—MD—Mark Stevens, Richard Widmark, Barbara Lawrence—Very good meller—91m.—see July 7 issue—(823).
THAT LADY IN ERMINE—CMU—Betty Grable, Douglas Fairbanks, Jr., Cesar Romero—Will depend on the Grable draw—89m.—see July 21 issue—(Technicolor)—(Leg. B)—(836).
UNFAITHFULLY YOURS—C—Rex Harrison, Linda Darnell, Rudy Vallee—Name draw will make the difference—106m.—(850).

13 LEAD SOLDIERS—MD—Tom Conway, Marla Palmer, Helen Westcott—For the lower half—67m.—see April 14 issue—(Reliance)—(814).
WALLS OF JERICHO, THE—D—Cornel Wilde, Linda Darnell, Anne Baxter—Good filmization of a best-seller also has names to sell—106m.—see July 21 issue—(826).
WINNER'S CIRCLE, THE—OD—Johnny Longden, Morgan Farley, Jean Willes—Fair dueller—70m.—see July 7 issue—(Palmer)—(829).

TO BE REVIEWED OR IN PRODUCTION

BEAUTIFUL BLONDE FROM BASHFUL BEND, THE—Betty Grable, Cesar Romero, Rudy Vallee.
BELLE STARR'S DAUGHTER—George Montgomery, Rod Cameron, Ruth Roman—(Alson).
BONNIE PRINCE CHARLIE—David Niven, Margaret Leighton, Will Fyfe—(English-made)—(Karda)—(Technicolor).
BUNGALOW 13—Tom Conway, Margaret Hamilton, Richard Cromwell—(Belsam).
CANADIAN PACIFIC—Randolph Scott, Jane Wyatt, J. Carroll Naish—(Cinecolor).
CHICKEN EVERY SUNDAY—Dan Dailey, Alan Young, Celeste Holm.
DOWN TO THE SEA IN SHIPS—Richard Widmark, Cecil Kellaway, Dean Stockwell.
FAN, THE—Jeanne Crain, George Sanders, Madeleine Carroll.
LETTER TO THREE WIVES—Jeanne Crain, Linda Darnell, Jeffrey Lynn.
LOST ILLUSION, THE—Michele Morgan, Ralph Richardson, Sonia Dresdel—(English-made)—(Korda).
MISS MINK OF 1949—Jimmy Lydon, Richard Lane, Lols Callier—(Wurtzel).
MOTHER IS A FRESHMAN—Loretta Young, Van Johnson, Rudy Vallee—(Technicolor).
PRINCE OF FOXES—Tyrone Power, Orson Welles, Wanda Hendrix.
SAND—Mark Stevens, Coleen Gray, Rary Calhoun—(Technicolor).
SNAKE PIT, THE—Olivia de Havilland, Leo Genn, Mark Stevens.
THAT WONDERFUL URGE—Tyrone Power, Gene Tierney, Reginald Gardiner.
THIS WAS A WOMAN—Sonia Dresdel, Emyrs Jones, Barbara White—(English-made).
TROUBLE PREFERRED—Peggy Knudson, Charles Russell, Lynne Roberts—(Wurtzel).
TUCSON—Jimmy Lydon, Penny Edwards, Charles Russell—(Wurtzel).
WHEN MY BABY SMILES AT ME—Betty Grable, Dan Dailey, Jack Oakie—(Technicolor).
WINSLOW BOY, THE—Robert Donat, Margaret Leighton—(English-made)—(Korda).
YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark.

United Artists

ADVENTURES OF DON COYOTE, THE—W—Richard Martin, Frances Rafferty, Marc Cramer—For the lower half—65m.—see May 14 issue—(Cinecolor)—(Comet).
DEAD DON'T DREAM, THE—MYW—William Bayd, Andy Clyde, Mary Sawdon—Good 'Hopalong Cassidy'—62m.—see Sept. 1 issue—(Hopalong Cassidy).
FOUR FACES WEST—WD—Joel McCrea, Frances Dee, Charles Bickford—Unusual western should attract plenty of attention—90m.—see May 26 issue—(Enterprise).
GIRL FROM MANHATTAN, THE—CD—Dorothy Lamour, George Montgomery, Charles Laughton—Names will have to sell this—81m.—see Sept. 29 issue—(Bogaus).
HERE COMES TROUBLE (Laff-Time—Part 1)—C—Bill Tracy, Joe Sawyer, Emory Parnell—Mild comedy for the lower half—50m.—see April 28 issue—(Roach)—(Cinecolor).
INNOCENT AFFAIR, AN—ROMC—Fred MacMurray, Madeline Carroll, Charles 'Buddy' Rogers—Humorous entry has names to help—90m.—see Sept. 15 issue—(Nasser)—Leg.: B.
KINGS OF THE OLYMPICS—PART I—DOC—The 11th Olympic meet covered by 600 cameramen; narrated by Bill Slater; edited by Joseph Lerner and Max Rosenbaum—Good entry for sport spots—60m.—see Feb. 4 issue—(German-made).
LAFF-TIME—See Here Comes Trouble, Who Killed Doc Robin.
MY DEAR SECRETARY—C—Lorraine Day, Kirk Douglas, Keenan Wynn—Comedy has names to help—94m.—see Sept. 29 issue—(Popkin)—Leg.: B.
OLYMPIC CAVALCADE—DOC—Glenn Morris, Bobby Clark, Jesse Owens, leading athletes of fifty nations—Good dueller entry for the sports spots—56m.—see Sept. 15 issue—(Westport-Int.).
PITFALL—MD—Dick Powell, Elizabeth Scott, Jane Wyatt—Intriguing meller—85m.—see Aug. 18 issue—(Regal).
RED RIVER—OD—John Wayne, Montgomery Clift, Joanne Dru—Topnotch—125m.—see July 21 issue—(Monterey).
SILENT CONFLICT—W—William Boyd, Andy Clyde, Rand Brooks—Fair series entry—61m.—see April 14 issue—(Hopalong Cassidy).
SINISTER JOURNEY—MYW—William Boyd, Andy Clyde, Rand Brooks—Por series entry—72m.—see Sept. 15 issue—(Hopalong Cassidy).
SO THIS IS NEW YORK—C—Henry Morgan, Rudy Vallee, Virginia Grey—Entertaining comedy will need selling—79½m.—see May 26 issue—(Enterprise).
TEXAS, BROOKLYN AND HEAVEN—C—Guy Madison, Diana Lynn, James Dunn—Average program comedy—76m.—see Aug. 4 issue—(Golden).
TIME OF YOUR LIFE, THE—CD—James Cagney, William Bendix, Jeanne Cagney—Fine picturization of hit play—109m.—see June 9 issue—(Cagney).
URUBU—AD—George Breakston, Yorbe Coplen, all-Native Cast—Exploitation show has the angles—65m.—see Sept. 1 issue—(Breakston-Copley).
VICIOUS CIRCLE, THE—D—Conrad Nagel, Fritz Kartner, Reinhold Schunzel—Mild drama for the duellers has some angles to offer—77m.—see June 9 issue—(Wilder).
WHO KILLED 'DOC' ROBBIN—(Laff-Time—Part 2)—C—Virginia Grey, Don Castle, George Zucco—For the lower half—50m.—see May 26 issue—(Roach)—(Cinecolor).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF THE CISCO KID—Duncan Renaldo, Leo Carillo, Barbara Billingsley—(Krasne).
ANGRY GOD, THE—Alicia Parla, Casimiro Ortega—(Mexican-made)—(Fullcolor)—(Peskey).
ATLANTIS, THE LOST CONTINENT—Maria Montez, Jean Pierre Aumont, Dennis O'Keefe—(Nebenzal)—Leg.: B.
BORROWED TROUBLE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
COVER UP—William Bendix, Dennis O'Keefe, Barbara Britton—(Nasser).
FALSE PARADISE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
GAY AMIGO, THE—Duncan Renaldo, Leo Carilla—(Krasne).
HIGH FURY—Madeleine Carroll, Ian Hunter, Michael Rennie—(Swiss-made)—(Ragers-Cahn).
IMPACT—Brian Donlevy, Ella Raines, Charles Caburn—(Popkin).
INDIAN SCOUT—George Montgomery, Ellen Drew—(Small).
JUST WILLIAM'S LUCK—Leslie Bradley, Garry Marsh, Jane Welsh—(Carter).
LITTLE PRINCE, THE—feature length cartoon—(Harmen-Ising).
LOVE HAPPY—The Marx Brothers, Ilana Massey, Vera Ellen—(Pickford-Cowan).
LUCKY STIFF, THE—Dorothy Lamour, Brian Donlevy, Claire Trevor—(Amusement Enterprises).
OUTPOST IN MOROCCO—George Raft, Akim Tamiraff, Marie Windsor—(Star).
SENIOR BADMAN—Leo Carillo, Duncan Renaldo, Barbara Billingsley—(Krasne).
STRANGE GAMBLE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
TOO LATE FOR TEARS—Elizabeth Scott, Dan Duryea, Don DeFore—(Stromberg).

Universal-International

(1946-47 releases from 601 up;

1947-48 releases from 624 up)

ABBOTT AND COSTELLO MEET FRANKENSTEIN—C—Bud Abbott, Lou Costello, Lenore Aubert—One of the better Abbott and Costello entries—83m.—see July 7 issue—(664).
ACT OF MURDER, AN—The See Case Against Calvin Cooke.
ANOTHER PART OF THE FOREST—D—Fredric March, Dan Duryea, Ann Blyth—High calibre—106½m.—see April 28 issue—(660).
ARE YOU WITH IT?—CMU—Donald O'Connor, Olga San Juan, Martha Stewart—Entertaining programmer—90m.—see March 31 issue—Leg.: B. (656).
BAD SISTER—D—Margaret Lockwood, Joan Greenwood, Ian Hunter—Import has femme angles—90m.—see June 23 issue—(English-made)—Leg.: B—(663).
BLACK BART—OMD—Yvonne De Carlo, Dan Duryea, Jeffrey Lynn—Should get the business—80m.—see Feb. 4 issue—(Technicolor)—(653).
BROTHERS, THE—D—Patricia Rac, Will Fyfe, Maxwell Reed—Good English drama for the class houses—90m.—see May 26 issue—(English-made)—(Prestige).
CASBAH—ROMDMU—Yvonne DeCarlo, Tony Martin, Peter Larre—Remake of 'Algiers' should prove attractive boxoffice—94m.—see March 17 issue—Leg.: B—(655).
CASE AGAINST CALVIN COOKE, THE (An Act of Murder)—D—Fredric March, Edmond O'Brien, Florence El-
dridge—Good dramatic entry—91m.—see Sept. 1 issue—(673)—Leg.: B.
CORRIDOR OF MIRRORS—D—Eric Portman, Edana Romney, Joan Maude—Above average import for the art houses—96m.—see July 7 issue—(English-made).
DEAR MURDERER—MD—Eric Portman, Greta Gynt, Dennis Price—Below average British import—90m.—see May 26 issue—(English-made)—(658).
END OF THE RIVER, THE—MD—Sabu, Raymond Lovell, Eva Hudson—Import will need selling—80m.—see July 7 issue—(English-made)—(Prestige)—(676).
FEUDIN', FUSSIN', AND A-FIGHTIN'—CMU—Donald O'Connor, Marjorie Main, Percy Kilbride—Will depend upon names—78m.—see June 23 issue—(665).
FOR THE LOVE OF MARY—CMU—Deanna Durbin, Edmond O'Brien, Don Taylor—Program—90½m.—see Sept. 1 issue—(672).
HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Powerful picturization of Shakespeare's work should prove strong grosser in many areas on special handling basis—153m.—see July 21 issue—(English-made).
LARCENY—MD—John Payne, Joan Caulfield, Dan Duryea—Good meller—89m.—see Sept. 1 issue—(669).
LETTER FROM AN UNKNOWN WOMAN—ROMD—Joan Fontaine, Louis Jourdan, Mady Chrlstians—Femme appeal will make the difference—86½m.—see April 28 issue—Leg.: B. (659).
MAN-EATER OF KUMAON—AD—Sabu, Wendell Corey, Joanne Page—High-rating exploitation show is packed with selling angles—79m.—see June 23 issue—(666).
MIKADO, THE—MU—Kenny Baker, John Barclay, Jean Colin—Reissue should have appeal for class spots—90m.—see May 26 issue—(English-made)—(Prestige)—(Technicolor)—(678).
MR. PEABODY AND THE MERMAID—CFAN—William Powell, Ann Blyth, Irene Hervey—Better-than-average comedy has names to help—89m.—see July 21 issue—(667).
ONE TOUCH OF VENUS—CMU—Ava Gardner, Robert Walker, Dick Haymes—Names should help picturization of stage hit—81m.—see Sept. 1 issue—(670)—Leg.: B.
RIVER LADY—AD—Yvonne De Carlo, Rod Cameron, Dan Duryea—Program—78m.—see May 26 issue—(Technicolor)—(661).
ROGUE'S REGIMENT—MD—Dick Powell, Marta Toren, Vincent Price—Suspenseful meller—96½m.—see Oct. 13 issue.
SAXON CHARM, THE—D—Robert Montgomery, Susan Hayward, John Payne—Picturization of best-seller has plenty of selling angles—88m.—see Sept. 15 issue—(671).
TAP ROOTS—D—Van Heflin, Susan Hayward, Boris Karloff—Topnotch drama—109m.—see July 7 issue—(Technicolor)—(668).

UP IN CENTRAL PARK—CMU—Deanna Durbin, Dick Haymes, Vincent Price—Will depend an name draw—87m.—see June 9 issue—(662).

TO BE REVIEWED OR IN PRODUCTION

AMBOY DUKES, THE—Peter Fernandez, Al Ramsen, Joshua Shelley.
CHRISTOPHER COLUMBUS—Fredric March, Florence Eldridge, Francis L. Sullivan—(English-made)—(Technicolor).
COUNTESS OF MONTE CRISTO, THE—Sonja Henie, Michael Kirby, Olga San Juan.
CRISS CROSS—Burt Lancaster, Yvonne DeCarlo, Dan Duryea.
DEVIL IN THE FLESH (Le Diable Au Corps)—Micheline Presle, Gerard Philipe—(French-made).
FAMILY HONEYMOON—Claudette Colbert, Fred MacMurray, Rita Johnson.
KISS THE BLOOD OFF MY HANDS—Joan Fontaine, Burt Lancaster, Robert Newton.
MEXICAN HAYRIDE—Bud Abbott, Lou Costello, Virginia Grey.
O'FLYNN, THE—Douglas Fairbanks, Jr., Helena Carter, Richard Greene.
RED CANYON—Ann Blyth, George Brent, Howard Duff—(Technicolor).
THREE KIDS AND A QUEEN—Fred Brady, Mary Morris, Beverly Simmons.
YOU GOTTA STAY HAPPY—Joan Fontaine, James Stewart, Eddie Albert.

Warners

(1946-47 releases from 601 up;
 1947-48 releases from 701 up;
 1948-49 releases from 801 up)

APRIL SHOWERS—CMU—Jack Carson, Ann Southern, Robert Alda—Show biz entry will depend on the names—94m.—see March 31 issue—(719).
BIG PUNCH, THE—MD—Wayne Morris, Lois Maxwell, Gordon MacRae—Neat programmer—80m.—see June 9 issue—(727).
EMBRACEABLE YOU—D—Dane Clark, Geraldine Brooks, S. Z. Sakall—Interesting programmer—80m.—see Aug. 4 issue—(732).
FIGHTING 69TH, THE—D—James Cagney, Pat O'Brien, George Brent—Reissue has the names and angles—79m.—see April 28 issues—(723).
FLOWING GOLD—OMD—John Garfield, Frances Farmer, Pat O'Brien—Names will help fair reissue—82m.—see July 7 issue—(730).
GOD'S COUNTRY AND THE WOMAN—OD—George Brent, Beverly Roberts, Barton MacLane—Mild reissue—71m.—see July 7 issue—(729).
JEZEBEL—MD—Bette Davis, Henry Fonda, Margaret Lindsay—Reissue has the names to help—93m.—see Nov. 26 issue—(710).
JOHNNY BELINDA—D—Jane Wyman, Lew Ayres, Charles Bickford—High-rating—102m.—see Sept. 29 issue—(804).
KEY LARGO—MD—Humphrey Bogart, Edward G. Robinson, Lauren Bacall—High-rating thriller—101m.—see July 21 issue—(731).
LIFE WITH FATHER—CD—Irene Dunne, William Powell, Elizabeth Taylor—Picturization of topnotch play will be among top grossers—118m.—see Sept. 3 issue—(Technicolor)—(702).
ROMANCE ON THE HIGH SEAS—ROMCMU—Jack Carson, Janis Paige, Don DeFore—Pleasing entertainment—99m.—see June 23 issue—(Technicolor)—(728).
ROPE—MD—James Stewart, John Dall, Joan Chandler—Impressive psychological thriller—80m.—see Sept. 1 issue—(Transatlantic)—(Technicolor)—(802).
SILVER RIVER—WD—Errol Flynn, Ann Sheridan, Thomas Mitchell—Names should make the difference—110m.—see May 26 issue—(725).
SMART GIRLS DON'T TALK—MD—Virginia Mayo, Bruce Bennett, Robert Hutton—Fair program—81m.—see Sept. 29 issue.
TO THE VICTOR—D—Dennis Morgan, Viveca Lindfors, Victor Francen—Interesting dramatic entry has names to help—101m.—see April 14 issue—(720).
TWO GUYS FROM TEXAS—CMU—Dennis Morgan, Jack Carson, Dorothy Malone—Good comedy has the names and angles—86m.—see Sept. 1 issue—Technicolor—(801).
VALLEY OF THE GIANTS—OMD—Wayne Morris, Claire Trevor, Frank McHugh—Reissue should draw action fans—78m.—see April 28 issue—(722).
WALLFLOWER—ROMC—Joyce Reynolds, Robert Hutton, Janis Paige—Mild program—77m.—see May 26 issue—Leg.: B—(726).
WINTER MEETING—D—Bette Davis, Janis Paige, James Davis—Slow-moving drama for the femme trade—104m.—see April 14 issue—(721).
WOMAN IN WHITE, THE—MYD—Alexis Smith, Eleanor Parker, Sydney Greenstreet—Interesting entry has names to help—109m.—see May 12 issue—(724).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF DON JUAN, THE—Errol Flynn, Viveca Lindfors, Robert Douglas—(Technicolor).
CLEOPATRA ARMS—Jane Wyman, David Niven, Wayne Morris.
COLORADO TERRITORY—Joel McCrea, Virginia Mayo, Dorothy Malone.
DECISION OF CHRISTOPHER BLAKE, THE—Alexis Smith, Robert Douglas, Cecil Kellaway.
FIGHTER SQUADRON—Edmond O'Brien, Robert Stack, Henry Hull—(Technicolor).
FLAMINGO ROAD—Joan Crawford, Zachary Scott, Sydney Greenstreet.
FLAMINGO ROAD—Joan Crawford, Gladys George, Gert-rude Michael.
FLAXY MARTIN—Zachary Scott, Virginia Mayo, Dorothy Malone.
FOUNTAINHEAD, THE—Gary Cooper, Patricia Neale, Kent Smith.
GIRL FROM JONES BEACH—Ronald Reagan, Virginia Mayo, Eddie Bracken.
HAPPY TIMES—Danny Kaye, Walter Slezak, Lee J. Cobb—(Technicolor).
HOMICIDE—Robert Douglas, Helen Westcott, Robert Alda.
HOUSE ACROSS THE STREET, THE—Wayne Morris, Janis Paige, Bruce Bennett.

JOHN LOVES MARY—Ronald Reagan, Jack Carson, Patricia Neal.
JUNE BRIDE—Bette Davis, Robert Montgomery, Betty Lynn—97m.
LOOK FOR THE SILVER LINING—June Haver, Ray Bolger, Gordon MacRae—(Technicolor).
MONTANA—Alexis Smith, Errol Flynn—(Technicolor).
MY DREAM IS YOURS—Jack Carson, Doris Day, Lee Bowman—(Technicolor).
NIGHT UNTO NIGHT—Viveca Lindfors, Ronald Reagan, Osa Massen—(84m.).
ONE LAST FLING—Alexis Smith, Zachary Scott, Douglas Kennedy.
ONE SUNDAY AFTERNOON—Dennis Morgan, Janis Paige, Dorothy Malone—(Technicolor).
SERENADE—Ann Sheridan, Dennis Morgan.
SOMEWHERE IN THE CITY—Edmond O'Brien, Viveca Lindfors, Virginia Mayo.
SOUTH OF ST. LOUIS—Joel McCrea, Zachary Scott, Alexis Smith—(Technicolor).
TWO GUYS AND A GAL—Dennis Morgan, Jack Carson, Lorraine Day—(Technicolor).
UNDER CAPRICORN—Ingrid Bergman, Joseph Cotton, Michael Wilding—(Transatlantic)—(English-made).
UP UNTIL NOW—Ronald Reagan, Viveca Lindfors, Claude Rains.
WHIPLASH—Dane Clark, Alexis Smith, Zachary Scott.
YOUNGER BROTHERS, THE—Janis Paige, Wayne Morris, Bruce Bennett—(Technicolor).

Miscellaneous

(Address of producers and distributors will be furnished on request).

BOB AND SALLY—ED—Gloria Marlen, Ralph Hodges, Rick Vallin—Exploitation show—71m.—see June 23 issue—(Social Guidance).
CHRIST THE KING—BID—Jose Cibrian, Jose Baviera, Aurora Walker—Gaad religious offering far non-commercial outlets—75m.—see March 31 issue—(Mexican-made)—(Barry-Simpex).
CITIZEN SAINT—DOC—Jed Prouty, Loraine MacMartin, Walter Butterworth—Religious offering has restricted appeal—68m.—see June 23 issue—(Elliott).
DREAMS THAT MONEY CAN BUY—FAN—John Bittner, John Latouche, Valerie Tie—Unique art house offering—84m.—see May 26 issue—(Films Int. of America)—Leg.: B. (16mm. Kodachrome).
FIGHT NEVER ENDS, THE—MD—Joe Louis, Ruby Dee, The Mills Brothers—All-Negra entry with Joe Louis should draw well—64m.—see March 17 issue—(Alexander).
GREAT BETRAYAL, THE—DOC—Narration by W. S. Gailmor—Good documentary for the specialty houses—72m.—see June 25 issue—(Screencraft).
IRELAND TODAY—DOC—Michael Shannon, Julie Conway—Satisfactory entry for the Irish neighborhoods—80m.—see July 7 issue—(Irish-American)—(Kodachrome).
KILLER DILLER—MUC—Dusty Fletcher, George Wiltshire, Butterfly McQueen—Okeh for the Negra spats—73m.—see July 7 issue—(All-American).
LOUISIANA STORY—Joseph Boudreaux, Lionel LeBlanc, Frank Hardy—High rating drama far the art houses—77m.—see Sept. 29 issue—(Lopert).
NIGHT AT THE FOLLIES, A—MU—Evelyn West, Rene Andre, Pat O'Shea—Navelty picturization of burlesque show far censorship spots—48m.—see Aug. 18 issue—(Excelsior).
STORY OF LIFE, THE—ED—Joseph Crehan, Wanda McKay, John Parker—Educational sex film requires special selling—62m.—see Aug. 4 issue—(Crusade).
STRANGE VICTORY—DOC—Virgil Richardson, Cathy McGregor, Sophie Maslow—High-rating documentary will need selling—73m.—see Aug. 4 issue—(Target).
WE LIVE AGAIN—DOCD—Produced by M. Bahelfer, O. Fessler, A. Hamza—Gaad Yiddish documentary-type drama—54m.—see Sept. 29 issue—(Yiddish-made)—(English titles)—(Jewish Films).

Foreign

(Address of producers and distributors will be furnished on request).

ANGELINA—D—Anna Magnani, Nando Bruno, Ave Ninchi—High-rating Italian entry—90m.—see May 12 issue—(Italian-made)—(English titles)—(President).
ANTOINETTE AND ANTOINETTE—D—Roger Pigaut, Claire Maffei, Noel Roquevert—High rating—88m.—see May 12 issue—(French-made)—(English titles)—(Siritzky-Int.)—Leg.: B.
AUGUST 14 (ONE DAY IN THE USSR)—DOC—Suitable entry far Russian patronage—68m.—see Sept. 1 issue—(Russian-made)—(English titles)—(Artkino)—(Color).
BLIND DESIRE—DMU—Jean-Louis Barrault, Edwige Fenech, Jean Wall—Mediacre French import—88m.—see June 23 issue—(French-made)—(English titles)—(Discina Int.).
CHAMPAGNE CHARLIE—MUC—Tommy Trinder, Stanley Holloway, Betty Warren—Entertaining British Import far the duallers—71m.—see Sept. 1 issue—(English-made)—(Bell).
CONFESSIONS OF A ROGUE—CD—Louis Jouvet, Suzy Delair, Annette Paivre—Gaad French entry—91m.—see April 28 issue—(French-made)—(English titles)—(Distinguished).
CRIME AND PUNISHMENT—D—Hampe Faustman, Gunn Wallgren, Sigurd Wallen—High-rating Swedish import—105m.—see March 31 issue—(Swedish-made)—(English titles)—(Film Rights Int.).
DAMNED, THE—D—Henri Vidal, Florence Marly, Kurt Kronefeld—High-rating French import—104m.—see May 26 issue—(French-made)—(English titles)—(Discina Int.)—Leg.: B.
DAY OF WRATH—D—Thirskild Roose, Lisbeth Movin, Sigrid Neijendam—Slow-moving Danish drama far the art houses—97m.—see May 12 issue—(Danish-made)—(English titles)—(Schaefer).
DIE FLEDERMAUS—MUC—Marie Harell, Johannes Heesters, Willi Dohm—Gaad German entry far the art houses—96m.—see May 12 issue—(German-made)—(English titles)—(Artkino)—(Agfa color).
ETERNAL MELODIES—BIDMU—Gina Cervi, Conchita Montenegro, Luisella Beghi—Fair Italian import—95m.—see March 3 issue—(Italian-made)—(English titles)—(Grandi).

FARREBIQUE—DOCD—Conceived and produced by Georges Rouquier. with a French farm family as performers—Unusual French import far the art houses—90m.—see March 3 issue—(French-made)—(English titles)—(Siritzky-Int.).
FIRST OPERA FILM FESTIVAL—MU—Tito Gobbi, Pina Malcarini, Vittoria Diopredi—Unique offering far the specialty spats—95m.—see June 23 issue—(Italian-made)—(Classic).
FRIC-FRAC—CD—Fernandel, Arletty, Michael Simon—Entertaining adult fare—90m.—see June 23 issue—(French-made)—(English titles)—(Oxford)—Leg.: C.
FRIEND WILL COME TONIGHT, A—D—Michel Simon, Madeleine Sologne, Louis Salou—Better-than-average French offering—90m.—see Aug. 4 issue—(French-made)—(English titles)—(Lopert).
GELOSIA—D—Luisa Ferida, Roldano Lupi, Elena Zareschi—Average Italian import—87m.—see May 12 issue—(Italian-made)—(English titles)—(World-Wide).
HENRY IV—D—Oswaldo Valenti, Clara Calamai, Luigi Pavese—Entertaining—92m.—see March 17 issue—(Italian-made)—(English titles)—(Superfilm)—Leg.: B.
HONORABLE CATHERINE, THE—C—Edwige Feuillere, Andre Luguet, Denise Grey—Weak French import—85m.—see Sept. 1 issue—(French-made)—(English titles)—(LeLarge).
ILLEGALS, THE—DOC—Tereska Torres, Yankel Mikalovich—Documentary-type drama has limited appeal—77½m.—see July 7 issue—(Palestinian-made)—(Mayer-Burstyn).
LOVES OF CASANOVA—ROMCMU—Georges Guetary, Aime Clariond, Jean Tissier—Entertaining—101m.—see Oct. 13 issue—(French-made)—(English titles)—(Vog. Films).
LOVES OF DON JUAN, THE—ROMD—Adriano Rimoldi, Dina Sassoli, Paolo Stoppa—Fair Italian entry—92m.—see Sept. 15 issue—(Italian-made)—(English titles)—(Superfilm).
LYSISTRATA—CD—Judith Helzmeister, Paul Kemp, O. W. Fischer—Mediacre German offering—85m.—see July 7 issue—(German-made)—(English titles)—(Distinguished).
MARIUS—CD—Raimu, Pierre Fresnay, Charpin—Excellent French import—125m.—see May 26 issue—(French-made)—(English titles)—(Siritzky Int.).
MARRIAGE IN THE SHADOWS—D—Paul Klinger, Ilse Steppat, Alfred Balthoff—Impressive German entry—90m.—see Oct. 13 issue—(German-made)—(English titles)—(Gramercy).
MERRY CHASE, THE—ROMC—Clara Calamini, Nino Besotti, Rossano Brazzi—Amusing Italian entry—75m.—see Oct. 13 issue—(Italian-made)—(English titles)—(Superfilm).
MR. ORCHID—MD—Noel-Noel, Nadine Alari, Jose Arthur—Gaad import—93m.—see May 12 issue—(French-made)—(English titles)—(Lopert).
MURDERERS AMONG US—D—Hildegard Knef, Ernst Borchers, Arno Paulsen—Suspenseful tale of pastwar Berlin—84m.—see Sept. 1 issue—(German-made)—(English titles)—(Artkino).
NOT GUILTY—MD—Michel Simon, Jany Holt, Jean Debucourt—High-rating French import—94m.—see May 26 issue—(French-made)—(English titles)—(LeLarge-Ariane)—Leg.: B.
PORTRAIT OF INNOCENCE—CD—Louise Carletti, Gilbert Gil, Pierre Larquey—Gaad French offering—86m.—see June 23 issue—(French-made)—(English titles)—(Siritzky-Int.).
PRIVATE LIFT OF AN ACTOR—CD—Sacha Guitry, Iana Marconi, Marguerite Pierry—Stimulating French entry has the names to help—96m.—see Oct. 13 issue—(French-made)—(English titles)—(International).
QUIET WEEK END—C—Derek Farr, Frank Collier, Marjorie Fielding—Moderate English import—83m.—see Sept. 15 issue—(English-made)—(Distinguished).
RAVEN, THE—MYD—Pierre Fresnay, Pierre Larquay, Noel Roquevert—French import rates high—90m.—see March 17 issue—(French-made)—(English titles)—(Westport Int.).
RAZZIA—MD—Paul Bildt, Elli Burgmer, Walter Gross—Good German-made offering far the art houses—74m.—see July 7 issue—(German-made)—(English titles)—(Artkino).
REVENGE—D—Anna Magnani, Gino Cervi, Luisa Poselli—Gaad Italian import—66m.—see Dec. 10 issue—(Italian-made)—(English titles)—(Distinguished).
ROOM UPSTAIRS, THE—ROMD—Marlene Dietrich, Jean Gabin, Jean d'yd—Above average import—86m.—see June 9 issue—(French-made)—(English titles)—(Lopert).
SHOWTIME—DMU—Richard Greene, Ann Todd, Peter Graves—Minar English entry—90m.—see June 23 issue—(English-made)—(English Films).
SON OF THE REGIMENT—D—Yura Yankin, Alexander Morosov, Gregory Pluzhnik—High-rating Russian import—75m.—see May 12 issue—(Russian-made)—(English titles)—(Artkino).
SPRING—CMU—Lubov Orlova, Nikolai Cherkassov, Nikolai Kononov—Gaad Russian comedy—104m.—see April 28 issue—(Russian-made)—(English titles)—(Artkino).
SYMPHONIE PASTORAL—D—Michele Morgan, Pierre Blanchard, Line Noro—High rating French film—105m.—see Sept. 29 issue—(French-made)—(English titles)—(Films International).
THEY ARE NOT ANGELS—DOCD—Pierre Blancher, Raymond Bussieres, Jean Wall—Excellent French entry—123m.—see July 7 issue—(French-made)—(English titles)—(Siritzky-Int.)—Leg.: B.
TRIUMPH OF YOUTH—DOC—The Athletic and Youth Clubs of Soviet Russia—Gaad filler far the art houses—44m.—see June 23 issue—(Russian-made)—(Artkino)—(Color).
VILLAGE TEACHER—D—Vera Maretskaya, Dmitri Sagal, Vassili Maruta—Fair Russian entry—97m.—see July 21 issue—(Russian-made)—(English titles)—(Artkino).
WELL DIGGER'S DAUGHTER, THE—D—Raimu, Fernandel, Josette Day—Excellent French entry—120m.—see Oct. 16 issue—(French-made)—(English titles)—(Siritzky-International)—Leg.: B.
WHERE WORDS FAIL—ROMDMU—Enrique Muino, Itala Bertini, Linda Lorena—Fair Spanish entry—63½m.—see Sept. 15 issue—(Spanish-made)—(English titles)—(Lopert).
WHO KILLED SANTA CLAUS—CMD—Harry Baur, Raymond Rouleau, Renee Faure—Mediacre French import—93m.—see May 26 issue—(French-made)—(English titles)—(Film Rights Int.).

The Shorts Parade

(Additional listing of 1946-47 shorts product will be found on pages 2225, 2226, 2227, 2244, 2245, 2303, 2304, 2305, 2404, 2405, and 2406 of The Pink Section, another regular service of THE EXHIBITOR. Additional listing of 1947-48 shorts will be found on pages 2446, 2447, and 2448. The number opposite each series designates the total announced by the company at the beginning of the season. Uncompleted 1946-47 and 1947-48 series will appear until ended.—Ed.) (Ratings: E—Excellent; G—Good; F—Fair; B—Bad.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel					
COMEDIES					
ASSORTED AND ALL-STAR (20)					
9421	(Oct. 9)	Wedding Belle (Schilling-Lane).....F		17m. 2287	
9422	(Nov. 13)	Should Husbands Marry? (Herbert).....F		17m. 2302	
9423	(Jan. 29)	Silly Billy (Burke).....F		18m. 2351	
9424	(Feb. 19)	Two Nuts In A Rut (Schilling and Lane).....F		18m. 2360	
9425	(Apr. 15)	Tall, Dark and Gruesome (Herbert).....F		16m. 2375	
9426	(May 13)	Crabbin' in the Cabin (Vernon and Quillan).....F		18m. 2413	
9427	(June 10)	Pardon My Lamb Chop (Schilling and Lane).....B		17m. 2422	
9431	(Sept. 4)	Rolling Down To Reno (Von Zell).....G		16 1/2m. 2262	
9432	(Sept. 18)	Hectic Honeymoon (Holloway).....F		17m. 2271	
9433	(Nov. 20)	Wife To Spare (Clyde).....F		16m. 2302	
9434	(Dec. 18)	Wedlock Deadlock (DeRita).....G		16m. 2328	
9435	(Dec. 25)	Radio Romeo (Von Zell).....F		17 1/2m. 2351	
9436	(Jan. 15)	Man or Mouse (Holloway).....F		18m. 2351	
9437	(Mar. 11)	Eight-Ball Andy (Clyde).....F		17 1/2m. 2369	
9438	(Apr. 29)	Jitter Bughouse (De Rita).....G		17m. 2393	
9439	(May 27)	The Sheepish Wolf (Von Zell).....F		17 1/2m. 2413	
9440	(June 24)	Flat Feet (Holloway).....F		17 1/2m. 2436	
(1948-49) (12)					
1421	(Sept. 9)	Billie Gets Her Man (Burke).....G		17m. 2473	
1422	(Oct. 14)	Go Chase Yourself (Clyde).....F		17m.	
COMEDY FAVORITES					
(1948-49) (6)					
1441	(Sept. 30)	Pest From the West.....G		18 1/2m. 2481	
1442	(Oct. 21)	Ay Tank Ay Go.....F		16m.	
SERIALS (3)					
9120	(Sept. 4)	The Sea Hound.....G		15ep. 2241	
9140	(Dec. 18)	Brick Bradford.....G		15ep. 2311	
9160	(Apr. 1)	Tex Granger.....G		15ep. 2369	
(1948-49) (3)					
1120	(Oct. 28)	Congo Bill.....F		15cp.	
SPECIAL FEATURE SERIAL					
9180	(July 15)	Superman.....E		15ep. 2428	
SPECIAL (1)					
9451	(Jan. 15)	A Voice Is Born.....E		20 1/2m. 2271	
THREE STOOGES (8)					
9401	(Sept. 11)	Brideless Groom.....G		16 1/2m. 2262	
9402	(Oct. 30)	Sing A Song of Six Pants.....F		17m. 2287	
9403	(Dec. 11)	All Gummed Up.....F		18m. 2302	
9404	(Jan. 8)	Shivering Sherlocks.....G		17m. 2375	
9405	(Feb. 26)	Pardon My Clutch.....F		15m. 2351	
9406	(Mar. 4)	Squareheads of the Round Table.....F		18m. 2360	
9407	(May 6)	Fiddlers Three.....B		17m. 2393	
9408	(July 8)	The Hot Scots.....G		17m. 2436	
(1948-49) (8)					
1401	(Sept. 2)	Heavenly Daze.....F		16 1/2m. 2473	
1402	(Oct. 7)	I'm A Monkey's Uncle.....F		16m.	
One Reel					
COLOR FAVORITES (8)					
(Re-releases)					
(Technicolor)					
9601	(Oct. 30)	Dreams On Ice.....G		6 1/2m. 2271	
9602	(Nov. 20)	Novelty Shop.....F		6 1/2m. 2303	
9603	(Dec. 18)	Dr. Bluebird.....F		8m. 2302	
9604	(Jan. 22)	In My Gondola.....F		7 1/2m. 2329	
9605	(Feb. 19)	Animal Cracker Circus.....G		7m. 2336	
9606	(Apr. 8)	Bon Bon Parade.....G		8 1/2m. 2375	
9607	(May 6)	House That Jack Built.....F		7m. 2393	
9608	(July 15)	The Untrained Seal.....F		7 1/2m. 2436	
(1948-49) (8)					
1601	(Sept. 9)	The Stork Takes A Holiday.....F		8m. 2474	
1602	(Oct. 14)	Swing Monkey Swing.....F		8m.	
COLOR PHANTASIES (8)					
9701	(Nov. 6)	Kitty Caddy.....F		6m. 2287	
9702	(Feb. 5)	Topsy Turkey.....F		6 1/2m. 2352	
9703	(June 3)	Short Snorts On Sports.....F		6 1/2m. 2422	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
COLOR RHAPSODIES (8)					
(Technicolor)					
9501	(Sept. 11)	Swiss Tease.....F		6m. 2263	
9502	(Dec. 4)	Boston Beany.....G		6m. 2302	
9503	(Mar. 18)	Flora.....G		7m. 2352	
(1948-49) (8)					
1501	(Sept. 2)	Pickled Puss.....G		6 1/2m. 2474	
COMMUNITY SINGS (12)					
(Series 12)					
9651	(Sept. 4)	No. 1—Linda.....G		10m. 2243	
9652	(Oct. 2)	No. 2—April Showers.....G		9m. 2271	
9653	(Nov. 6)	No. 3—Peg O' My Heart.....G		9m. 2303	
9654	(Dec. 4)	No. 4—When You Were Sweet Sixteen.....G		9 1/2m. 2328	
9655	(Jan. 8)	No. 5—Feudin' & Fightin'.....G		10 1/2m. 2352	
9656	(Feb. 12)	No. 6—Civilization.....G		10m. 2360	
9657	(Apr. 29)	No. 7—I'm Looking Over A Four-Leaf Clover.....G		9 1/2m. 2376	
9658	(June 3)	No. 8—Manana.....G		10 1/2m. 2413	
9659	(Aug. 12)	No. 9—California Here I Come.....G		9m. 2463	
(Series 13)					
(1948-49) (8)					
1651	(Sept. 16)	No. 1—Baby Face.....G		9m. 2481	
1652	(Oct. 21)	No. 2—My Happiness.....G			
FILM NOVELTIES (8)					
9901	(Nov. 27)	Aren't We All.....F		10 1/2m. 2328	
		Candid Microphone.....E		10m. 2437	
ONE REEL SPECIAL					
1551	(Oct. 21)	Candid Microphone.....F		11m.	
SCREEN SNAPSHOTS (12)					
(Series 27)					
9851	(Sept. 4)	Hollywood Cowboys.....G		9 1/2m. 2243	
9852	(Oct. 9)	Laguna, U. S. A.....G		9 1/2m. 2303	
9853	(Nov. 27)	Out of This World Series.....G		9m. 2328	
9854	(Dec. 18)	Off The Air.....F		10m. 2328	
9855	(Jan. 22)	Hawaii In Hollywood.....G		10m. 2361	
9856	(Mar. 18)	Photoplay Magazine's Gold Medal Awards.....G		9 1/2m. 2376	
9857	(Apr. 1)	Smiles and Styles.....G		9 1/2m. 2376	
9858	(May 6)	Hollywood Honors Hersholt.....G		8m. 2393	
9859	(June 10)	Hollywood Party.....G		9m. 2422	
9860	(July 8)	Hollywood Friars Honor George Jessel.....G		9 1/2m. 2437	
(1948-49) (12)					
(Series 28)					
1851	(Sept. 2)	Hollywood Holiday.....G		9m.	
1852	(Oct. 7)	A Day At C.B.S.....F		9 1/2m.	
THRILLS OF MUSIC (12)					
(Series 2)					
9951	(Sept. 18)	Boyd Raeburn and Orchestra.....G		11m. 2263	
9952	(Oct. 30)	Claude Thornhill and Orchestra.....G		11m. 2271	
9953	(Nov. 13)	Lecuona Cuban Boys.....G		10 1/2m. 2297	
9954	(Dec. 11)	Skitch Henderson and Orchestra.....G		10m. 2352	
9955	(Jan. 15)	Charlie Barnet and Orchestra.....G		10 1/2m. 2393	
9956	(Mar. 25)	Ted Weems & Orchestra.....G		10 1/2m. 2361	
9957	(June 10)	Gene Krupa and Orchestra.....F		10m. 2422	
9958	(July 22)	Tony Pastor and Orchestra.....G		10m. 2463	
(1948-49) (12)					
1951	(Sept. 23)	Elliot Lawrence and Orchestra.....G		10m. 2474	
WORLD OF SPORTS (12)					
9801	(Sept. 25)	Cinderella Cagers.....G		9 1/2m. 2263	
9802	(Oct. 23)	Ski Demons.....G		9m. 2287	
9803	(Nov. 13)	Bowling Kings.....G		10m. 2306	
9804	(Dec. 25)	Navy Crew Champions.....G		10m. 2328	
9805	(Jan. 29)	Rodeo Thrills and Spills.....G		9 1/2m. 2361	
9806	(Mar. 11)	Net Marvels.....G		9m. 2377	
9807	(May 13)	Champions in the Making.....F		8 1/2m. 2407	
9808	(June 17)	No Holds Barred.....G		9m. 2423	
9809	(July 15)	Aqua Zanies.....F		9m. 2437	
(1948-49) (12)					
1801	(Sept. 23)	Diving Champions.....G		9 1/2m.	
1802	(Oct. 14)	Orographic Babies.....F			
Metro-Goldwyn-Mayer					
Two Reel					
SPECIALS (4)					
A-901	(Mar. 27)	Drunk Driving.....F		21m. 2360	
A-902	(Apr. 24)	Going To Blazes.....E		21m. 2384	
One Reel					
CARTOONS (16)					
(Technicolor)					
(T-J—Tom and Jerry)					
W-931	(Sept. 20)	Slap Happy Lion.....G		7m. 2281	
W-932	(Sept. 27)	The Invisible Mouse (T-J).....F		7m. 2256	
W-933	(Dec. 6)	King Size Canary.....F		7m. 2297	
W-934	(Jan. 31)	The Bear and the Bean.....G		7m. 2336	

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W-935	(Mar. 20)	What Price Freedom	F	6m. 2352	
W-936	(Apr. 24)	Make Mine Freedom	G	9m. 2376	
W-937	(May 1)	Kitty Foiled (T-J)	E	7m. 2384	
W-938	(May 15)	Little 'Tinker'	G	8m. 2413	
W-939	(June 26)	The Bear and the Hare	F	7m. 2422	
W-940	(July 17)	The Truce Hurts (T-J)	G	7m. 2444	
W-941	(Aug. 7)	Half-Pint Pygmy	F	7m. 2462	
(1948-49) (16)					
W-31	(Sept. 18)	Old Rockin' Chair Tom (T-J)	G	7m. 2481	
FITZPATRICK TRAVELTALKS (6)					
(Technicolor)					
T-911	(Nov. 29)	Visiting Virginia	G	9m. 2281	
T-912	(Dec. 13)	Cradle Of A Nation	G	10m. 2297	
T-913	(May 8)	Cape Breton Island	G	9m. 2438	
T-914	(July 31)	Chicago, the Beautiful	G	10m. 2444	
GOLD MEDAL REPRINT CARTOONS (7)					
(Technicolor)					
W-921	(Nov. 22)	Goldilocks and the Three Bears	F	11m. 2289	
W-922	(Dec. 20)	The Fishing Bear	F	8m. 2311	
W-923	(Feb. 14)	The Milky Way	E	8m. 2342	
W-924	(Mar. 27)	The Midnight Snack	F	9m. 2360	
W-925	(Apr. 24)	Puss 'N' Toots	G	7m. 2393	
W-926	(June 12)	The Bowling Alley Cat	F	8m. 2428	
MARTIN BLOCK'S					
MUSICAL MERRY-GO ROUND					
M-981	(Feb. 14)	No. 1—Freddy Martin and Keenan Wynn	E	10m. 2342	
M-982	(Apr. 24)	No. 2—Tex Beneke and Orchestra	G	10m. 2352	
M-983	(June 26)	No. 3—Ray Noble and Buddy Clark	G	11m. 2422	
M-984	(July 17)	No. 4—Les Brown and Virginia O'Brien	G	10m. 2444	
M-985	(Aug. 28)	No. 5—Frankie Carle and Orchestra		10m.	
M-986	(Aug. 30)	Art Lund—Tex Beneke—Les Brown		10m.	
PASSING PARADES (6)					
K-971	(Dec. 20)	Miracle in A Cornfield (Technicolor)	E	8m. 2312	
K-972	(Jan. 10)	It Can't Be Done	E	10m. 2337	
K-973	(Jan. 24)	Goodbye Miss Turlock	G	10m. 2342	
K-974	(Feb. 7)	My Old Town	G	9m. 2342	
K-975	(June 19)	Sauvenirs of Death	G	10m. 2428	
K-976	(Aug. 28)	The Fabulous Fraud		11m.	
PETE SMITH SPECIALTIES (10)					
S-951	(Sept. 6)	Football Thrills No. 10	E	10m. 2250	
S-952	(Oct. 18)	Surfboard Rhythm (Technicolor)	G	9m. 2263	
S-953	(Nov. 8)	What D'Ya Know?	G	9m. 2281	
S-954	(Dec. 13)	Have You Ever Wondered?	G	10m. 2303	
S-955	(Jan. 10)	Bowling Tricks	E	9 1/2m. 2312	
S-956	(Feb. 7)	I Love My Mother-In-Law, But	G	8m. 2337	
S-957	(Mar. 20)	Now You See It (Technicolor)	G	9m. 2361	
S-958	(May 29)	You Can't Win	F	9m. 2393	
S-959	(July 17)	Just Suppose	F	9m. 2444	
S-960	(Aug. 21)	Football Thrills No. 11	G	9m. 2444	
(1948-49) (10)					
S-51	(Sept. 11)	Why Is It?	E	9m. 2481	
S-52	(Sept. 18)	Pigskin Skill (Technicolor)	G	9m. 2481	
Monogram					
Two Reel (Anso Color)					
4741	(May 30)	Climbing the Matterhorn	E	21m. 2249	
Paramount					
Two Reel					
MUSICAL PARADE FEATURETTES (6)					
(Technicolor)					
FF7-1	(Feb. 27)	Samba Mania	G	18m. 2336	
FF7-2	(Apr. 9)	Footlight Rhythm	G	19m. 2369	
FF7-3	(June 25)	Gypsy Holiday	F	19m. 2414	
FF7-4	(Aug. 6)	Tropical Masquerade	G	16m. 2462	
FF7-5	(Oct. 1)	Big Sister Blues			
One Reel					
GRANTLAND RICE SPOTLIGHTS (10)					
R7-1	(Oct. 3)	Riding The Waves	G	10m. 2281	
R7-2	(Oct. 31)	Running The Hounds	G	11m. 2287	
R7-3	(Nov. 28)	Five Fathoms of Fun	G	10m. 2306	
R7-4	(Dec. 5)	Stop, Look And Guess 'Em G		10m. 2312	
R7-5	(Jan. 16)	All American Swing Stars G		10m. 2337	
R7-6	(Feb. 20)	Double Barrelled Sport	G	10m. 2342	
R7-7	(Mar. 26)	Big Game Angling	G	10m. 2361	
R7-8	(Apr. 30)	Riding Habits	G	10m. 2377	
R7-9	(June 11)	Big League Glory	E	10m. 2414	
R7-10	(July 30)	Her Favorite Pools	G	10m. 2444	
(1948-49) (10)					
R8-1	(Nov. 5)	Hot Rod Speedsters			
R8-2	(Dec. 10)	Acrobatic Illini			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
NOVELTOONS (8) (Polacolor)					
P7-1	(Dec. 5)	Santa's Surprise	G	9m. 2303	
P7-2	(Jan. 9)	Cat O' Nine Ails	G	7m. 2313	
P7-3	(Feb. 13)	Flip Flap	G	8m. 2360	
P7-4	(Mar. 19)	We're In The Honey	G	8m. 2360	
P7-5	(Apr. 9)	The Bored Cuckoo	G	8m. 2375	
P7-6	(Apr. 23)	There's Good Boas' Tonite	G	9m. 2374	
P7-7	(May 7)	Land Of The Lost	E	7m. 2385	
P7-8	(June 4)	Butterscotch and Soda	G	7m. 2414	
(1948-49) (10)					
P8-1	(Sept. 3)	The Mite Makes Right	G	7m. 2481	
P8-2	(Sept. 3)	Hector's Hectic Life	G	7m. 2481	
P8-3	(Sept. 3)	Old Shell Game	G	7m. 2481	
P8-4	(Sept. 3)	Little Red School House	G	7m. 2481	
P8-5	(Sept. 10)	Hep Cat Symphony	G	7m. 2481	
P8-6	(Oct. 1)	Lost Dream	G	7m. 2481	
PACEMAKERS (6)					
K7-1	(Oct. 3)	It Could Happen To You	G	11m. 2281	
K7-2	(Nov. 14)	Babies, They're Wonderful	G	11m. 2287	
K7-3	(Jan. 2)	Bundle From Brazil	G	11m. 2313	
K7-4	(Mar. 12)	Musical Miracle	G	11m. 2361	
K7-5	(May 28)	A Model Is Born	G	7m. 2403	
K7-6	(July 30)	Neighbor To The North	G	13m. 2437	
(1948-49) (12)					
POPEYE CARTOONS (8) (Polacolor)					
E7-1	(Dec. 19)	All's Fair At The Fair	G	8m. 2302	
E7-2	(Jan. 30)	Olive Oyl For President	G	7m. 2313	
E7-3	(Feb. 27)	Wigwam Whoopee	G	8m. 2360	
E7-4	(Mar. 26)	Pre-Hysterical Man	G	7m. 2376	
E7-5	(June 18)	Popeye Meets Hercules	G	7m. 2414	
E7-6	(July 30)	A Wolf In Sheik's Clothing	F	8m. 2444	
E7-7	(Aug. 27)	Spinach vs. Hamburgers	F	8m. 2463	
E7-8	(Sept. 3)	Snow Place Like Home	G	8m. 2463	
(1948-49) (8)					
E8-1	(Nov. 11)	Robin Hood Winked	G	8m. 2463	
E8-2	(Dec. 31)	Symphony In Spinach	G	8m. 2463	
POPULAR SCIENCE (6) (Magnacolor)					
J7-1	(Oct. 17)	No. 1—Radar Fishermen	G	10m. 2281	
J7-2	(Dec. 26)	No. 2—Desert Destroyers	G	11m. 2303	
J7-3	(Feb. 20)	No. 3—Streamlined Luxury	G	10m. 2337	
J7-4	(Apr. 2)	No. 4—Fog Fighters	G	10m. 2376	
J7-5	(May 21)	No. 5—The Big Eye	G	10m. 2393	
J7-6	(Aug. 6)	No. 6—The Flying Wing	G	10m. 2463	
(1948-49) (6)					
J8-1	(Dec. 24)	No. 1—Solar Secrets	G	10m. 2463	
SCREEN SONG (8) (Polacolor)					
X7-1	(Dec. 26)	The Circus Comes To	G	7m. 2312	
X7-2	(Jan. 23)	Base Brawl	G	8m. 2337	
X7-3	(Feb. 20)	Little Brown Jug	G	8m. 2337	
X7-4	(Mar. 12)	The Golden State	G	8m. 2360	
X7-5	(Mar. 19)	Winter Draws On	G	7m. 2360	
X7-6	(June 4)	Sing Or Swim	G	7m. 2414	
X7-7	(July 16)	Campdown Races	G	8m. 2444	
X7-8	(Aug. 20)	The Lone Star State	F	9m. 2463	
(1948-49) (12)					
X8-1	(Sept. 17)	Readin', 'Ritin' and	G	8m. 2463	
SPEAKING OF ANIMALS (6)					
Y7-1	(Oct. 3)	Dog Crazy	G	11m. 2281	
Y7-2	(Nov. 14)	Ain't Nature Grand	F	10m. 2287	
Y7-3	(Dec. 12)	Monkey Shines	G	9m. 2306	
Y7-4	(Feb. 6)	Home Sweet Home	F	10m. 2337	
Y7-5	(Apr. 16)	Tain't So	F	10m. 2376	
Y7-6	(June 18)	As Headliners	G	10m. 2414	
(1948-49) (6)					
Y8-1	(Oct. 29)	The Gnu Look	G	10m. 2414	
UNUSUAL OCCUPATIONS (6) (Magnacolor)					
L7-1	(Nov. 7)	No. 1—Hula Magic	G	10m. 2281	
L7-2	(Jan. 2)	No. 2—Bagpipe Lassies	G	11m. 2313	
L7-3	(Feb. 13)	No. 3—Modern Pioneers	G	11m. 2361	
L7-4	(Apr. 16)	No. 4—Nimrod Artist	G	10m. 2376	
L7-5	(May 14)	No. 5—Feather Finery	G	10m. 2393	
L7-6	(Aug. 13)	No. 6—Aerial Hot Rods	G	16m. 2474	
(1948-49) (6)					
L8-1	(Nov. 26)	No. 1—The Glass Orchestra	G	16m. 2474	
RKO Two Reel					
EDGAR KENNEDY COMEDIES (6)					
83401	(Nov. 21)	Mind Over Mouse	F	17m. 2311	
83402	(Jan. 2)	Brother Knows Best	F	17m. 2336	
83403	(Feb. 6)	No More Relatives	F	18m. 2351	

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83404	(May 14)	How Ta Clean House	F	18m. 2403	
83405	(June 25)	Dig That Gold	F	17m. 2436	
83406	(Aug. 6)	Home Canning	F	16m. 2462	
LEON ERROL COMEDIES (6)					
83701	(Jan. 16)	Set Your Life	G	14m. 2336	
83702	(Mar. 5)	Don't Fool Your Wife	F	18m. 2360	
83703	(Apr. 9)	Secretary Trouble	F	17m. 2403	
83704	(Sept. 17)	Bachelor Blues	F	17m.	
83704	(.....)	The Uninvited Blonde	F	17m.	
MY PAL (4)					
83201	(Oct. 31)	My Pal	G	22m. 2262	
83202	(Sept. 24)	Lost Pal	G	22m. 2262	
(.....)	(.....)	Pal's Adventure	G	22m. 2262	
(.....)	(.....)	Pal's Return	G	22m. 2262	
RAY WHITLEY MUSICAL WESTERN REISSUES (4)					
83501	(Sept. 5)	Molly Cures A Cowboy	F	19m. 2256	
83502	(Oct. 10)	Musical Bandit	F	16m. 2280	
83503	(Nov. 14)	Corraling A School Marm	F	20m. 2319	
83504	(Dec. 19)	Prairie Spooners	G	13m. 2328	
SPECIALS					
83901	(Dec. 12)	Football Highlights	G	19 1/2m. 2302	
841	(.....)	Louis-Walcott Fight	G	21m. 2302	
83601	(Apr. 1)	Twenty Years of Academy	E	18m. 2369	
83801	(Apr. 23)	Basketball Headliners	G	18m. 2384	
842	(June 26)	Louis-Walcott Fight No. 2	G	19m. 2422	
THIS IS AMERICA (13)					
83101	(Nov. 14)	Border Without Bayonets	E	16m. 2286	
83102	(Dec. 12)	Switzerland Today	E	18m. 2311	
83103	(Jan. 9)	Children's Village	E	19m. 2319	
83104	(Feb. 6)	Operation White Tower	G	18m. 2336	
83105	(Mar. 5)	Photo Frenzy	E	16m. 2352	
83106	(Apr. 2)	Funny Business	E	18m. 2369	
83107	(Apr. 30)	Democracy's Diary	E	17m. 2384	
83108	(May 28)	Crime Lab	E	17m. 2403	
83109	(June 25)	Letter To A Rebel	G	16m. 2428	
83110	(July 23)	Sport's Golden Age	G	17m. 2436	
83111	(Aug. 20)	Glamour Street	G	16m. 2462	
83112	(Sept. 17)	Friend Of The Family	G	18m.	
One Reel					
FLICKER FLASHBACKS (7)					
84201	(Oct. 24)	No. 1	G	10m. 2281	
84202	(Dec. 5)	No. 2	G	9m. 2319	
84203	(Jan. 16)	No. 3	F	9m. 2337	
84204	(Feb. 27)	No. 4	F	9m. 2361	
84205	(Apr. 9)	No. 5	F	8m. 2385	
84206	(May 21)	No. 6	F	9m. 2437	
84207	(July 2)	No. 7	G	9m. 2438	
JAMBOREES (7) (Re-Releases)					
84401	(Sept. 5)	Enric Madriguera and	F	8m. 2256	
84402	(Oct. 3)	It's Tommy Tucker Time	F	8m. 2281	
84403	(Oct. 31)	Johnny Long and His	G	8m. 2287	
84404	(Nov. 28)	Duke Ellington and His	G	9m. 2319	
84405	(Dec. 26)	Jerry Wald and His	G	9m. 2328	
84406	(Jan. 23)	Ray McKinley and His	F	8m. 2328	
84407	(Feb. 20)	Dick Stabile and His	G	8m. 2337	
SPORTSCOPES (13)					
84301	(Sept. 19)	Ski Holiday	G	8m. 2271	
84302	(Oct. 17)	Golf Doctor	G	8m. 2271	
84303	(Nov. 14)	Quail Painters	G	8m. 2287	
84304	(Dec. 12)	Pin Games	G	8m. 2312	
84305	(Jan. 9)	Racing Day	G	8m. 2319	
84306	(Feb. 6)	Sports Coverage	G	8m. 2337	
84307	(Mar. 5)	Teen Age Tars	G	9m. 2361	
84308	(Apr. 2)	Doggone Clever	G	8m. 2385	
84309	(Apr. 30)	Big Mouth Bass	F	8m. 2437	
84310	(May 28)	Muscles and the Lady	G	9m. 2414	
84311	(June 25)	Ladies In Wading	G	8m. 2437	
84312	(July 23)	Athletic Varieties	G	8m. 2463	
84313	(Aug. 20)	Strikes To Spare	G	8m.	
WALT DISNEY CARTOONS (18) (Ninth Series) (Technicolor)					
(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro)					
(1946-47)					
74101	(May 30)	Figaro And Frankie (F)	F	7m. 2131	
74102	(June 20)	Clown of the Jungle (D)	G	6m. 2154	
74103	(July 11)	Donald's Dilemma (D)	G	7m. 2163	
74104	(Aug. 1)	Crazy With The Heat (D)	F	6m. 2187	
74105	(Aug. 22)	Bottle Beetle (D)	G	7m. 2211	
74106	(Sept. 12)	Wide Open Spaces (D)	G	7m. 2187	
74107	(Oct. 3)	Mickey's Delayed Date (M)	G	7m. 2250	
74108	(Oct. 31)	Foul Hunting (G)	F	6m. 2250	
74109	(Nov. 14)	Mail Dog (P)	G	7m. 2271	
74110	(Nov. 28)	Chip An' Dale	G	7m. 2286	
74111	(Dec. 26)	Pluto's Blue Note (P)	G	7m. 2311	
74112	(Jan. 23)	They're Off (G)	G	7m. 2337	
74113	(Feb. 6)	The Big Wash (G)	G	7m. 2271	
74114	(Mar. 5)	Drip Dippy Donald (D)	E	7m. 2360	
74115	(Mar. 19)	Mickey Down Under (M)	F	7m. 2385	

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74116	(Apr. 16)	Daddy Duck (D)	G	7m. 2403	
74117	(Apr. 30)	Bone Bandit (P)	F	7m. 2403	
74118	(May 21)	Donald's Dream Voice (D)	E	6m. 2422	
(1948-49) (18)					
94101	(July 9)	Pluto's Purchase	G	7m. 2463	
94102	(July 30)	Trial of Donald Duck	G	7m.	
94103	(Aug. 13)	Cat Nip Pluto (P)	G	6m.	
94104	(Aug. 27)	Inferior Decorator (D)	F	6m.	
94105	(Sept. 10)	Pluto's Fledgling (P)	P	7m.	
(.....)	(.....)	Donald's Happy Birthday (D)	D		
WALT DISNEY REISSUES (6)					
(Technicolor)					
84701	(Oct. 17)	Hawaiian Holiday	E	8m. 2280	
84702	(Dec. 12)	The Clock Cleaners	E	8m. 2319	
84703	(Feb. 20)	Little Hiawatha	E	9m. 2336	
84704	(Apr. 2)	Alpine Climbers	E	9m. 2329	
84705	(May 14)	Woodland Cafe	E	8m. 2337	
84706	(Sept. 3)	Three Little Pigs	E	9m. 2436	
Republic					
(Serial)					
(.....)	(.....)	Federal Agents vs. Under-world, Inc.		12ep.	
20th Century-Fox					
Two Reel					
THE MARCH OF TIME					
(Vol. 14)					
(Sept. 5)	No. 1—Is Everybody Listening?	F	18 1/2m. 2243		
(Oct. 3)	No. 2—T-Men In Action	E	18m. 2262		
(Oct. 31)	No. 3—End of an Empire	G	18 1/2m. 2280		
(Nov. 28)	No. 4—Public Relations . . . This Means You	G	17m. 2286		
(Dec. 26)	No. 5—The Presidential Year	G	17m. 2319		
(Jan.)	No. 6—The 'Cold War': Act 1—France	G	18 1/2m. 2328		
(Feb.)	No. 7—Marriage and Divorce	F	17m. 2352		
(Mar.)	No. 8—Crisis In Italy	E	17m. 2360		
(Apr.)	No. 9—Life With Junior	G	18m. 2375		
(May)	No. 10—Battle for Greece	G	17m. 2393		
(June)	No. 11—The Fight Game	G	18 1/2m. 2413		
(July)	No. 12—The Case of Mrs. Conrad	E	20m. 2428		
(Aug.)	No. 13—White Collar Girls	G	17m. 2443		
(Sept.)	No. 14—Life With Grandpa	G	18m. 2474		
(Oct. 20)	No. 15—Battle For Germany				
SPECIAL					
(.....)	(.....)	Report For Action	G*	17m. 2403	
One Reel					
FEMINE WORLD					
(Ilka Chase)					
8601	(Feb.)	Something Old—Something New	E	9m. 2337	
8602	(Apr.)	Fashioned for Action	G	8m. 2376	
LEW LEHR DRIBBLE PUSS PARADE					
8901	(Nov. 21)	Album of Animals	F	9m. 2250	
8902	(May)	Dying To Live	G	9m. 2403	
MOVIETONE ADVENTURES (12)					
(Black and White)					
8201	(Sept. 12)	Horizons Of Tomorrow	G	9 1/2m. 2281	
8202	(Nov. 7)	The Three R's Go Modern	G	9m. 2243	
8203	(Mar.)	Sky Thrills	E	9m. 2342	
8204	(July)	Majesty Of Yellowstone	G	9m. 2393	
(Color)					
(T—Technicolor; C—Cinecolor)					
8251	(Aug. 22)	Holiday In South Africa (T)	G	8m. 2256	
8252	(Oct. 17)	Home Of The Danes (T)	G	8m. 2256	
8253	(Dec. 12)	Jungle Closeups (T)	G	8m. 2342	
8254	(Jan.)	Copenhagen Pageantry (T)	G	8m. 2342	
8255	(June)	Scenic Sweden (T)	G	8m. 2407	
8256	(July)	Riddle of Rhodesia (T)	G	9m. 2444	
8257	(Aug.)	Bermuda (T)	G	8m. 2444	
8258	(Aug.)	Desert Light (T)	G	8m. 2444	
8259	(Oct.)	Portrait of the West (T)		8m.	
8260	(Dec.)	Way Of The Padres (T)		8m.	
MOVIETONE SPECIALTIES					
8801	(Sept.)	Symphony Of A City		11m.	
SPECIAL					
(.....)	(.....)	Thanks America	E	11m. 2352	
(.....)	(.....)	Israel Reborn	G	10m. 2437	
SPORTS REVIEWS (6)					
(Technicolor)					
8351	(Sept. 26)	Vacation Magic	G	8m. 2256	
8352	(Jan.)	Aqua Capers	F	8m. 2297	
8353	(Apr.)	Playtime in Scandinavia	G	8m. 2377	
(Black and White)					
8301	(Aug. 1)	Gridiron Greatness	G	10 1/2m. 2243	
8302	(Feb.)	Olympic Class	G	10m. 2342	
8303	(May)	Everglades Adventure	G	9m. 2342	
8304	(.....)	Football Finesse	G	10m. 2444	
8305	(Nov.)	Olympic Water Wizards....		9m.	
8306	(Dec.)	Yankee Ski-Doodle		9m.	

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TERRYTOONS (24) (Technicolor)						Trapdoors G 9m. 2319						4402 (Nov. 22) So You Want To Hold Your Wife F 10m. 2297																																																																																			
8501 (Feb.)	One Note Tony G	7m. 2256	3392 (Jan. 19)	No. 2—Hall of Fame G	7m. 2376	3393 (Mar. 15)	No. 3—Men, Women and Motion G	8m. 2403	4403 (Jan. 3)	So You Want An Apartment G	11m. 2328	4404 (Feb. 14)	So You Want To Be A Gambler G	10m. 2337	4405 (May 15)	So You Want To Build A House G	11m. 2393																																																																														
8502 (Aug. 15)	The Talking Magpies In Flying South F	7m. 2256	3394 (Apr. 26)	No. 4—Flood Waters G	8m. 2437	3395 (June 21)	No. 5—Mighty Timber G	9m. 2437	4406 (June 26)	So You Want To Be A Detective G	10m. 2415	(1948-49)																																																																																			
8503 (Aug. 29)	Mighty Mouse In A Date For Dinner F	7m. 2256	3396 (July 5)	No. 6—Rockets of the Future G	8m. 2474	3397 (Aug. 16)	No. 7—Water Battlers G	7m. 2475	5401 (Oct. 23)	So You Want To Be In Politics F	10m. 2474	5402 (Nov. 6) So You Want To Be On The Radio 10m.																																																																																			
8504 (Sept. 19)	The Talking Magpies In Fishing By The Sea F	6 1/2m. 2281	3398 (Aug. 23)	No. 8—Home of the Iceberg G	7m. 2481	SING AND BE HAPPY (8)						MELODY MASTERS (8) (Reissues)																																																																																			
8505 (Oct. 10)	Mighty Mouse in the First Snow F	6 1/2m. 2297	3381 (Mar. 29)	Spotlight Serenade G	8m. 2385	3382 (June 14)	Singin' The Blues F	9m. 2437	4601 (Sept. 13)	Freddy Martin and his Orchestra G	10m. 2263	4602 (Oct. 25)	Swing Styles F	10m. 2281	4603 (Dec. 6)	Borrah Minevitch and Harmonica School F	10m. 2319																																																																														
8506 (Oct. 24)	The Talking Magpies in The Super Salesman F	6 1/2m. 2297	3383 (July 5)	River Melodies G	8m. 2437	VARIETY VIEWS (8)						4604 (Jan. 10)	Rubinoff and His Violin.....F	10m. 2337	4605 (Feb. 7)	Artie Shaw and His Orchestra F	10m. 2337	4606 (May 15)	Henry Busse and His Orchestra F	10m. 2393																																																																											
8507 (Nov. 14)	Mighty Mouse In A Fight to the Finish F	7m. 2303	3341 (Sept. 29)	Tropical Harmony G	10m. 2287	3342 (Nov. 17)	Chimp Aviator G	9m. 2287	4607 (June 19)	The Saturday Night Swing Club G	10m. 2422	4608 (July 17)	Joe Reichman and His Orchestra G	10m. 2436	MEMORIES FROM MELODY LANE (6)																																																																																
8508 (Dec. 5)	The Wolf's Pardon G	7m. 2311	3343 (Feb. 9)	Brooklyn Makes Capital.....G	10m. 2319	3344 (June 7)	Whatta Built F	10m. 2407	4201 (Sept. 27)	Let's Sing A Song of the West G	10m. 2263	4202 (Dec. 27)	Let's Sing An Old Time Song G	9m. 2297	4203 (Jan. 24)	Let's Sing A Song About the Moonlight G	10m. 2337																																																																														
8509 (Dec. 19)	Mighty Mouse In Swiss Cheese Family Robinson G	7m. 2337	3345 (June 28)	Copa Carnival F	10m. 2423	3346 (July 12)	Paris On The Plata F	9m. 2438	4204 (Mar. 13)	Let's Sing Grandfather's Favorites G	10m. 2352	4205 (May 8)	Let's Sing A Stephen Foster Song G	10m. 2385	4206 (July 17)	Let's Sing A Song From the Movies G	10m. 2415																																																																														
8510 (Dec. 12)	The Talking Magpies In The Hitchhikers F	7m. 2352	3347 (Aug. 16)	Gauche Fiesta F	8 1/2m. 2428	3348 (Oct. 18)	Call Of The Canyon.....10m.	WALTER LANTZ CARTUNES (Technicolor)						MERRIE MELODIES (18) (T—Technicolor; C—Cinecolor)																																																																																	
8511 (Dec. 26)	Mighty Mouse In Lazy Little Beaver F	7m. 2352	2329 (Dec. 15)	Woody, the Giant Killer F	7m. 2319	(.....) Pickled Puss F	7m. 2328	(Reissues) (13)						4701 (May 1)	Nothing But The Tooth (T) F	7m. 2393	4702 (May 22)	Bone Sweet Bone (C) F	7m. 2393																																																																												
8512 (Jan.)	Felix The Fox G	7m. 2375	3321 (.....)	Knock Knock G	7m. 2403	3322 (May)	Syncopated Sioux F	7m. 2403	4101 (Oct. 11)	Power Behind the Nation G	18m. 2256	5101 (Sept. 11)	Football Magic G	20m. 2474	5102 (Nov. 13)	Grandfather's Follies 20m.	4703 (July 10)	The Shell-Shocked Egg (T) F	7m. 2438																																																																												
8513 (Jan.)	The Talking Magpies In Taming The Cat G	7m. 2376	3323 (July)	Woody Woodpecker F	7m. 2403	3324 (Sept.)	Scrub Me, Mamma 20m.	Vitaphone						Two Reel						4704 (July 3)	Up-Standing Sitter (C) F	7m. 2438																																																																									
8514 (Mar.)	Mighty Mouse and the Magician F	7m. 2385	SPECIAL (1) (Technicolor)						4001 (Jan. 31)	Celebration Days B	19m. 2336	4002 (Oct. 18)	Soap Box Derby G	20m. 2273	4003 (Feb. 21)	Teddy, the Rough Rider (Reissue) E	20m. 2341	4705 (June 26)	The Rattled Rooster (T) F	7m. 2415																																																																											
8515 (Mar.)	Gandy Goose and the Chipper Chipmunk F	7m. 2413	WALTER LANTZ CARTUNES (11) (Technicolor)						4004 (Apr. 3)	King of the Carnival E	20m. 2360	4005 (May 29)	Calgary Stampede E	18m. 2393	4006 (July 3)	A Day At the Fair G	19m. 2414	4706 (Aug. 7)	You Were Never Duckier (T) G	7m. 2438																																																																											
8516 (Apr.)	Hounding The Hares F	7m. 2403	8518 (May)	Mystery in the Moonlight F	7m. 2403	8519 (June)	Seeing Ghosts F	7m. 2403	4007 (Sept. 4)	The Man From New Orleans G	19m. 2443	4008 (Oct. 16)	My Own United States E	20m. 2474	5001 (Nov. 20)	Sons of Liberty G	21m. 2473	4707 (Aug. 14)	Dough Ray Me-ow (C)....G	7m. 2474																																																																											
8517 (Apr.)	Mighty Mouse in the Feudin' Hillbillies F	7m. 2403	8520 (June)	The Talking Magpies in a Sleepless Night F	7m. 2444	8521 (July)	Mighty Mouse in the Witch's Cat F	7m. 2444	ADVENTURE SPECIALS (6) (Technicolor)						4708 (Sept. 11)	The Pest That Came To Dinner (T) F	7m. 2474	4709 (Oct. 2)	Odor Of the Day (C)		4710 (Oct. 9)	The Foghorn Leghorn (T)..																																																																									
8518 (May)	Mystery in the Moonlight F	7m. 2403	8522 (July)	The Talking Magpies In Magpie Madness F	7m. 2444	8523 (Aug.)	Mighty Mouse In Love's Labor Won F	7m. 2444	4801 (Sept. 6)	Land of Romance G	10m. 2263	4802 (Nov. 15)	Beautiful Bali G	10m. 2297	4803 (Dec. 20)	Dad Minds The Baby G	10m. 2311	4711 (Oct. 23)	A Lad In His Lamp (T)....		4712 (Oct. 30)	Daffy Dilly (C) G																																																																									
8519 (June)	Seeing Ghosts F	7m. 2403	8524 (Sept.)	The Hard-Boiled Egg 7m.		8525 (Oct.)	Mighty Mouse In The Mysterious Stranger 7m.		4804 (Feb. 28)	What's Hatchin'? G	10m. 2342	4805 (Mar. 27)	Rhythm of a Big City G	10m. 2352	4806 (June 5)	Living With Lions E	10m. 2415	4713 (Nov. 6)	Kit For Kat (T) G		4714 (Nov. 20)	Stupor Salesman (T) G																																																																									
8520 (June)	The Talking Magpies in a Sleepless Night F	7m. 2444	8526 (Oct.)	The Talking Magpies In Free Enterprise 7m.		8527 (Nov.)	Mighty Mouse In Triple Trouble 7m.		4807 (Sept. 4)	The Man From New Orleans G	19m. 2443	4808 (Oct. 16)	My Own United States E	20m. 2474	(1948-49)						4715 (Nov. 27)	Riffy Raffy Daffy (C) G																																																																									
8521 (July)	Mighty Mouse in the Witch's Cat F	7m. 2444	8528 (Nov.)	The Talking Magpies In In Again Out Again 7m.		8529 (Dec.)	Mighty Mouse In The Magic Slipper 7m.		5801 (Sept. 25)	Mysterious Ceylon G	10m. 2474	BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)						SPORTS NEWS REVIEWS																																																																													
8522 (July)	The Talking Magpies In Magpie Madness F	7m. 2444	8530 (Dec.)	The Talking Magpies In Gooney Golfers 7m.		8531 (May)	Butcher of Seville G	7m. 2384	4301 (Dec. 20)	Dangerous Dan McFoo.....G	7m. 2319	4302 (Jan. 17)	Hobo Gadget Band G	7m. 2319	4303 (Mar. 20)	Little Pancho Vanilla G	7m. 2336	5601 (Oct. 2)	Roaring Wheels G	10m. 2474																																																																											
8523 (Aug.)	Mighty Mouse In Love's Labor Won F	7m. 2444	8532 (May)	Mighty Mouse in the Green Line F	7m. 2422	United Artists						One Reel						SPORTS PARADE (13) (Technicolor)																																																																													
8524 (Sept.)	The Hard-Boiled Egg 7m.		SPECIAL PALESTINE FILMS (.....) Israel In Action						WALTER LANTZ CARTUNES (11) (Technicolor)						4501 (Nov. 1)	Las Vegas, Frontier Town G	10m. 2281	4502 (Dec. 13)	Action in Sports G	10m. 2319																																																																											
8525 (Oct.)	Mighty Mouse In The Mysterious Stranger 7m.		WALTER LANTZ CARTUNES (11) (Technicolor)						4503 (July 31)	A Nation On Skis G	10m. 2438	4504 (Feb. 14)	Sun Valley Fun G	10m. 2337	4505 (Mar. 6)	Trip to Sportland F	10m. 2352	Miscellaneous																																																																													
8526 (Oct.)	The Talking Magpies In Free Enterprise 7m.		WALTER LANTZ CARTUNES (11) (Technicolor)						4506 (Mar. 20)	Ride, Ranchero, Ride G	10m. 2352	4507 (Apr. 17)	Holiday for Sports G	10m. 2377	4508 (June 5)	Built For Speed G	10m. 2407	(.....) Families First (20th Fox) E 10m. 2475																																																																													
8527 (Nov.)	Mighty Mouse In Triple Trouble 7m.		WALTER LANTZ CARTUNES (11) (Technicolor)						4509 (May 1)	Fighting Athletes G	10m. 2385	4510 (June 19)	The Race Rider G	10m. 2415	4511 (Aug. 14)	Playtime In Rio G	10m. 2438	(.....) This Way To Nursing (Emerson-Yorke) G 20m. 2475																																																																													
8528 (Nov.)	The Talking Magpies In In Again Out Again 7m.		WALTER LANTZ CARTUNES (11) (Technicolor)						4512 (Sept. 18)	Sports Down Under G	10m.	4513 (Oct. 9)	Gauchos Of The Pampas G	10m. 2474	(.....) Science In Bloom (National Film Board of Canada) E 10m.																																																																																
8529 (Dec.)	Mighty Mouse In The Magic Slipper 7m.		WALTER LANTZ CARTUNES (11) (Technicolor)						4514 (Nov. 6)	Kit For Kat (T) G		4515 (Nov. 20)	Stupor Salesman (T) G		(.....) Get Rid Of Rats (National Film Board of Canada) E 10m.																																																																																
8530 (Dec.)	The Talking Magpies In Gooney Golfers 7m.		WALTER LANTZ CARTUNES (11) (Technicolor)						4516 (Nov. 27)	Riffy Raffy Daffy (C) G		(.....) It's Fun To Sing (National Film Board of Canada) E 10m.																																																																																			
8531 (May)	Butcher of Seville G	7m. 2384	WALTER LANTZ CARTUNES (11) (Technicolor)						(1948-49)						(.....) The Toy That Grew Up.... (AF Films) E 17m.																																																																																
8532 (May)	Mighty Mouse in the Green Line F	7m. 2422	WALTER LANTZ CARTUNES (11) (Technicolor)						(1948-49)						(.....) The Toy That Grew Up.... (AF Films) E 17m.																																																																																
United Artists						One Reel						SPECIAL PALESTINE FILMS (.....) Israel In Action						WALTER LANTZ CARTUNES (11) (Technicolor)						(1948-49)						(.....) The Toy That Grew Up.... (AF Films) E 17m.																																																																	
One Reel						SPECIAL PALESTINE FILMS (.....) Israel In Action						WALTER LANTZ CARTUNES (11) (Technicolor)						(1948-49)						(.....) The Toy That Grew Up.... (AF Films) E 17m.																																																																							
SPECIAL PALESTINE FILMS (.....) Israel In Action						WALTER LANTZ CARTUNES (11) (Technicolor)						(1948-49)						(.....) The Toy That Grew Up.... (AF Films) E 17m.																																																																													
WALTER LANTZ CARTUNES (11) (Technicolor)						(1948-49)						(.....) The Toy That Grew Up.... (AF Films) E 17m.																																																																																			
(Dec. '47) The Bandmaster G 7m. 2297						(Feb. '48) The Mad Hatter G 7m. 2337						(Mar. '48) Banquet Busters G 7m. 2336						(Apr. '48) Kiddie Konzert F 7m. 2376						(May '48) Pixie Picnic G 7m. 2376						(June '48) Wacky-bye Baby G 7m. 2376																																																																	
Universal-International						Three Reel						MUSICAL WESTERNS						3351 (Feb. 5) Hidden Valley Days F 27m. 2336						3352 (Feb. 26) Powder River Gunfire G 24m. 2369						3353 (Apr. 1) Echo Ranch G 25m. 2403																																																																	
SPECIAL (1) (Technicolor)						5555 (Nov. 27) The Royal Wedding G 27m. 2302						Two Reel						NAME BAND MUSICALS (13)						3301 (Oct. 22) Alvino Rey and his Orchestra G 15m. 2319						3302 (Dec. 3) Drummer Man G 15m. 2328						3303 (Dec. 31) Carlos Molina and Orchestra G 15m. 2328						3304 (Mar. 3) Tex Beneke and Orchestra G 15m. 2342						3305 (Mar. 31) Woody Herman and His Orchestra G 15m. 2369						3306 (June 16) Red Ingle and his Natural Seven G 15m. 2403						3307 (June 23) Tex Williams and Orchestra in "Western Whoopee".....G 15m. 2436						3308 (Aug. 18) Jimmy Dorsey and Orchestra G 15m. 2475						3309 (Sept. 15) Charlie Barnet and his Orchestra in "Redskin Rhumba" G 15m. 2475																							
SPECIALS (2) (1946-47)						2201 (Aug. 27) Fight of the Wild Stallions G 20m. 2255						2202 (Nov. 12) Harnessed Lightning F 17m. 2297						(1947-48)						3201 (Feb. 18) Snow Capers G 19m. 2342						One Reel						THE ANSWER MAN (8)						3391 (Dec. 22) No. 1—Wind, Curves and																																																					
THE ANSWER MAN (8)						3391 (Dec. 22) No. 1—Wind, Curves and						3392 (Jan. 19) No. 2—Hall of Fame G 7m. 2376						3393 (Mar. 15) No. 3—Men, Women and Motion G 8m. 2403						3394 (Apr. 26) No. 4—Flood Waters G 8m. 2437						3395 (June 21) No. 5—Mighty Timber G 9m. 2437						3396 (July 5) No. 6—Rockets of the Future G 8m. 2474						3397 (Aug. 16) No. 7—Water Battlers G 7m. 2475						3398 (Aug. 23) No. 8—Home of the Iceberg G 7m. 2481																																															
SING AND BE HAPPY (8)						3381 (Mar. 29) Spotlight Serenade G 8m. 2385						3382 (June 14) Singin' The Blues F 9m. 2437						3383 (July 5) River Melodies G 8m. 2437						(.....) Choochoo Swing G						VARIETY VIEWS (8)						3341 (Sept. 29) Tropical Harmony G 10m. 2287						3342 (Nov. 17) Chimp Aviator G 9m. 2287						3343 (Feb. 9) Brooklyn Makes Capital.....G 10m. 2319						3344 (June 7) Whatta Built F 10m. 2407						3345 (June 28) Copa Carnival F 10m. 2423						3346 (July 12) Paris On The Plata F 9m. 2438						3347 (Aug. 16) Gauche Fiesta F 8 1/2m. 2428						3348 (Oct. 18) Call Of The Canyon.....10m.																	
WALTER LANTZ CARTUNES (Technicolor)						2329 (Dec. 15) Woody, the Giant Killer F 7m. 2319						(.....) Pickled Puss F 7m. 2328						(Reissues) (13)						3321 (.....) Knock Knock G 7m. 2403						3322 (May) Syncopated Sioux F 7m. 2403						3323 (July) Woody Woodpecker F 7m. 2403						3324 (Sept.) Scrub Me, Mamma 20m.																																																					
Vitaphone						Two Reel						SPECIAL (1) (Technicolor)						4101 (Oct. 11) Power Behind the Nation G 18m. 2256						5101 (Sept. 11) Football Magic G 20m. 2474						5102 (Nov. 13) Grandfather's Follies 20m.																																																																	
TECHNICOLOR SPECIALS (8)						4001 (Jan. 31) Celebration Days B 19m. 2336						4002 (Oct. 18) Soap Box Derby G 20m. 2273						4003 (Feb. 21) Teddy, the Rough Rider (Reissue) E 20m. 2341						4004 (Apr. 3) King of the Carnival E 20m. 2360						4005 (May 29) Calgary Stampede E 18m. 2393						4006 (July 3) A Day At the Fair G 19m. 2414						4007 (Sept. 4) The Man From New Orleans G 19m. 2443						4008 (Oct. 16) My Own United States E 20m. 2474																																															
(1948-49)						5001 (Nov. 20) Sons of Liberty G 21m. 2473						One Reel						ADVENTURE SPECIALS (6) (Technicolor)						4801 (Sept. 6) Land of Romance G 10m. 2263						4802 (Nov. 15) Beautiful Bali G 10m. 2297						4803 (Dec. 20) Dad Minds The Baby G 10m. 2311						4804 (Feb. 28) What's Hatchin'? G 10m. 2342						4805 (Mar. 27) Rhythm of a Big City G 10m. 2352						4806 (June 5) Living With Lions E 10m. 2415																																									
(1948-49)						5801 (Sept. 25) Mysterious Ceylon G 10m. 2474						BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)						4301 (Dec. 20) Dangerous Dan McFoo.....G 7m. 2319						4302 (Jan. 17) Hobo Gadget Band G 7m. 2319						4303 (Mar. 20) Little Pancho Vanilla G 7m. 2336						4304 (Apr. 10) Don't Look Now F 7m. 2336						4305 (Apr. 24) Curious Puppy F 7m. 2403						4306 (May 22) Circus Today G 7m. 2403						4307 (June 12) Little Blabber Mouse G 7m. 2422						4308 (July 10) The Squawkin' Hawk G 7m. 2436						4309 (July 13) A Tale Of Two Kitties.....G 7m. 2436						4310 (Aug. 14) Pigs In A Polka.....G 7m. 2436						4311 (Aug. 28) Greetings Bait G 7m. 2436						4312 (Sept. 18) Hiss and Make Up G 7m. 2436						4313 (Oct. 2) Hollywood Steps Out 20m.					
(1948-49)						5301 (Oct. 30) An Itch In Time F 7m. 2474						BUGS BUNNY SPECIALS (8) (Technicolor) (1946-47)						3719 (June 28) Easter Yeggs B 7m. 2221						3720 (Nov. 1) Slick Hare G 7m. 2297						3721 (Jan. 3) Gorilla My Dreams G 7m. 2336						3722 (Feb. 7) A Feather in His Hare F 7m. 2336						3723 (Apr. 10) Rabbit Punch G 7m. 2376						3724 (May 8) Buccaneer Bunny F 7m. 2393						3725 (June 12) Bugs Bunny Rides Again..F 7m. 2415						3726 (July 24) Haredevil Hare G 7m. 2438																																			
(1947-48)						4719 (Aug. 21) Hot Cross Bunny F 7m. 2474						4720 (Sept. 25) Hare Splitter F 7m. 2474						(.....) Rebel Rabbit F 7m. 2474						JOE McDOAKES COMEDIES (6)						4401 (Sept. 13) So You Want To Be A Salesman G 10m. 2263																																																																	

Pictures in order of release, with principal players, are placed as close as possible to the actual date of release. All dates are subject to change. Westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information from various home offices.

	COLUMBIA	EAGLE-LION	MEIRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
SEPT 10	Gentleman From Nowhere W. Baxter, F. Baker, L. Van Rosten	The Olympic Games of 1948 Commentary by Bill Stern and Ted Husing (Technicolor) (English-made)		Joe Palooka In Winner Take All J. Kirkwood, E. Knox, S. Clements		(1948-49) The Velvet Touch R. Russell, L. Genn S. Greenstreet Station West D. Powell, J. Greer	Out Of The Storm J. Lydon, L. Collier, R. Travis	Dead Man's Gold, W L. La Rue, A. St. John	(September releases) The Luck Of The Irish T. Power, A. Baxter C. Kellaway			
17	Black Eagle, The Story of A Horse W. Bishop, V. Patton, G. Jones	In This Corner S. Brady, A. Shaw, J. Millican				Rachel and the Stranger L. Young, W. Holden, R. Mitchum	Son of God's Country, W M. Hale, P. Hursf, P. Blake Desperadoes Of Dodge City, W A. Lane, E. Waller, M. Coles	S.O.S. Submarine (Semi-documentary)	Escape R. Harrison, P. Cummins, W. Hartnell (English-made)	Red River J. Wayne M. Cliff, J. D-u W. Brennan (Hawks)		
24	Singin' Spurs H. Holshuts, P. White, K. Grant (End 1947-48)	My Son, My Son B. Aherne, M. Carroll, L. Hayward (Reissue)	(September releases) A Southern Yankee R. Skelton, B. Donlevy, A. Dahl	Ranger's Ride J. Wakely, D. Taylor, C. Larson	(1948-49) Sorry, Wrong Number B. Stanwyck, B. Lancaster, A. Richards	The Pearl P. Armendariz, M. E. Marques (Mexican-made)		Harpoon J. Bromfield, A. Louis	Forever Amber L. Darnell, C. Wilde, R. Greene (Technicolor)	Urbu (Breakstone-Coplen)	(August releases) Tap Roots S. Hayward, B. Korloff (Technicolor)	Rope J. Stewart, J. Dalia, J. Chandler, (Transatlantic) (Technicolor)
OCT 1	Triple Threat R. Crone, G. Henry, Pro Football Stars Walk A Crooked Mile D. O'Keefe, L. Hayward, L. Albritton	International Lady G. Brent, J. Massey, B. Rathbone (Reissue)	Luxury Liner G. Brent, J. Powell, L. Melchior (Technicolor)	The Sheriff Of Medicine Bow, W J. M. Brown, E. Pinley, R. Hutton		The Best Years of Our Lives F. March, D. Andrews, M. Loy, T. Wright	Moonrise D. Clark, G. Russell, E. Barrymore (Feldman-Grant)	Duke of West Point L. Hayward, J. Fontaine (Reissue)	The Creeper E. Cianelli, O. Stevens, J. Vincent	The Girl From Manhattan D. Lamour, C. Laughton, G. Montgomery (Bogaus)	Mr. Peabody and the Mermaid W. Powell, A. Blyth, I. Hervey	
8	I Surrender Dear G. Jean, D. Street, D. McGuire	Adventures of Gallant Bess C. Mitchell, A. Long, P. Knight (Cinecolor)	(October releases) Julia Misbehaves G. Garson, W. Pidgeon, P. Lawford	Smuggler's Cove Bowery Boys	Isn't It Romantic V. Lake, M. Hatcher, B. DeWolfe	Good Sam G. Cooper, A. Sheridan, R. Collins (McCary)		The Mozart Story H. Holt, W. Markus	Cry Of The City V. Mature, R. Conte, B. Garde	Strange Gamble, W W. Boyd, A. Clyde, R. Brooks (Hopalong Cassidy)	Larceny J. Payne, J. Caulfield, D. Duryea	Smart Girls Don't Talk V. Mayo, B. Bennett, R. Hutton
15	El Dorado Pass, W C. Starrett, S. Burnette, E. Verdugo	Behind Locked Doors R. Carlson, L. Bremer, R. Moore	The Secret Land Admiral Byrd Adventure (Technicolor)			Melody Time (Disney) (Technicolor)	The Denver Kid, W A. Lane, E. Waller, C. Gallagher	Last Of The Wild Horses J. Ellison, J. Frazee, M. B. Hughes (Septatone)	Apartment For Peggy J. Crain, W. Holden, E. Gwenn (Technicolor)	An Innocent Affair F. MacMurray, M. Carroll, C. Rogers (Nasser)	One Touch of Venus A. Gardner, D. Haymes, R. Walker	
22	Rusty Leads The Way T. Donaldson, S. Moffett, J. Littel	The Count Of Monte Cristo R. Donat, E. Landi (Reissue)	No Minor Vices D. Andrews, L. Palmer, L. Jourdan (Enterprise)	Outlaw Brand, W J. Wakely, C. Taylor, C. Larson	Night Has A Thousand Eyes E. G. Robinson, J. Lund	Bodyguard L. Tierney, P. Lane,	Code of Scotland Yard O. Jomolka, D. Farr (English-made)	Stagecoach War, W W. Boyd (Reissue)	Night Wind C. Russell, V. Christine, J. Ridgely (Wurtzel)	The Saxon Charm R. Montgomery, S. Hayward, J. Payne	Johnny Belinda J. Wyman, L. Ayers, C. Bickford	
29	The Loves Of Carmen R. Hayworth, G. Ford, R. Randell (Technicolor)	The Three Musketeers L. Turner, G. Kelly, V. Heflin (Technicolor)		Incident J. Frozee, W. Douglas, J. Compton		Mourning Becomes Electra R. Russell, M. Redgrave, R. Massey	Drums Along The Amazon G. Brent, V. Ralston, B. Aherne	Mark Of The Lash, W L. La Rue, A. St. John	Road House C. Wilde, I. Lupino, C. Holm, R. Widmark	For The Love Of Mary D. Durbin, E. O'Brien, D. Taylor, J. Lynn		
NOV 5	The Untamed Breed S. Tufts, B. Britton, G. Hayes (Cinecolor)			Gunning For Justice, W J. M. Brown, R. Hutton, E. Finley	Sealed Verdict R. Milland, F. Marly, J. Hoyt	Station West D. Powell, J. Greer			When My Baby Smiles At Me B. Grable, D. Dailey, (Technicolor)	My Dear Secretary L. Day, K. Douglas K. Wynn (Popkin)		June Bride B. Davis, R. Montgomery, F. Bainter
12				Courtin' Trouble, W J. Wakely, V. Belmont, D. Taylor		Tarzan's Fountain Of Youth L. Barker, B. Joyce A. Dekker			Belle Starr's Daughter G. Montgomery, R. Cameron (Alperson)	High Fury M. Carroll, I. Hunter, M. Rennie (Rogers-Cohn) (Foreign-made)		
19				Temptation Harbor R. Newton, S. Simon (English-made)		The Boy With The Green Hair P. O'Brien, B. Hale, D. Stockwell (Technicolor)			Bungalow 13 T. Conway, M. Hamilton, R. Cromwell			

HOLIDAYS—SPECIAL EVENTS

Oct. 12—Columbus Day
Oct. 13—Yom Kippur
Nov. 2—Election Day
Nov. 11—Armistice Day
Nov. 25—Thanksgiving Day

SELZNICK RELEASING ORGANIZATION

The Paradine Case—G. Peck, Valli, A. Todd
Mr. Blandings Builds His Dream House—M. Loy,
C. Grant, M. Douglas

FILM CLASSICS

Drums—(Technicolor) (Reissue)
Four Feathers—(Technicolor)—(Reissue)
Miraculous Journey—R. Calhoun, V. Grey, (Cinecolor).

Sofia—G. Raymond, S. Gurie—(Cinecolor)
Border Wolves—(Western Reissue)
Pony Post—(Western Reissue)

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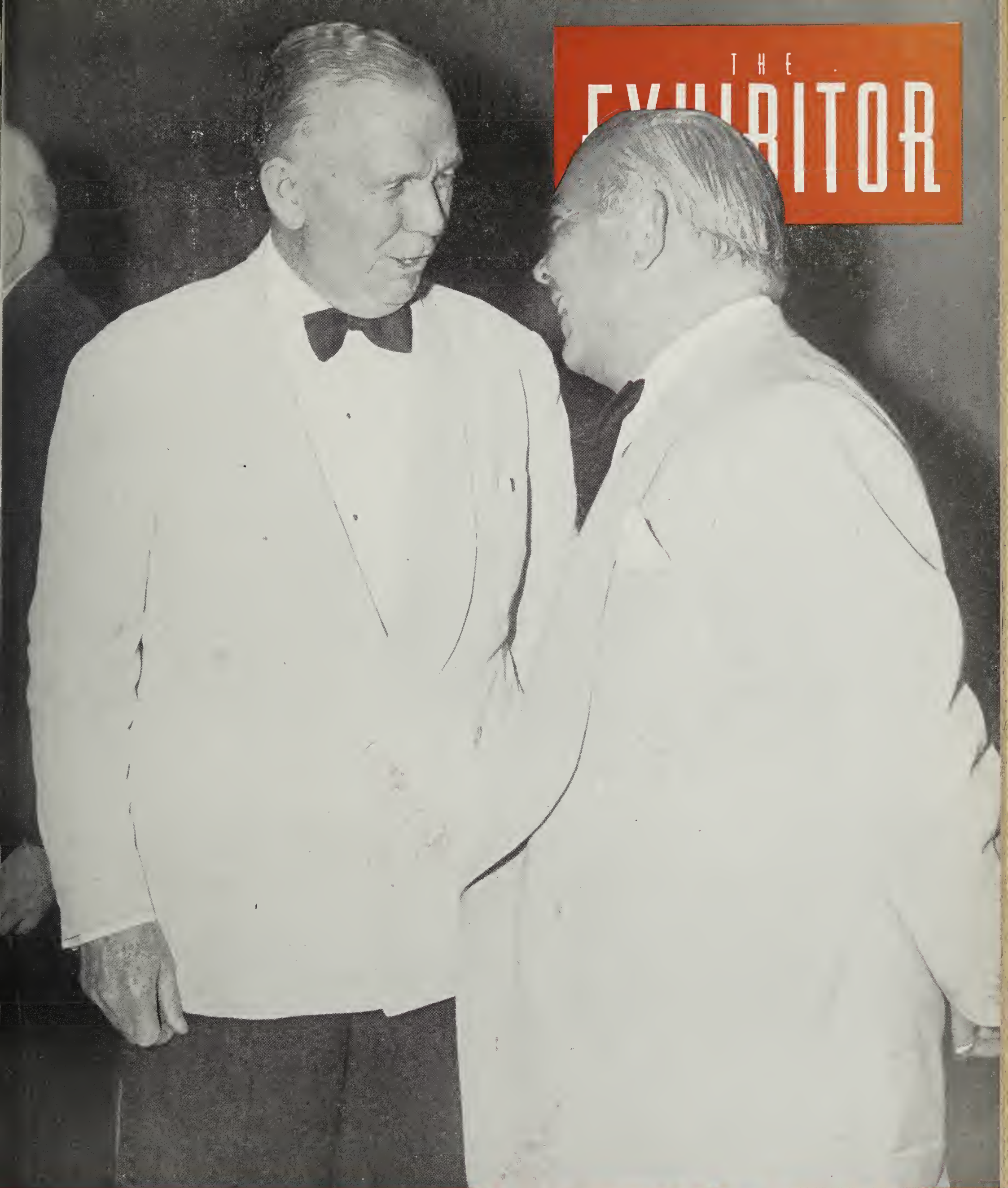
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PRIZE BABY OF THE INDUSTRY

THE EXHIBITOR



SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE

OCTOBER 13, 1948



VOLUME 40
NUMBER 23

NOT SOLD

Secretary Of State George Marshall, who was given the "Humanitarian Award" by the Variety Clubs International in ceremonies recently in Washington, D. C., here chats with Spyros Skouras, president, 20th Century-Fox, during the gala dinner at which he was awarded the plaque.

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

IN THIS ISSUE: *"The Little Men" present all the latest information on current grosses in*

THE TIP-OFF ON BUSINESS

"Make Mine Metro-Cola!"



"THREE MUSKETEERS" PREVIEW! WOW!

Let's face it! M-G-M has the greatest commercial property it has had since "Come With The Wind." We told you about the Coast Preview, and last week at Loew's 72nd St. Theatre we saw its magic with our own eyes and heard the tumultuous cheers of a capacity audience! Watch! Wait! A new Box-office Giant is born!



It's the new cry that's sweeping the nation! Showmen tell us that M-G-M is tops with ticket-buyers from Coast to Coast. They loved Leo's big, gay Summer attractions and it's in the air everywhere that M-G-M's got the top pictures for Fall and Winter, too!

For instance: "Julia Misbehaves," the talk of New York, is destined to be one of 1948's biggest grossers. (Use the teaser below by substituting your theatre name. Actual size 2-Cols.)



Julia Misbehaves at the Radio City Music Hall

GREER GARSON • WALTER PIDGEON
in M.G.M.'s comedy surprise of the year!



THERE'S A **BIG** ONE COMING!



LANA TURNER as wicked Lady De Winter
GENE KELLY as D'Artagnan

with FRANK MORGAN • VINCENT PRICE • KEENAN WYNN • JOHN SUTTON • GIG YOUNG
Screen Play by ROBERT ARDREY • Directed by GEORGE SIDNEY • Produced by PANDRO S. BERMAN

M-G-M
presents
Alexandre Dumas'
The Three Musketeers
starring
LANA TURNER
GENE KELLY
JUNE ALLYSON
VAN HEFLIN
ANGELA LANSBURY
COLOR BY
Technicolor

WORLD
PREMIERE
Soon!

M-G-M presents GREER GARSON • WALTER PIDGEON in "JULIA MISBEHAVES" • PETER LAWFORD • ELIZABETH TAYLOR • CESAR ROMERO • Lucile Watson • Nigel Bruce • Mary Boland • Reginald Owen • Screen Play by William Ludwig, Harry Ruskin and Arthur Wimperis • Adaptation by Gina Kaus and Monckton Hoffe Based Upon the Novel "The Nutmeg Tree" by Margery Sharp Directed by JACK CONWAY • Produced by EVERETT RISKIN

Above:
Another ad (Actual size 3-Cols.) that tells New Yorkers about M-G-M leadership.



MANAGER CHESTER A. GLENN, who handles the Elm Street, Greensboro, N. C., can attest to the draw of his radio competition. He almost won a \$27,500 prize on the "Stop The Music" air show, but the title he mentioned was too long. When he missed out, he received so many calls he almost couldn't get away from his apartment to open his house. It wasn't revealed whether his personal publicity helped business at the theatre, but for a few hours, at least, he became a special local celebrity.

★

WHEN the trade press votes on the best exploitation stunt of 1948, high honors will certainly be handed out to UA, which got the idea of sending to trade pressmen choice cuts of steak as a tieup on "Red River."

★

A MAN with a real record is J. B. Johnson, projectionist at the Elk, Italy, Tex., who claims that in 38 years of service at one theatre, under seven owners, he never took a vacation or used a substitute, and was only off four nights sick during that whole period.

★

IF that report is true, that after 50 years England and the U. S. are getting together on a standardization of nut sizes, there certainly must be hope that the film problems will eventually be ironed out.

★

MOST SURPRISED theatre aide of the week must be the one in an Aurora, Colo., theatre who was presented with a bouquet of flowers by a patron who appreciated past courtesies.

★

CONFUSION of present day living will be helped any if "Mother Was A Freshman" and "I Was A Male War Bride" wind up on the same bill.

—H. M. M.

I N D E X

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OCTOBER 13, 1948

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THE EXHIBITOR

VOL. 40, No. 23



OCTOBER 13, 1948

Some Television Slants

LATEST TREND in the survey field is to determine the recreation habits of people who buy television sets. Invariably, the result shows that television set owners practically stop listening to the radio when programs are televised, and that movie-going drops from 20 to 30 per cent. This will astound practically no one as it is perfectly obvious that when a family shells out from \$200 to \$1000 for a television set, it will try to get its money back via the watching and listening routes as often as possible.

AS FAR AS the theatre owner is concerned, there is little he can do about bucking the fascination which results when a patron first owns a television set. He, like his brother exhibitors in many cities have found out, must wait until the novelty wears off a trifle, and the television set owner learns that there are still too few good television programs, that many features televised are generally inferior and more or less a strain on the eyes, and that formerly hidden away in nooks and corners of vaults, thousands of feet of film are now seeing the light of day for the first time in years.

WHEN THE television owner gets past the first stages of ownership, he will know that some programs are worth watching, but that many are eye-strain and a waste of time. The exhibitor, will, as in the east, for example, appreciate the fact that such good entertainment as the "Toast Of The Town" program on Sunday nights, and the "Texaco Star Theatre," on Tuesday nights, to mention two, will affect his attendance, in addition to major sports events, depending on the coverage of the television stations in his area.

THE THEATREOWNER can rest assured that when he has merchandise that is good entertainment, he will do business. However, he will suffer more on the shows which have less merit. It will be up to him to pay closer attention to his buying and booking.

TELEVISION is no ogre that will destroy his business, but it is a definite form of entertainment, and is permanent competition. The exhibitor might as well realize that now.

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**Not since
"The Road to Rio"...
Not since
Bob and Bing...
has Dottie been
combined with a
trio more sure
of that
boxoffice ZING!**

BENEDICT BOGEAU presents
**DOROTHY LAMOUR
GEORGE MONTGOMERY
CHARLES LAUGHTON**
in
**"The GIRL FROM
MANHATTAN"**

with ERNEST TRUEX • HUGH HERBERT
WILLIAM FRAWLEY • CONSTANCE COLLIER
SARA ALLGOOD
Directed by ALFRED E. GREEN
Original Story and Screenplay by Howard Estabrook
Produced by BENEDICT BOGEAU

Released thru U. A.!



DIGNITARIES DECORATE THE DOUBLE DAIS AT THE DINNER IN WASHINGTON AT WHICH SECRETARY OF STATE MARSHALL IS HONORED BY THE VC.

The Variety Clubs International Reaches A Peak

Its Convention In Washington Is Climaxed By The "Humanitarian Award"

DURING its many years of successful activity, the Variety Clubs International has, through its tents, made an enviable record in city, state, Nation. But it was not until its recent "Humanitarian Award" dinner in Washington, D. C., that it actually reached a peak, for at that time official Washington had a chance to see for itself what the national organization had come to mean.

Held in the Presidential Room of the Hotel Statler, the dinner was the climax of the regular three-day mid-year conference. It was attended by over 600 guests representing the highest level of government and the armed forces, as well as top-flight radio, business, and the press, to say nothing of the industry. President Truman communicated his regrets because he could not attend.

The presentation of the "Humanitarian Award" to Secretary of State George Marshall was made by Chief Barker Robert

J. O'Donnell, with Supreme Court Justice Robert Jackson, Albert Kennedy Roswell, chairman, "Humanitarian Award" committee, and Benjamin McKelway, editor, The Washington Star, as featured speakers. The invocation was spoken by Rabbi Norman Gerstenfeld, Washington.

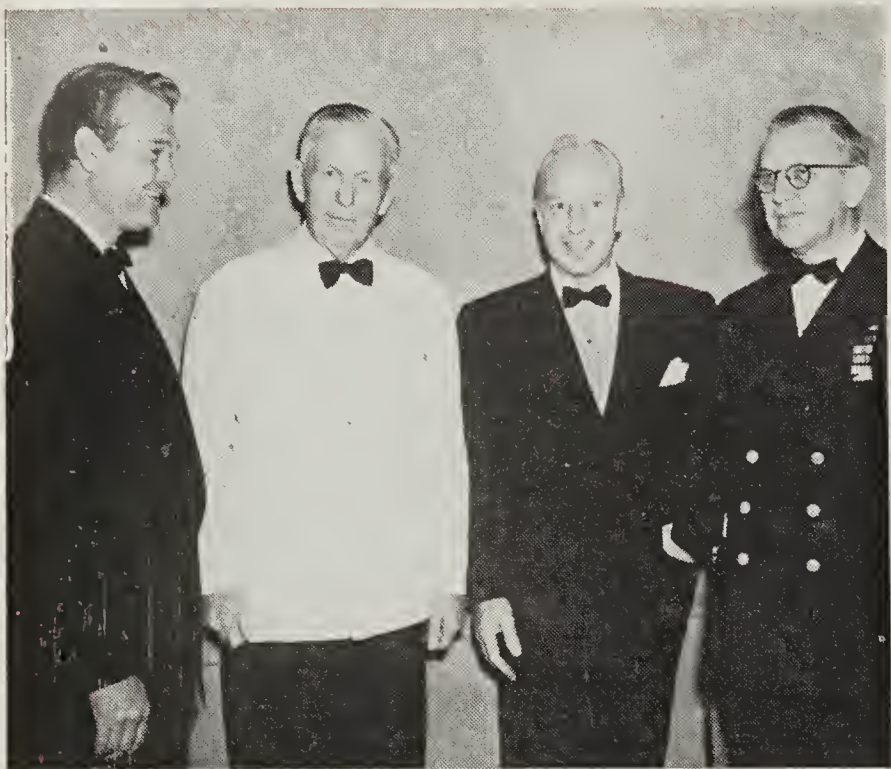
The award was made to Marshall in consideration of his efforts in the behalf of world-wide peace. The presentation to Marshall of the award plaque, which closed the ceremonies, was applauded by ambassadors and ministers plenipotentiary of 26 foreign powers. "Red" Skelton was master of ceremonies for a brief entertainment program, which featured music by the Marine Corps orchestra.

Present on the two-level dais were many industry figures.

Following the presentation of the award, Marshall flew to Paris for the UN meeting. Before that, however, he and others posed for a few pictures, some seen here.



SRO's Robert Gillham chats with Jay Emanuel, publisher of THE EXHIBITOR, and George Dembow, NSS exec, at the Variety Club Award dinner.



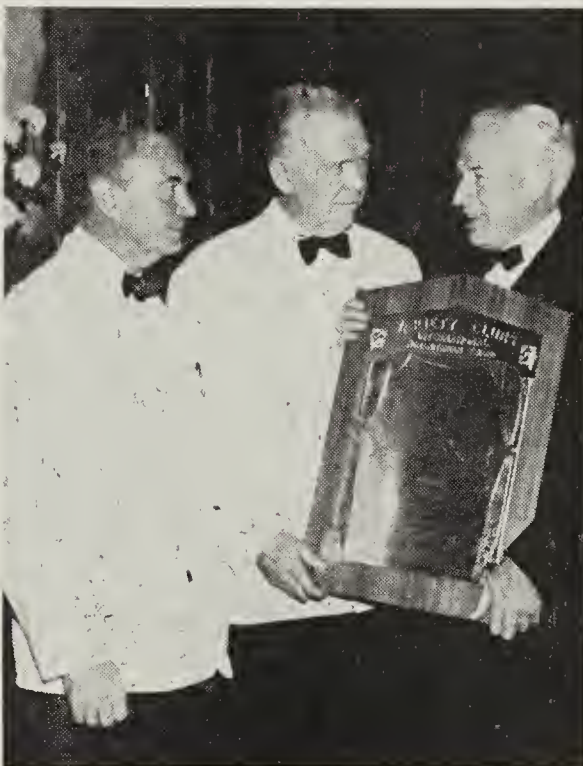
Comedian Red Skelton poses with Secretary of State Marshall, Lloyd Nolan, and Admiral Denfield. Aside from the impressive ceremonies, which took most of the evening, everyone enjoyed the dinner very much.



Robert J. O'Donnell, Mrs. Marc Wolf, Marc Wolf, Mrs. O'Donnell, and Coca-Cola's Robert Fowler posed for this shot at a cocktail party sponsored by Fowler, which was one of the highlights of the three-day meet.



Baltimore, Md. exhibitor Frank Durkee, Mrs. Robert J. O'Donnell, and Carter Barron are noted at the Variety Club "Humanitarian Award" fete.



Supreme Court Justice Jackson, Secretary of State Marshall, and R. J. O'Donnell examine the plaque given to Marshall for his outstanding actions.



James O'Neil, Barney Pitkin, Frank Boucher, and Jack Beresin pose for the camera after the dinner, which was attended by government dignitaries.



One event on the full program in Washington was a luncheon, and here many prominent industryites who attended are seen on the dais. Pictured are several industry leaders who attended the ceremonies and dinner.



Seen in this shot are some of the industryites, many prominent in the business, who attended a special session, one of many that was held during the meet, which lasted three days. Much work was accomplished.

MEL KONECOFF'S NEW YORK

Members of the trade press formally met Arthur H. Lockwood, newly elected president, Theatre Owners of America, last week, and he took the occasion to issue a statement commenting on recent words of J. Arthur Rank, British film producer, etc.



Said Lockwood, "J. Arthur Rank suggests that his product and British films in general have received unfair treatment. He suggests terms of a warfare, which, if they exist, did not originate here. His interference, I think, must be challenged. America is the only large country that offers a completely free and open market for their pictures, without quota or import restrictions of any character, and without any restraint on the number of pictures or in what country they are produced, or by whom they are produced.

"In speaking for the Theatre Owners of America, I believe I voice the opinions of exhibitors all over the country, regardless of their affiliations. As businessmen, we deal to the best of our ability in what will have the greatest appeal to our patrons in entertainment. We do not deal in prejudices. We cannot dictate to the American public what it wants in entertainment. It sets its own standards. There will be playing time, and ample playing time, for any foreign film which meets the American public's standards.

"J. Arthur Rank is an astute business man. We, as exhibitors, are also business men. Whenever he gives us a photoplay which appeals to the American public, and he has done so several times in the past, the public, our patrons, will give him the reception he deserves, and without political considerations or quota restrictions."

Lockwood believed that the public relations campaign instituted by TOA, which until now has been characterized as temporary, will become a part of the permanent program of the organization, and a committee has been designated to investigate formation of a permanent department to handle this work. Also awaiting committee action is a conciliation program to embrace the industry as a whole. Lockwood termed this a broader plan than has been instituted to date, and it will probably originate on a local level, and then expand nationally. He opined that it would prove applicable to all exhibitors and distributors, and would function under a conciliation board.

The new TOA official also announced that letters of inquiry were being dispatched to all producers and distributors within the industry to determine their stand on the release of exhibition films to television stations. Once these replies are in, and a detailed survey completed, TOA will determine further action, which may include convincing erring distributors how wrong they are. Lockwood thought that the number of television installations at present was too infinitesimal to present a true competitive picture, as far as theatres were concerned.

THE MARCH OF DIMES: Thus far, two prominent industryites have affiliated themselves with the National Foundation for Infantile Paralysis, Louis Nizer, who has accepted the chairmanship, and Ed M. Fay, prominent citizen and exhibitor in Providence, R. I., who accepted the chair in that area.

It has come to our attention that the Foundation has had a heavy drain on its funds because of the polio epidemics. Here is a chance for the industry to do a job not only for the youngsters of the country but also for itself, as well. Exhibitors and distributors ought to start thinking now of ways and means to help, and help generously.

TIDBITS: The major prize of the new jackpot on "Stop The Music" will be the entire bedroom in which Barbara Stanwyck appears in "Sorry, Wrong Number." This leads us to wonder when will some exhibitor offer his house as a giveaway prize? . . . In case you are interested, and we know you are, Jane Greer was recently voted "Miss Valen-tie" by members of the Men's Tie Foundation. Can you tie that???

THE METROPOLITAN SCENE: More than 300 fashion experts are expected to attend the "Portrait Of Jennie" fashion show at the Metropolitan Museum of Art. It was inspired by the Selznick film. . . . "Johnny Belinda" is reaching 84,964,338 women via wisely placed ads by Warners. . . . There must be a real shortage of product for television. CBS got around to running "The Great Train Robbery" the other night. . . . U-I claims that "Hamlet" has been chosen as the "Picture of the Month" for October. However, we see "Red River" being plugged as such in the "sardine cans." . . . Caswell Adams, former sports columnist for The New York Herald Tribune and International News Service, and presently a UA staffer, has teamed with Dolly Stark, former baseball star and umpire, to present a weekly sports feature via CBS television. . . . Better pressbooks are out on "The Girl From Manhattan," "Cry Of The City," "Night Has A Thousand Eyes." . . . Loew's International is telling exhibs the world over all about kiddie shows, and how they, too, can profit. . . . Bill Berns is helping to write the "Gulf Road Show," the Bob Smith television show every Thursday night, as well as booking plugs for films via showing scenes from some of the better pix around. . . . Lester Cowan brought in several scenes from his latest, "Love Happy," starring the Marx brothers, to tease the UA publicity and advertising staffs as well as to aid them in forthcoming campaigns. . . . Montague Salmon has done it again. This time, he turned over his Rivoli for Columbus Day ceremonies. . . . They are offering television sets through the mail from \$169 up.

SAG Nominates Reagan

HOLLYWOOD—The Screen Actors Guild last week renominated Ronald Reagan for president. Others named by the Guild nominating committee were, for vice-president, Walter Pidgeon; second vice-president, William Holden; third vice-president, Paul Harvey; recording secretary, Leon Ames, and treasurer, George Chandler.

Stanley Counsel Argues For Court Ruling

WASHINGTON—Counsel for the Stanley Company of America argued last week that only the three-judge New York court set up to hear the government anti-trust action can force major companies out of theatres jointly owned with independents, in connection with the suit brought by K-B Amusement Company to force the Warner subsidiary out of the Mac-Arthur. This theatre is listed by the Department of Justice in its proposed findings and order in the Paramount case as one of the houses from which defendants should withdraw, but Stanley Company counsel argued that "all of the 1,300 similar cases should be handled on the same basis if there is to be proper and uniform enforcement of the anti-trust laws and other decrees, without severe injury or penalty to any of the defendants."

"Julia" Opens Strong On B'way

NEW YORK—Slightly above average was indicated in the Broadway first-runs last weekend with the Radio City Music Hall, Capitol, and Strand out in front. According to usually reliable sources reaching THE EXHIBITOR, the breakdown was as follows:

"JOHNNY BELINDA" (WB). Strand, with stage show, claimed \$35,000 for Friday through Sunday, with the second week sure to top \$70,000.

"ROPE" (WB). Globe reported \$14,000 for Friday, Saturday, and Sunday, with the seventh week heading toward \$29,000.

"CRY OF THE CITY" (20th-Fox). Roxy, with stage show, garnered \$68,000 for Wednesday through Sunday, the second week expected to hit \$90,000.

"RED RIVER" (UA). Capitol, with stage show, took in \$58,000 for Thursday through Sunday, the second week anticipated at \$90,000.

"THE SAXON CHARM" (U-I). Criterion claimed \$12,000 for the last six days of the second and last week.

"RACHEL AND THE STRANGER" (RKO). Mayfair announced \$17,500 for the fourth and last week.

"HAMLET" (U-I). Capacity of \$16,000 was reported for this at the Park Avenue on reserved-seat-two-a-day policy.

"ISN'T IT ROMANTIC" (Para.). Paramount, with stage show, did \$60,000 on the first and last week.

"JULIA MISBEHAVES" (MGM). Radio City Music Hall, with stage show, opened to \$92,500 for Thursday through Sunday, with the first week a sure bet to exceed \$155,000.

David Stoneman Mourned

BOSTON—David H. Stoneman, father of Harold Stoneman, president, Interstate Theatres of New England, died last week.

The Servisection Is the Only Service Of Its Kind Giving A Full Coverage, Listing and Reviews Of All Features and Shorts Released In the Domestic Market.

"LOADED WITH EXPLOITATI PAYOFF IN ANY SITUATIO

—Hollywood

"Again Frank Seltzer demonstrates conclusively that his unit is in the know in turning out **TOPSIDE ENTERTAINMENT!**"...

—Boxoffice

"DEFINITELY IN 'SLEEPER' CLASS

... enjoy handsome business!"...

—Daily Variety

"A BOXOFFICE WINNER...

tense... exciting... bring in patrons and keep them coming!"...

—Showmen's Trade Review

"CORKING DRAMA... EXPERTLY DIRECTED... PACKS TERRIFIC WALLOP!"...

—Film Daily

Jungle



featuring
KRIST
R



ON ANGLES FOR BOXOFFICE
N!.....

Reporter

Simple Patrol

INE MILLER·ARTHUR FRANZ with Ross Ford·Mickey Knox·Tom Noonan
Richard Jaeckel·Gene Reynolds·Harry Lauter·Bill Murphy·G. Pat Collins

Directed by JOE NEWMAN

Screen Play by Francis Swann · Adaptation by Robertson White · From the Play by William Bowers

A Frank Seltzer Production

Released by 20 Century-Fox

Rank Again Raps U. S. Film Payoff

LONDON—Maintaining his position of several months ago, when he last visited the United States, and was lead to believe that Hollywood leaders were making no attempt to improve their position under the Anglo-American film agreement negotiated by Eric A. Johnston and James A. Mulvey with Harold Wilson, president, Board of Trade, J. Arthur Rank last week told his stockholders that "the Americans were making no attempt to give British films reasonable playing time in the United States."

Rank made it clear that he supports the 45 per cent exhibitors quota and the provisions of the Anglo-American film agreement. He maintained that "no measures have been taken to play our pictures in the United States, and so improve the U.S. producers-distributors own position by increasing their dollar remittances from this country. In fact, the reverse has taken place. Our films have not received the playing time they formerly received."

The British film magnate claimed that both Universal-International and Eagle Lion have been encountering increasing difficulties handling his product since the imposition of the 75 per cent ad valorem duty. He claimed that English-made films were faced with an "unseen quota" in the U.S., and that no serious attempt was being made by American interests to exhibit them.

Meanwhile, it was shown in a financial statement made public by Rank that American-made films were faring better at Odeon theatres in the United Kingdom than British product. It was encouragingly reported by Rank that "the average operating takings per week per theatre of British films on the Odeon Circuit is 587 pounds, as against a figure for all foreign films of 566 pounds."

Lockwood Reveals Plans

BROOKLINE, MASS.—Arthur H. Lockwood, newly elected TOA president, revealed last fortnight that a study of motion picture attendance is to be made by a competent organization, to be used as the basis of a comprehensive report on methods of increasing theatre attendance.

At the same time, Lockwood announced that conciliation rather than litigation will be the cornerstone of TOA policy, and that the TOA will widen its scope as an exhibitors' service organization.

Tom Daly Mourned

NEW YORK—T. A. Daly, father of Len Daly, special advertising and exploitation representative, United Artists' foreign department, died last week at the Philadelphia General Hospital.

Widely known for his poems, both humorous and lyric, Tom Daly also achieved fame as an after-dinner speaker and humorous lecturer.

Para. Reports Additions

NEW YORK—Paramount reported to the Department of Justice last week the recent acquisition of two Florida circuits, the Florida Island Theatres, Inc., Clearwater Enterprises, Inc., and a majority interest in Florida Coastal Theatres, and Hollywood Amusement Company.

UA Sets Department For Tele. Film Sales

NEW YORK—United Artists Corporation last week became the first major distributing company to organize a distribution setup for the release of films for television on a nationwide scale.

United Artists has created a television sales department, which will provide full releasing and sales service to the producers of television film programs, it was announced by Paul N. Lazarus, Jr., executive assistant to the company's president.

The new UA television sales department includes the entire company branch and sales set-up, covering 33 exchange centers in the U. S. and Canada.

UA television has already begun the creation of a full film library, consisting of full length features and existing short subjects, which will be made available to program directors, advertising agencies, sponsors, network and independent television broadcasters, etc.

The service will be on a distribution fee basis.

Gradwell L. Sears, UA president, has appointed John H. Mitchell to head the new department as director of television sales.

Wis., Upper Mich. Meeting

MILWAUKEE—Abram F. Myers, general counsel, Allied States Association; Sidney E. Samuelson, general manager, Allied Independent Theatre Owners of Eastern Pennsylvania; William L. Ainsworth, president, Allied States Association, and Trueman Rembush, president, Associated Theatre Owners of Indiana, will be among the principal speakers at the Independent Theatre Owners of Wisconsin and Upper Michigan convention this week at the Hotel Schroeder, Milwaukee, Wisconsin.

On the agenda at the business session on opening day are speeches by Jack Kirsch, president, Allied Theatres of Illinois; Benjamin Berger, president, North Central Allied Independent Theatre Owners; Rembush; H. M. Richey, assistant to William F. Rodgers, Loew's; Leon J. Bamberger, sales promotion manager, RKO; David Palfreyman, director, theatre service department, Motion Picture Association; A. W. Smith, Jr., general sales manager, 20th Century-Fox; Harold J. Fitzgerald, president, Fox-Wisconsin Amusement; A. D. Kvoool, assistant to James Coston, midwestern divisional manager, Warner Brothers Circuit Management Corporation, and L. F. Gran, president, Standard Theatres Management.

The Trade Screening Guide Is A Regular Feature Of This Publication.

Greer Acquires Interest

DALLAS—John L. Franconi, organizer and retiring president, United Theatre Service Corporation of Texas, announced last week that the total stock of the corporation had been acquired by John C. Greer, who will become president and continue as general manager. The unit now buys and books for over 30 houses. Franconi said he will concentrate future efforts on his Screen Guild exchange.

ITOA Approves 20th-Fox Smith Plan

NEW YORK—At a meeting of the Independent Theatre Owners Association last week, the Association unanimously adopted the Smith Conciliation Plan, and put it into operation. Max A. Cohen, Cinema Circuit executive and vice-president of the organization, was appointed chairman of the Conciliation Board, and Leon Rosenblatt, Rosenblatt-Welt Theatres, and J. Joshua Goldberg, Raybond Theatres, were selected as co-members of the committee with Irving, Renner, Endicott Theatres, Al D. Erickson, Trans Lux, and Abe Leff, Bronx exhibitor, as alternates. Harry Brandt, president, and Dave Weinstock, board chairman, will serve ex-officio.

The general membership meeting was preceded by a three-hour board meeting at which Andy Smith, Jr., general sales manager, 20th Century-Fox, accompanied by Ray Moon, eastern division sales manager, Seymour Florin, New York exchange manager, and Sam Shain, director of exhibitor and public relations, explained the operation of the plan.

New members of the organization include Jerome N. Britchie, Starlight, N. Y.; Croton-on-Hudson, N. Y.; Joseph Rosenbloom, Atlantic, Brooklyn, N. Y.; Morris Klein, Hunter, Hunter, N. Y.; George Walsh, Strand, Yonkers, N. Y., and the following Trans Lux theatres: Crest, Bronx, N. Y.; Embassy, Dobbs Ferry, N. Y.; Hastings, Hastings, N. Y.; and the local Monroe, Colony, and Granada.

"Land" Ballyhoo Revealed

NEW YORK—MGM will again embark on a nation-wide ballyhoo tour, this time with a traveling unit to be known as "Huskies From 'The Secret Land'," it was announced last week. It is planned to have the unit visit approximately 50 cities and theatres before the tour winds up on Navy Day, Oct. 27.

Under the general supervision of Howard Dietz, vice-president and director of advertising, publicity, and exploitation, William R. Ferguson will direct the routing and personnel, while Captain Volney Phifer will be in complete charge of the itinerary. The unit is made up of eight dogs, descendants of the original huskies appearing in the film, sleds and displays from the picture, and layouts which appeared in National Geographic Magazine. Elliott Foreman, Ferguson's department, has been assigned as advance man for the tour.

First appearance of the unit will be in Des Moines, Oct. 2, at the Paramount Theatre.

Para. Protests Limitations

WASHINGTON—The FCC was told last week by Paramount that it had no right to limit the number of TV or other types of stations it or any other company may own, but that if limitations should result, they should not become effective until the end of 1952.

Pioneer Dinner Nov. 17

NEW YORK—The annual dinner of the Motion Picture Pioneers will be held on Nov. 17 at the Hotel Waldorf-Astoria, it was announced last week.

HERE'S A LINE ON

"Good light comedy. An enjoyable romp. Should have audiences laughing regularly!"
— INDEPENDENT

"A bang-up job readily saleable with popular and profitable reception. Smartly and opulently packaged!"
— BOXOFFICE

"Bound to be top moneymaker. Great word-of-mouth. Strong name draw"
— SHOWMEN'S

"Showmen here have saleable merchandise. Two fine star names, slapstick galore, funny story!"
— M.P. HERALD

"One of the real laugh riots of the year!"

SHOWMAN'S TRADE REVIEW

"Gay, light farce. Very much in favor of lucrative returns!"

— HOLLYWOOD REPORTER

"Livened by slick gags, top performing, first rate production, stands to do better than average business!"

— FILM DAILY

"Bright comedy suffused with wit and substance."

— M.P. DAILY

"Keeps the midriff pumping. A cinch for every type audience. Entire cast tops. Hilarious!"

— DAILY VARIETY



JAMES NASSER
Presents
FRED
MacMURRAY • CARROLL

a peach of a pair in that delightful, justrightful, "not-so-innocent"

"An Innocent Affair"

with
CHARLES 'BUDDY' ROGERS • RITA JOHNSON
LOUISE ALLBRITTON • ALLAN MOWBRAY
Original Screenplay by Lou Breslow and Joseph Hoffman
Directed by Lloyd Bacon • A James Nasser Production



Watch the
Business at the
Rivoli Theatre
New York City

IT'S RIGHT FROM UA

U-I Schedules 30 '48-'49 Features

SAN FRANCISCO—After a careful study of current exhibition conditions, Universal Pictures has concluded that the present market can accommodate 30 of its feature releases during 1948-49, William A. Scully, vice-president and general sales manager, announced last week as the company's sales representatives gathered for their fourth and final regional sales meeting at the Fairmont Hotel.

All told, Universal will release 30 feature pictures, 61 short subjects, and 104 issues of its newsreel during 1948-49, according to present plans.

Ten of the 30 features already are completed, Scully said. They are:

"Kiss The Blood Off My Hands," the Harold Hecht-Norma Productions, starring Joan Fontaine and Burt Lancaster; "Rogues' Regiment," starring Dick Powell, Marta Toren, and Vincent Price; "The Countess of Monte Cristo," a Westwood production, starring Sonja Henie, with Michael Kirby, Olga San Juan, Dorothy Hart, and Arthur Treacher; "Mexican Hayride," starring Abbott and Costello; "You Gotta Stay Happy," the Rampart Production, starring Joan Fontaine and James Stewart; "Live Today For Tomorrow," formerly titled "An Act Of Murder," starring Fredric March, Edmond O'Brien, Florence Eldridge, and Geraldine Brooks; "The O'Flynn," a Fairbanks Company production, starring Douglas Fairbanks, Jr., and co-starring Helena Carter and Richard Greene; "Criss Cross," starring Burt Lancaster, Yvonne De Carlo, and Dan Duryea; "Family Honeymoon," starring Claudette Colbert and Fred MacMurray, and "Red Canyon," formerly known as "Black Velvet," in Technicolor, and starring Ann Blyth, Howard Duff, and George Brent.

Starting production are:

"The Life Of Riley," the Brecher Production, starring William Bendix, with Meg Randall; "The Story Of Sam Bass," in Technicolor, starring Yvonne De Carlo; "The Amboy Dukes," and "The Night Watch."

Completing the 30 picture-releasing schedule will be "Ma and Pa Kettle," starring Marjorie Main and Percy Kilbride; "Come Be My Love," starring Robert Montgomery; "Gambling Lady," starring Barbara Stanwyck; "Arctic Manhunt," "Abbott And Costello And The Invisible Man"; an untitled picture starring Donald O'Connor, "Bagdad"; "Western Story," "Take One False Step," "Moon Over Java," "Cripple Creek," and "Tomahawk."

The 61 short subjects will include thirteen "musicals"; eight "musical westerns"; eight "Variety Views"; eight novelty subjects; eight "Sing And Be Happy" subjects; two Two-Reel specials, a one-reel "Christmas Dream," and 13 Technicolor "Cartunes" reissues.

J. Arthur Rank's "Christopher Columbus," in Technicolor, starring Frederic March, Florence Eldridge, Linden Travers, and Francis L. Sullivan, will receive the same roadshow treatment as Laurence Olivier's "Hamlet," Scully announced.

Plans also are being made for the release of Rank's "The Blue Lagoon," in Technicolor, starring Jean Simmons, Donald Houston, and Noel Purcell; "Nevermore,"

Paramount Denies DuMont TV Ties

WASHINGTON—The FCC was told last fortnight by Paramount that "Paramount has exercised no control over the affairs and operations of DuMont," and that DuMont had neither sought nor received the benefit of Paramount's operating experience in TV and other fields. Competing companies seeking TV licenses in cities where Paramount has also filed hold that Paramount exercises "at least a veto power" as well as "effective financial control" over DuMont.

Attorneys for the Boston Metropolitan Television Company, which competes with Paramount in Boston, claimed that Paramount funds were what enabled DuMont to ride out rough periods, and that Paramount has been and is able to control filing of applications by DuMont, and that this control has been exercised to keep DuMont from filing in cities where Paramount intends to file, "thereby restraining the competition which would naturally exist."

Paramount and DuMont, in separate statements, maintained that "Paramount had never exercised any affirmative control over the management or operations of DuMont," and that the only dealings which now exist between the two companies are infrequent purchases of DuMont equipment, the transactions being made "at arm's length."

Brecher Heads MMPTA

NEW YORK—Leo Brecher last week succeeded Fred Schwartz as president, Metropolitan Motion Picture Theatres Association. Schwartz becomes chairman of the board.

Other officers elected were Edward Rugoff, first vice-president; Sol Strausberg, second vice-president; Russell Downing, treasurer, and Malcom Kingsberg, assistant treasurer.

Mrs. Dawson In Spokane

SPOKANE, WASH.—In an address before the Association of Governing Boards of State Universities and Allied Institutions at the annual meeting last week, Mrs. Marjorie Dawson, associate director, community relations department, Motion Picture Association of America, stressed the important "contribution of films to morality and religion in American universities and colleges."

H-63 Wins At Republic

NEW YORK—The second large withdrawal from Screen Office and Professional Employees Guild, CIO, came when "an overwhelming majority" of Republic's office workers voted to establish shop with AFL's IATSE Motion Picture Home Office Employees' Local No. H-63 last fortnight. H-63 won a shop election at UA before the Republic move.

starring Ann Todd, Trevor Howard, and Claude Rains, and "Woman Hater," starring Stewart Granger, Edwige Feuillere, Ronald Squire, and Jeanne De Casalis.

MPAA Survey Shows 756 Drive-Ins In U. S.

NEW YORK—There is currently a total of 756 drive-in theatres of all types in the United States, of which 13 are closed, according to the first official survey of open air theatres announced last week by the Motion Picture Association of America. Completion of this census and the facts which it discloses were announced by Robert W. Chambers, director, research department.

The ozone theatres can accommodate a total of 313,378 automobiles. Of all these theatres, 137 are listed in the MPAA report as open for business throughout the entire year, while another 606 are open seasonally.

The report also reveals that actual construction is now underway on a total of 86 new theatres.

Drive-ins are most prevalent in the Charlotte exchange territory, where there is a total of 107 such operations. Dallas, with 78 drive-ins, is second highest.

Program policy for the open drive-ins shows, according to the survey, that 48 per cent usually exhibit single features, and 13 per cent project double features, while 39 per cent have an alternating single and double feature program.

Gold Heads Tele. Group

NEW YORK—Melvin L. Gold, National Screen Service advertising and publicity director, was last week named the first National Television Film Council president. Others elected were: Burt Balaban, vice-president; Robert M. Wormhoudt, secretary, and Robert W. Paskow, treasurer. The board consists of Gus Ober, Ed Evans, Sally Perle, Myron Mills, Irving Leo, John Novack, Rosalind Cossoff, Elaine Phillips, Jack Glenn, Irwin Shane, and Jay Williams.

Bantam Releases Revealed

NEW YORK—Bantam Books announced last week for October include the following: "Joan Of Arc," by Frances Winwar; "The Sealed Verdict," by Lionel Shapiro; "Back Home," a cartoon collection by Bill Mauldin; "Hotel Hostess," by Faith Baldwin; "The Silent Speaker," by Rex Stout; "The Book Of The Dead," by Elizabeth Daly, and "Badlands," by Bennett Foster.

*For Real Coverage Of Happenings
In Your Area, Read THE EXHIBITOR.*

TOA Campaign Expended

NEW YORK—TOA's temporary public relations campaign, which ended its first phase recently, will be expanded into a permanent setup in accordance with the resolution adopted at the Chicago convention, it was announced last week at TOA's New York headquarters.

Will Baker Mourned

CHICAGO—Republic's midwestern sales manager, Will Baker, 43, died last fortnight after an illness of several months. Born in St. Louis, he had been on Chicago's film row for 25 years, and with Republic for eight years. He relinquished his post as branch manager here because of illness. He is survived by the widow, two sons, and his father and mother.

**WHEREVER MOTION PICTURES
ARE REVIEWED
YOU'LL BE READING A RAVE FOR
WARNER BROS.**

Johnny Belinda



Johnny Belinda (Drama)

Atlantic City, Sept. 7.—"Johnny Belinda" is a compelling, adult drama, told with sensitive taste. A story of a tragedy with a happy ending, the film is one that packs a boxoffice wallop and can be sold for big returns.

Jane Wyman's portrayal is boff. It's a compellingly artistic display of talent, demonstrating that an artist can project emotions and sway an audience without a spoken word. Of equal worth is Lew Ayres' co-starring performance. There are few who can convey the sincerity with which he endows a role and he makes his part a sock performance.

The melodramatic angles will capture fancy of the general public, particularly the femmes, and there is a strong appeal to the class trade because of the intelligent interpretation displayed by script, direction and playing.

Jerry Wald's production has missed no bets in presenting it for outstanding attention. He realizes on every merit of the many strong points of the story and has given the film sock casting, in star spots and right on down the line.

Plot is one that, in less adroit and sympathetic hands, could have been a highly theatrical melodrama. The theatrics are there but so deftly handled in the presentation that they give a solid backing. Jean Negulesco's direction guides the development leisurely but never slowly, treating the plot and players with potent understanding. He never overplays the heartstrings, yet keeps them constantly moved. An example of the deft handling is the rape scene. It's alive and vivid, but never becomes a tent-twenty-third meller problem.

There are commanding performances by Charles Bickford as Miss Wyman's father and Agnes Moorehead as her aunt. Bickford's work is an unusually able realization on the part's demands. Stephen McNally is excellent as the rapist and Jan Sterling, as the village belle who marries him, also comes through strongly. Rosalind Ivan, Mabel Paige and Ida Moore shine as thoughtless village gossips. Dan Seymour and others in the large cast lend strong support.

Wald's supervision has accounted for top work in technical assignments. Ted McCord's photography makes a picturesque display of the drab Nova Scotia background and the tender, moving mood of the film is heightened by Max Steiner's music score. Set decorations, special effects, film editing and all other technical aids help in making this a class feature.

WARNERS RELEASE. Producer, Jerry Wald. Director, Jean Negulesco. Screen play by IRMGARD VON CUBE, Allen Vincent, Elmer Harris.

JANE WYMAN • LEW AYRES
"JOHNNY BELINDA"
with CHARLES BICKFORD
AGNES MOOREHEAD • STEPHEN MCNALLY
directed by JEAN NEGULESCO • JERRY WALD
Screen Play by IRMGARD VON CUBE and ALLEN VINCENT
From the Stage Play by Elmer Harris • Produced by Harry Wagstaff Gribble • Music by MAX STEINER
Craven, Arthur, Joan Winfield, Ian Wolfe, Robert, Jonathan Hale, Ray Montgomery.



TRADE SCREENINGS

WARNERS—"June Bride" (Bette Davis, Robert Montgomery) in all exchange centers on Oct. 18.

PARAMOUNT—"The Paleface" (Bob Hope, Jane Russell) (Technicolor); "Disaster" (Richard Denning, Trudy Marshall) in all exchange centers on Oct. 19.

NY Crafts Cooperate

NEW YORK—Representatives of 11 guilds, crafts, and unions engaged in motion picture production met at the Park Central Hotel last week to discuss the establishment of a forum for the exchange of views and facts, for the examination of mutual problems, for the consideration of changes and expansion in the field, and for the promotion of cooperation among themselves.

The meeting was held under the sponsorship of the Screen Directors Guild. Besides the Guild, the following organizations were represented: International Photographers Of The Motion Picture Industry, Local 644, IATSE and MPMO; Motion Studio Mechanics, Local 52, IATSE; Motion Picture Laboratory Technicians, Local 702, IATSE; Screen Cartoonists, Local 1461; BDPH of A; United Scenic Artists Of America, Local 829, BDPH of A; Association Of Documentary And Television Film Cameramen, Screen Actors Guild, Associated Film Writers, Motion Picture Film Editors, Local 771, IATSE, and Motion Picture Assistant Directors, Local 161, IATSE.

Kent Aids YM Award

NEW YORK—Atwater Kent has donated \$500 to be paid additionally to the winner of the "Youth Month" four-year tuition scholarship at the University of Denver to be awarded for the best essay on "What Youth Means to the Future of America," it was announced at TOA headquarters last week.

The essay contest, now ended, was sparked weekly by announcements on the "Frank Merriwell" program, heard Saturday mornings over the NBC network. The winner will be announced on the Merriwell program.

Momand Plea Heard

Boston—The Circuit Court of Appeals last week reserved decision on the plea of A. B. Momand to set aside a decision of Federal Judge Wyzanski, who reversed a jury finding, and entered a judgment for defendants in the Momand anti-trust case. Counsel for the defendants argued that the Momand claim had been disposed of by judgments for the defendants entered in Oklahoma in August, 1944, after a trial before Federal Judge Broadus, while Momand counsel argued that the verdict of the jury in Massachusetts should be reinstated.

ABC Buys Vitagraph Studios

NEW YORK—The American Broadcasting Company last fortnight purchased Warners' 20-acre Vitagraph studio, and plans immediate renovation for operations as a video network center. Robert E. Kinter, ABC vice-president, announced that the properties include two sound stages, 13 film vaults, work shops, and office bungalows. Warners will continue to use the lot for eight months, after which time it will be turned over to ABC.

THE TIP-OFF ON

Business

(The Tip-Off On Business is a record of how pictures are doing in their playdates in various parts of the country. The ratings given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. It does not necessarily follow that the rating given constitutes the business in each individual engagement, but an honest attempt is made to present a general average. By studying the ratings, which are changed if necessary in accordance with newer information, exhibitors will be able to determine how to guide themselves in their buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (OCTOBER 13, 1948)

Swell, topnotch, record-breaking or close to it in all types of houses.



Just fair, nothing out of the ordinary, returns about average.



Good, although not breaking the walls down, but solid returns.



Disappointing, way below the average expected, decidedly off.



The Week's Newcomers

A SOUTHERN YANKEE
(MGM)



APARTMENT FOR PEGGY
(20th-Fox)



CRY OF THE CITY
(20th-Fox)



JOHNNY BELINDA
(WB)



JULIA MISBEHAVES
(MGM)



LARCENY
(U-International)



MOONRISE
(Republic)



RACHEL AND THE STRANGER
(RKO)



THE OLYMPIC GAMES OF 1948
(EL)



THE SAXON CHARM
(U-International)



Continuing

ABBOTT AND COSTELLO
MEET FRANKENSTEIN (U-I)



BEYOND GLORY
(Paramount)



EMBRACEABLE YOU
(WB)



ESCAPE
(20th-Fox)



FEUDIN', FUSSIN', AND
A-FIGHTIN' (U-International)



GOOD SAM
(RKO)



HOLLOW TRIUMPH
(EL)



LULU BELLE
(Columbia)



LUXURY LINER
(MGM)



MAN-EATER OF KUMAON
(U-International)



MELODY TIME
(RKO)



MR. PEABODY AND THE
MERMAID (U-International)



ONE TOUCH OF VENUS
(U-International)



PITFALL
(UA)



RACE STREET
(RKO)



RED RIVER
(UA)



ROPE
(WB)



SORRY, WRONG NUMBER
(Paramount)



TEXAS, BROOKLYN, AND
HEAVEN (UA)



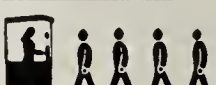
THAT LADY IN ERMINE
(20th-Fox)



THE BLACK ARROW
(Columbia)



THE LOVES OF CARMEN
(Columbia)



THE LUCK OF THE IRISH
(20th-Fox)



THE TIME OF YOUR LIFE
(UA)



THE VELVET TOUCH
(RKO)



THE WALLS OF JERICHO
(20th-Fox)



TWO GUYS FROM TEXAS
(WB)



What was the whispered Truth...

that destroyed
one man and turned
mother and daughter
into bitter rivals for
love of another?

Your emotions will be
shocked, shaken by the vio-
lence of this drama... the most
powerful stage play of our
generation... now a
mighty and thrilling
motion picture!



Now Available For Showings at

REGULAR PRICES

*—The picture that thousands paid \$2.40 top to see
in its road show engagements in New York and in
selected cities throughout America! . . . Opens
first popular-price run on Broadway at BRANDT'S
MAYFAIR THEATRE.*



ROSALIND RUSSELL
MICHAEL REDGRAVE
RAYMOND MASSEY • KATINA PAXINOU
LEO GENN • KIRK DOUGLAS
in EUGENE O'NEILL'S

Mourning Becomes Electra

with NANCY COLEMAN • HENRY HULL
Produced and Directed by DUDLEY NICHOLS



Cross Licensing Ban Asked In Many Towns

NEW YORK—When the government goes into court in the near future, it will ask that the Statutory Court restrictions be placed on cross licensing, including "closed" in the following cities and towns, according to information last fortnight:

ALABAMA: Anniston, Jasper.

ARIZONA: Globe, Flagstaff, Glendale, Mesa, Prescott, Winslow.

ARKANSAS: Conway, Jonesboro, Paragould, Prescott, Springdale, Stuttgart, Van Buren, Walnut Ridge.

CALIFORNIA: Bell, Burlingame, Chico, Coalinga, Compton, Crockett, Grass Valley, Hayward, Lodi, Martinez, Merced, Monterey, Ocean Park, Oroville, Paso Robles, Pomona, Porterville, Redding, Redlands, Redonda Beach, Redwood City, San Luis Obispo, Santa Cruz, Santa Paula, Tracy, Tulare, Turlock, Van Nuys, Watsonville, Wilmington.

STATEMENT OF OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

Required by the Act of Congress of Aug. 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946, of THE EXHIBITOR, published weekly at Philadelphia, Pennsylvania, for Oct. 1, 1947.

State of Pennsylvania, County of Philadelphia, ss.—Before me, a notary public in and for the state and county aforesaid, personally appeared Paul J. Greenhalgh, who, having been duly sworn according to law, desposes, and says that he is the business manager of THE EXHIBITOR, and that the following is, to the best of his knowledge and belief, a true statement of ownership, management (and if a daily, weekly, semiweekly or triweekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the act of Aug. 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (Section 537, Postal Laws and Regulations), to wit:

1. That the names and addresses of the publisher, business manager, and editor are:

Publisher—Jay Emanuel, 1225 Vine Street, Philadelphia 7, Pa.
Business Manager—Paul J. Greenhalgh, 1225 Vine Street, Philadelphia 7, Pa.
Editor—Herbert M. Miller, 1225 Vine Street, Philadelphia 7, Pa.
Managing Editor—None.

2. That the owners are:

Jay Emanuel Publications, Inc.
Jay Emanuel, 1225 Vine Street, Philadelphia 7, Pa.
Paul J. Greenhalgh, 1225 Vine Street, Philadelphia 7, Pa.
Herbert M. Miller, 1225 Vine Street, Philadelphia 7, Pa.
Minnie Kohn, 5306 Gainor Road, Philadelphia 31, Pa.
Harry Cohen, 1530 Locust Street, Philadelphia 2, Pa.
Edna S. Cohen, 1530 Locust Street, Philadelphia 2, Pa.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of the total amount of bonds, mortgages, or other securities are: none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in the capacity other than that of a bona fide owner; and this affiant has no reason to believe that any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above is—5535. (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

PAUL J. GREENHALGH

Business manager

Sworn to and subscribed before me this 24th day of September, 1948.

(Seal) HARRY COHEN

(My commission expires Mar. 9, 1951)

COLORADO: Boulder, Durango, La Junta, Longmont, Montrose, Sterling.

CONNECTICUT: Ansonia, Danbury, South Norwalk.

FLORIDA: Fort, Pierce, Hollywood, Lake Worth, New Smyrna, Ocala, Orlando, Palm Beach, St. Augustine, Sanford, Sarasota, Winter Haven, Winter Park.

GEORGIA: Athens, Brunswick, Gainesville, Moultrie, Waycross.

IDAHO: Caldwell, Preston.

ILLINOIS: Benton, Blue Island, Elgin, Jacksonville, Kankakee, La Grange, Marion, Mount Vernon, Pekin, Waukegan, West Frankfort.

IOWA: Algona, Ames, Boone, Centerville, Charles City, Clear Lake, Clinton, Fort Madison, Grinnell, Mason City, Oelwein, Oskaloosa, Ottumwa.

KANSAS: Coffeyville, Dodge City, Liberal, Pittsburg.

KENTUCKY: Danville, Fulton, Henderson, Owensboro.

MAINE: Augusta, Bath, Biddeford, Brunswick, Houlton, Rockland.

MARYLAND: Frederick, Silver Spring.

MASSACHUSETTS: Allston, Brighton, Clinton, Hyde Park, Roslindale, Waltham.

MICHIGAN: Adrian, Alpena, Ann Arbor, Birmingham, Cadillac, Grand Haven, Greenville, Hancock, Hillsdale, Holland, Ionia, Iron Mountain, Kalamazoo, Ludington, Manistee, Niles, Owosso, Sturgis, Three Rivers, Traverse City, Ypsilanti.

MINNESOTA: Fairmont, Mankato, Rochester, St. Cloud.

MISSISSIPPI: Clarksdale, Greenville, Greenwood, West Point.

MISSOURI: Excelsior Springs, Lexington, Nevada.

MONTANA: Billings, Butte, Helena.

NEBRASKA: Alliance, Columbus, Falls City, Fremont, McCook, Norfolk.

NEVADA: Reno, Sparks.

NEW HAMPSHIRE: Berlin.

NEW JERSEY: Millville, Montclair, Pleasantville, Vineland.

NEW MEXICO: Las Cruces, Las Vegas.

NEW YORK: Medina, Peekskill, Wellsville.

NORTH DAKOTA: Jamestown, Minot.

OHIO: Bellevue, Sidney.

PENNSYLVANIA: Ambler, Butler, Berwick, Bloomsburg, Carbondale, Carlisle, Donora, Dormont, Greensburg, Pittston, Pottsville, Punxsutawney, Red Lion, State College, Sunbury, Tarentum, Titusville, Tyrone, Warren, Waynesboro, Wilkesburg.

SOUTH DAKOTA: Huron, Madison, Watertown.

TENNESSEE: Jackson.

TEXAS: Arlington, Baytown, Beaumont, Bryan, Eastland, Goose Creek, Greenville, Henderson, Jacksonville, Kilgore, Livingston, Lufkin, McAllen, Mercedes, Noakum, Orange, Port Neches, Richmond, Rosenberg, San Marcos.

UTAH: Ogden.

VIRGINIA: Clifton Forge, Lexington.

WASHINGTON: Hoquiam.

WEST VIRGINIA: Martinsburg.

WISCONSIN: Janesville, Port Washington, Stevens Point.

WYOMING: Cheyenne, Laramie, Rock Springs, Sheridan.

The government will also ask application of the cross licensing restriction to the "Big Five's" first-runs in the following cities where it contends first-run exhibition is monopolized by one or more of the affiliated circuits:

Over 100,000 population: Atlanta, Boston, Bridgeport, Conn., Charlotte, Chattanooga, Tenn., Chicago, Cincinnati, Cleveland, Columbus, O., Dallas, Des Moines, Detroit, Flint, Mich., Fort Worth, Tex., Grand Rapids, Mich., Hartford, Conn., Houston, Tex., Kansas City, Knoxville, Tenn., Lowell,

(Continued on page 17)

Arbitration Backing Asked From U. S. Supreme Court

WASHINGTON—Paramount, 20th Century-Fox, Warners, and RKO last week warned the U. S. Supreme Court that accepting a suit against the old arbitration system might "seriously hamper" the New York District Court in any efforts it might make to set up a new arbitration system. The four defendants asked the high court to let stand a ruling of the Eighth Circuit Court of Appeals throwing out a suit by the Harry Arthur interests in St. Louis asking \$265,000 damages for alleged injuries from clearances set by the American Arbitration Association under the 1940 consent decree. The St. Louis industryites want an injunction against further observance of the arbitration awards.

PRODUCTION

HOLLYWOOD—Wayne Morris is set for a role in Warners' "Task Force." . . . October 4 saw the start of Allied Artists' "Stampede," which gives Don Castle a starring role opposite Rod Cameron and Gale Storm. . . . Screen Guild's Robert Lippert has bought an original, "Harbor Lights," to be made for SG release. . . . Hal Wallis, Elizabeth Scott, and Eve Arden have the top spots in Paramount's "Bitter Victory," filmization of a Reader's Digest story. . . . Johnny Mack Brown is working on "Hidden Danger" at Monogram. . . . Ex-governor of Louisiana Jimmy Davis will return to Monogram to take the top rung in "American Rhythm." . . . Alan Ladd goes before the cameras at Paramount again with a semi-documentary, "Dead Letter," about the postal service. . . . At U-I, Howard Duff, the tough "Sam Spade" of the air, will play radio's Sam Bass in a piece called "Calamity Jane And Sam Bass." Yvonne DeCarlo is also in the cast. . . . Again at U-I, Stephen McNally goes opposite Barbara Stanwyck in "Gambling Lady."

ALLIED ARTISTS' King brothers announced the story purchase of "Unwanted." . . . RKO selected Hal Fieberling, former Pacific coast amateur heavyweight champ, to go into "The Set-Up," opposite Robert Ryan.

TELEVISION

NEW YORK—The six program directors of New York stations outlined fall program plans at the first fall luncheon of the American Television Society last week at the Hotel Astor. Walter Abel, chairman, TV committee, Screen Actors Guild, reported on the Guild's television activities.

Buffalo Pool Ends

BUFFALO—In turning over 13 houses to their respective owners on Nov. 1, Loew's and Paramount will dissolve the last large pool under the industry anti-trust suit. The houses were operated by Paramount and Loew's under the direction of Vincent R. McFaul, whose minority interest is being bought out. Included are Great Lakes, Buffalo, Teck and Hippodrome, while the other nine theatres are neighborhood and suburban.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"The Three Musketeers"—Should get the dough.

Cross Licensing

(Continued from page 16)

Mass., Memphis, Milwaukee, Minneapolis, New York City, Newark, N. J., New Haven, New Orleans, Omaha, Paterson, N. J., Peoria, Ill., Philadelphia, Rochester, N. Y., St. Paul, Minn., San Antonio, Tex., San Francisco, Scranton, Pa., Seattle, South Bend, Ind., Spokane, Wash., Springfield, Mass., Washington, D. C., Wichita, Kans., Worcester, Mass., and Yonkers, N. Y.

From 25,000 to 100,000 population:

ALABAMA: Anniston, Montgomery, Tuscaloosa.

ARIZONA: Phoenix, Tucson.

ARKANSAS: Fort Smith, Little Rock.

CALIFORNIA: Alabama, Bakersfield, Belvedere Gardens, Beverly Hills, Fresno, Glendale, Huntington Park, Inglewood, Pasadena, Riverside, San Bernardino, Santa Ana, Santa Barbara.

CONNECTICUT: Bristol, New Britain, New London, Norwalk, Torrington, Waterbury.

FLORIDA: Orlando, West Palm Beach.

GEORGIA: Augusta, Columbus, Macon, Savannah.

ILLINOIS: Alton, Aurora, Bloomington, Danville, Decatur, East St. Louis, Elgin, Galesburg, Joliet, Oak Park, Quincy, Waukegan.

INDIANA: Hammond, Marion.

IOWA: Burlington, Cedar Rapids, Davenport, Dubuque, Mason City, Ottumwa, Sioux City.

KANSAS: Hutchinson, Topeka.

KENTUCKY: Owensboro.

MAINE: Lewiston.

MASSACHUSETTS: Fitchburg, Newton, Taunton, Waltham.

MICHIGAN: Ann Arbor, Battle Creek, Bay City, Jackson, Kalamazoo, Lansing, Muskegan, Pontiac, Port Huron, Saginaw.

MINNESOTA: Rochester.

MISSOURI: Joplin, Springfield.

MONTANA: Great Falls.

NEW HAMPSHIRE: Concord.

NEW JERSEY: Belleville, Bloomfield, Hackensack, Hoboken, Irvington, Kearny, Montclair, North Bergen, Orange, Union City.

NEW MEXICO: Albuquerque.

NEW YORK: Jamestown, Mount Vernon, Newburgh, New Rochelle, Poughkeepsie, Troy, White Plains.

NORTH CAROLINA: Asheville, Durham, Greensboro, High Point, Raleigh, Rocky Mount, Wilmington, Winston-Salem.

NORTH DAKOTA: Fargo.

OHIO: Hamilton, Mansfield, Middletown, Portsmouth, Springfield.

OREGON: Salem.

PENNSYLVANIA: Elkhart, Hazleton, Sharon, Upper Darby, Wilkes-Barre, Wilkesburg.

SOUTH CAROLINA: Columbia, Greenville, Spartanburg.

TENNESSEE: Johnson City.

TEXAS: Abilene, Amarillo, Austin, Beaumont, El Paso, Galveston, Port Arthur, Tyler, Waco, Wichita Falls.

UTAH: Ogden.

VIRGINIA: Danville, Lynchburg.

WASHINGTON: Everett.

WEST VIRGINIA: Parkersburg.

WISCONSIN: Appleton, Eau Claire, Fond du Lac, Kenosha, Madison, Oshkosh, Racine, Sheboygan, Wausau.

"No License Needed In Wisconsin"—CR

MILWAUKEE—Confidential Reports, Inc., will not have to license its checkers as private detectives, a move made mandatory by a recent Wisconsin law, the Attorney General of Wisconsin announced last fortnight.

The decision was based on the fact that the activities of CRI are not secret, and are known to the exhibitors, CRI announced.

The following are the companies partially owned by the "Big Five" defendants in the Paramount case, from which the government would have those companies withdraw within one year after entry of judgment in the case. An estimated 1,400 theatres are controlled by the 115 companies named.

Paramount would be required to give up its interest in the following companies: Alabama Theatres, Alger Theatre Corporation, Allied Theatres of Bangor, Arkansas Amusements, Birmingham Theatre Operating Company, B and J Theatres, Inc., Buffalo Theatres, Butterfield Michigan Theatres, W. S. Butterfield Theatres, Central States Theatre Corporation, Clearwater Enterprises, Darlington Theatres, Dearborn-Randolph, Diana Theatres Corporation, Dominion Theatres, Drive-In Theatres of Alabama, Drive-In Theatres of South Carolina, Eaton Amusement Corporation and Elizabethton Theatres, Inc., Essex Amusement Corporation, Florence Theatres, Florida Inland Theatres, 423 South Broadway Corporation, Fulton Enterprises, Georgia Theatre Company, Greenwood Theatres, Haverhill Operating Corporation, Hollywood Amusement Company, Interstate Circuit, Jefferson Amusement Company, Johnston City Enterprises, M and P Theatre Corporation, Massachusetts Operating Company, Menmar Theatre Company, Maine and New Hampshire Theatre Company, Malco Theatres, Newton Amusement Corporation, North Carolina Theatres, Oak Park Amusement Company, Paramor Theatre Company, Paramount Hollywood Theatre Corporation, Paramount-Richards Theatres, Inc., Penncom Corporation, Pennler Theatre Corporation, Pennware Theatre Corporation, Phoenix Drive-In Theatre, Inc., Publix Bamford Theatres, Inc., Publix Lucas Theatres, Inc., Publix Metoco Theatre Corporation, Publix Wheeling Theatre Corporation, Rockland Amusement Company, Royal Theatre Company, Straham Theatre Corporation, Taunton Operating Company and Taunton Theatres, Texas Consolidated Theatres, Tivoli Operating Company, Tri-States Theatre Corporation, United Artists Theatre Corporation, United Theatre Enterprises, Inc., Ute Theatre Company, Wellworth Theatres of Wisconsin, West Suburban Amusement Company, Western Massachusetts Theatres, Inc., and Wilbey-Kincey Service Corporation.

National Theatres would have to relinquish their interests in the following firms: Anaheim Theatres, Broadway Theatre Company of Santa Ana, Carlton-Rivoli Theatre Corporation, Cascade Theatres Corporation, Fox-Salinas Theatres, Fox Western Montana Theatre Corporation, Fresno Theatre, Inc., Fullerton Building Company, Gateway Theatre Company, Golden State Theatre Corporation, Grauman's Greater Hollywood Theatres, Inc., Muscatine Amusement Company, Pico Theatre Corporation, Principal Theatres, Inc., Rubidoux Theatre Corporation, Sacramento Theatres, San Luis Obispo Theatre, Inc., Theatres Holding Company, Transbay Theatres,

PEOPLE

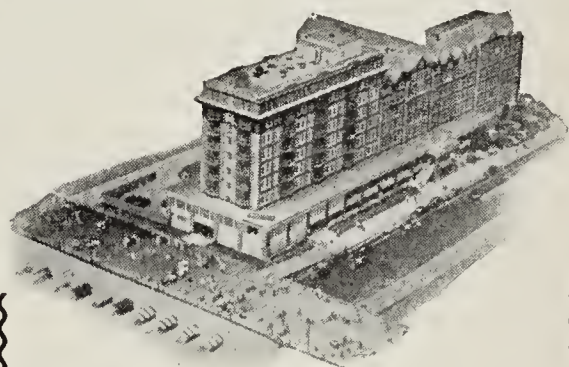
NEW YORK—Abel Abrahamsen last week succeeded his brother, Sam, as president of Saga Films, Inc.

Inc., United West Coast Theatres Corporation, Valley Theatres Corporation, West Coast-Compton Theatre Corporation, West Coast Hollywood Theatres, West Coast-Santa Ana Theatre Corporation, and West Coast-Wilmington Company.

Warners would be required to withdraw from: Atlantic Theatres, Harold Theatre Company, Mount Oliver Theatre Company, The MacArthur Corporation, Regent-State Corporation, and the W. F. Theatre Company.

RKO would have to drop these theatres: B and J Theatres, Inc., Butterfield Michigan Theatres, Eaton Theatre Corporation, 423 South Broadway Corporation, Gifts, Inc., Greater Huntington Theatre Corporation, High Street Theatre Corporation, Metropolitan Playhouses, Inc., Number 25 Theatre, Inc., Number 26 Theatre, Inc., Proctor's-Skouras Newark Theatre Corporation, Queens Entertainment Corporation, Springco Corporation, and Trenton-New Brunswick Theatres Company.

Loew's would release controls over the following: Buffalo Theatres, Gates Theatre Corporation, Landroll Realty Corporation, Lee-Richmond Corporation, Macon Amusement Corporation, Penn-Federal Enterprises, Inc., Suburban Theatre Corporation, and the Toledo Operating Corporation.



HOTEL STRAND

ATLANTIC CITY'S HOTEL of DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel.

Spacious Colorful Lounges — Sun Tan Decks atop — Open and inclosed Solaria — Salt Water Baths in rooms — Garage on premises. Courteous atmosphere throughout.

FAMOUS FIESTA LOUNGE RENOWNED FOR FINE FOOD

Under Ownership Management

EXCLUSIVE PENNA. AVE. AND BOARDWALK

OUTDOOR REFRESHMENT CONCESSIONAIRES
from Coast to Coast
over 1/4 Century

Now Specializing in Refreshment Service for DRIVE-IN THEATRES

SPORTSERVICE, Inc.

JACOBS BROS.

HURST BLDG.

BUFFALO, N. Y.

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Washington: Truman returns from trip. Kansas-Missouri: Dewey on way back from trip.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 80) Canada: Air rescue. India: Ganges overflows. Catalina Island, Cal.: New fashions (except Boston, Philadelphia, Atlanta, Charlotte, Memphis, and New Orleans). Boston: Catholic Youth parade (only Boston). Camden, N. J.: Hospital cornerstone laid (only Philadelphia). Blytheville, Ark.: Cotton picking contest (only Atlanta, Charlotte, Memphis, and New Orleans). US: Stricken youth aided (only Los Angeles and San Francisco). Boston: Cleveland wins pennant. West Point, N. Y.: Army vs. Lafayette. Philadelphia: Pennsylvania vs. Dartmouth. Ann Arbor, Mich.: Michigan vs. Oregon.

NEWS OF THE DAY (Vol. XX, No. 210) Paris: West presses case against Reds. Catalina Island, Cal.: New fashions. Boston: Catholic Youth parade (Boston only). Boston: Cleveland wins pennant. Cambridge, Mass.: Harvard vs. Columbia. Ann Arbor, Mich.: Michigan vs. Oregon (except New Orleans, Atlanta, and Boston). Atlanta, Ga.: Georgia Tech vs. Tulane (only New Orleans and Atlanta).

PARAMOUNT NEWS (No. 13) Boston: Cleveland wins pennant. US: GI scholarship for Japanese. Belmont Park, N. Y.: Gold Cup Classic. Evanston, Ill.: Northwestern vs. Purdue. Athens, Ga.: North Carolina vs. Georgia.

UNIVERSAL NEWSREEL (Vol. 21, No. 184) France: Strikes. Catalina Island, Cal.: New swim suit styles. Philadelphia: Penn vs. Dartmouth. Ann Arbor, Mich.: Michigan vs. Oregon. Athens, Ga.: North Carolina vs. Georgia.

WARNER PATHE NEWS (Vol. 20, No. 15) Boston: Cleveland wins pennant. Cambridge, Mass.: Harvard vs. Columbia. England: Fleet maneuvers. Catalina Island, Cal.: New swim suit styles. Washington: Labor leader opens Chest drive. Paris: Vaudeville star.

TELENEWS DIGEST (Vol. II, No. 40) Paris: East-West issues laid before UN. Sweden: Bernadotte funeral. USSR: Funeral for Zhadanov. Italy: Reds hail Togliatti's return. Argentina: Anti-US demonstrations. France: Leniency for wartime collaborators arouses riotous spirit among people. Cuba: Patricia "Satira" Schmidt freed. Italy: Wife of Mussolini makes bid for new career. England: Empire's African potentates visit Colonial Secretary Arthur Creech Jones. USA: First round of the presidential campaign. Washington, D. C.: AFL and CIO chiefs meet with Henry Ford. New York: ILGWU stop work in demonstration against gangster invasion of dress industry. New York: Students convert sailing yawl to a dormitory. New York: Amateur artists. Boston: Cleveland defeats Boston in play-off game. Philadelphia: Penn whips Dartmouth. Dallas: SMU beats Texas Tech.

IN ALL FIVE:

Paris: Berlin issue brought before UN. Texas: Truman campaign. California: Dewey campaign.

To Jimmy Grainger

When Republic decided to honor James R. Grainger by naming a 10th anniversary drive in honor of his decade of association with the company, it was a foregone conclusion that exhibitors would welcome the move.

For Jimmy Grainger, during his many years in the business, has certainly gotten around, and has won the respect of thousands of exhibitors, from one-theatre boys to the large circuit owners.

That period, Sept. 27-Dec. 31, ought to see a lot of business and dates coming into the Republic exchanges as an endorsement from theatremen for a veteran who has contributed much to this business. Such a drive deserves support.

—J. E.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 79) Moscow: Zhadanov funeral. Asbury Park, N. J.: Greek Orthodox celebration. Ft. Bragg: Trainees become soldiers. Chapel Hill, N. C.: North Carolina vs. Texas. Trenton, N. J.: Motorcycle stunts (except New York City, Cleveland, Cincinnati). US: Horse racing (only Cleveland, Cincinnati). New York: Warren opens GOP office (only New York City).

NEWS OF THE DAY (Vol. XX, No. 209) New York: Warren opens GOP office. US: New bathing suits. Chapel Hill, N. C.: North Carolina vs. Texas. Trenton, N. J.: Motorcycle stunts. Moscow: Zhadanov funeral.

PARAMOUNT NEWS (No. 12) US: Laboratory in the air. Rome: Red rally. Moscow: Zhadanov funeral. Trenton, N. J.: Motorcycle stunts.

UNIVERSAL NEWSREEL (Vol. 21, No. 183) Holland: Royal family takes residence in The Hague. Seattle: Washington vs. Minnesota. New Orleans: Tulane vs. Alabama.

WARNER PATHE NEWS (Vol. 20, No. 14) France: Fall fashions. New York: Warren opens GOP office. Rome: Red rally. Holland: Royal family takes up residence at The Hague. Chapel Hill, N. C.: North Carolina vs. Texas. New York: Rodeo.

ALL AMERICAN NEWS (Vol. 6, No. 311) Richmond, Va.: YMCA program aids young people. Pittsburgh: Hill City project. New York City: Edward R. Dudley is new minister to Liberia. Chicago: Amvets hold annual convention. Elmwood, Mo.: National trap and skeet meet. England: "Brown babies" live happily in home at Porlock, Somerset.

NATIONAL BOARD OF REVIEW

Oct. 2, 1948

STARRED SELECTED FEATURE: "Louisiana Story" (Lopert); SELECTED FEATURES: "No Minor Vices" (MGM), "Red Shoes" (EL), "Rusty Leads The Way" (Col.), "A Song Is Born" (RKO), "Unfaithfully Yours" (20th Century-Fox).

A. W. Hill Mourned

WOODBURY, N. J.—The passing of veteran theatreman Alfred W. Hill, operator of the Hill and Boro, who died on Oct. 6, was mourned last week. Services were held on Oct. 9. He is survived by his sons, Herbert and Al.

Atlantic Theatres, Inc., also has under lease the Rialto and Wood, Woodbury, N. J., owned by the deceased.

Judge Leibell Hears ITOA, ASCAP

NEW YORK—At a hearing held last week before Federal District Judge Vincent Leibell in connection with the Alden-Rochelle anti-trust suit against ASCAP. ASCAP special counsel Judge Robert Patterson declared that there was no case in American jurisprudence in which a court had ruled for divestiture where the issues revolved around private litigation.

If divestiture should be found necessary, Judge Patterson argued, it should be up to the U.S. Attorney General to ask for such action, since the government would be representing the public interest. Judge Leibell observed that the point would require careful further study, and said that if the plaintiff were not satisfied with the injunctive relief granted by the court he should ask appropriate action from the Attorney General. The divestiture opposed by Patterson would require ASCAP to release its rights to public performance, and reassign the copyrights to the owners. Patterson argued that the defendant had obtained sufficient relief through the injunction, and also opposed the rulings which would prohibit ASCAP from acquiring performance rights in the future, enjoin it to refrain from refusing these rights to motion picture producers, etc.

A decree may be expected after Oct. 22.

Briefs will be exchanged by Oct. 15, with answering briefs by Oct. 22.

Seek Anti-Trust Dismissal

WASHINGTON—District Court Judge Matthew McGuire last week took under advisement a motion to dismiss an anti-trust suit brought against two film salesmen, who also own and operate theatres, and 20th-Fox, Columbia, Paramount, and RKO.

The salesmen, Charles Wingfield, Columbia, and B. F. Klein, 20th-Fox, with theatres in Church Hill and Chestertown, Md., asked for dismissal of the \$150,000 suit, brought against them by the Center, Centreville, Md. Attorneys for the defendants claim that the plaintiff cannot show cause of action, since, even if a monopoly could be established, in this case it is not damaging the public in any way.

The Center, in its reply, stated "that the evil is as great as that in any of the other anti-trust cases now before the courts, and that a judge had never yet thrown out such a case for failure to show cause of action."

Sam Epstein Mourned

OMAHA—Sam Epstein, 61, head, Epstein Theatre Circuit, was killed together with a friend last fortnight when their automobile struck a train at a railroad crossing. He is survived by the widow, his daughter, his son, and five brothers. He was past Chief Barker of the Variety Club, and for many years its treasurer.

Al Seligman Passes

NEW YORK—Funeral services for Al Seligman, veteran industry figure and a former member of Columbia's short subjects department, were held last week at the Riverside Chapel. He is survived by his wife, Bella, a son, Maxwell, a sister, Mrs. Mary Brandt, and two brothers, Max and Leo.

NEWS OF THE

Territory

BRANCHES

Atlanta

Jimmy Bello, Astor Pictures of Georgia, checked in at his office from North Carolina. William "Snake" Richardson, president, also returned from a trip.

Jimmy Hobbs, branch manager, Monogram, was back after a trip to Jacksonville, Fla., while president A.C. Bromberg was back from Miami....C.A. Johnson, Emory, Center, Ala., was a welcome visitor....Charlie Clark, head, "Jack Pot Quiz Night", checked in after a Florida visit.

H. Edwards and wife, he is city manager, Georgia Theatres, Savannah, Ga., were visitors....Film Rowites wish the best of luck to Norman Colquhoun, newly appointed branch manager, Film Classics. He was formerly manager for Eagle Lion....Ralph Peckman, former branch manager, Film Classics, Dallas, is now in business with John W. Mangham, Realart, and said that he would open a Jacksonville, Fla., branch soon....Back on Film Row after a few years absence is Mrs. Marguerite Stith, formerly with Wil-Kin Theatre Supply Company, now affiliated with Moore and Wilson Enterprises.

L.A. Stein and Floyd Theatres in Georgia and Florida, returned to his home in Jacksonville, Fla., after a visit to Film Row....Ben Jordan, Monogram's special sales representative, was in.

New officers of the Film Council of Atlanta were installed recently at Belmont Steak House, and they began work immediately on a forthcoming project of the council-sponsored Georgia Audio-Visual Aids Week Program, Oct. 25-30. Mrs. Inez Griswold, was installed as chairman.

Bob Cannon, Lake City, Fla., theatre owner, was seen on Film Row....Charles Fortson, general sales manager, Wil-Kin Theatre Supply Company, is back at his office after attending a convention in St. Louis....W.H. Rudisill, branch manager, Kay Exchanges, was off for a Florida trip....Kay's sales representative in South Georgia, John Jarvis, was in.

Dixie Graham, Kay office manager, is "recuperating" from the heavy bookings on the Zale-Cerdan fight film and Southland Newsreel ...Off to his Memphis and New Orleans branches was Ike Katz, Kay Exchanges, while Harry Katz was visiting his Charlotte and Washington branches....A sales meeting was held at Monogram with Jimmy Hobbs branch manager. In attendance were Jack Barrett, Jimmy Campbell, and Ben Jordan, sales representa-

tives....William "Snake" Richardson, Astor Pictures of Georgia, screened his first "Bill" Elliott western for a group of exhibitors.

In visiting Moore and Wilson Enterprises was W.B. King, Houston, Dotham, Ala.,....George Nungesser, Monogram's New Orleans sales representative, returned there after visiting friends here.

J.R. McLeory, Monogram's Charlotte sales representative, returned there after a visit here....Two policemen were credited with saving the lives of more than 500 Atlantans, mostly children, when they herded the large crowd from the burning Community Theatre's Little Points. The officers almost had to force the reluctant occupants from the building. After discovering the flames, the policemen turned in a fire alarm over the police radio, and then rushed into the theatre. They walked down the aisles asking the people to leave immediately, but since "The Michigan Kid" was being shown, they had to yank several kids from the seats, so engrossed were they in the outdoor adventure film. The policemen said they were afraid of a panic if they told the audience the house was on fire. Two thousand dollars damage was caused.

Luckie Stein, Stein and Floyd Theatres, Georgia and Florida, picked up a cold while in Chicago recently....Manager Mel Brown, Peachtree Art, said that the advance sale for U-I's "Hamlet" looked like SRO....Howard Spears, Baileys Theatre, returned after visiting in Jacksonville, Fla....Jimmy Bello, Astor salesman, says that now he will reduce since he is "just a little overweight".

Hugh Owen, Paramount's eastern and southern division sales manager, held meetings in Charlotte on Oct. 4; Atlanta on Oct. 5 and 6; Jacksonville, Fla., on Oct. 7, and New Orleans on Oct. 8 and 9.

Seen on Film Row recently was D.R. Regan, Roxy, Selma, Ala....Rufus Harris, manager, concession equipment.



Some of those attending the recent Realart sales meet in New York were, left to right, Scott Lett, Charlotte; John Mangham, Atlanta, and John Franconino, Dallas. The new season's product was discussed, and they returned to their respective territories all very much enthused.

department and branch warehouse, Bleivins Popcorn Company, returned to Nashville, Tenn....Harry Whitestone, Georgia tent showman, and Ralph Johnson were in.

Jack Elwell, general manager, Dixie Drive-Ins, was back from a trip to Havana....D.L. Reagan was in visiting with his brother, office manager, Film Classics....Ralph McCoy, branch manager, Film Classics, returned from Tennessee.

Sid Reans, Republic salesman, was in....Jimmy Frew, U-I branch manager, was back at his office.

Republic employees enjoyed a real old time party....Spence Pierce, 20th-Fox, returned from the west coast....Branch manager Tarwater, Eagle Lion, announced the appointment of Don Bluffinton as Alabama salesman.

Mrs. Kay Harrison has been added to the EL force....Grover Parsons, southern district manager, EL, was laid up with a bad leg....Hugh Martin, M and M Theatres, visited....Agnes Hurt and Mary Daniels, Republic, were on the sick list....Katherine Bell resigned from Republic in anticipation of a blessed event.

On Film Row recently were Hugh Martin, M and M Theatres, with headquarters in Leesburg, Fla.; C.S. Pitman, Pitman, Gadsden, Ala., and H. Denning, district manager, Dixie Drive-Ins, Savannah, Ga.; Jacksonville, Fla., and Orlando, Fla.

Mr. and Mrs. Charles Durmeyer, Southern Automatic Candy Company, were back after a business trip to New York....Hazel J. Davis, office manager, S-A-C Company, was back on the job after a vacation to North Georgia.

Ralph Peckman, former branch manager, Film Classics, who later transferred to Dallas, returned here to handle Realart with John W. Mangham....James Frank, Jr., former New York branch manager, National Theatre Supply Company, formed the United Photo Supply Company, 426 Luckie Street. He was for many years connected with RCA Photophone sales division, and later appointed as assistant sales manager for International Projector Company.

Visiting on Film Row recently were Nat Hancock, Roosevelt, Jefferson, Ga.; Mary Brockett, Crescent Amusement Company, Nashville, Tenn.; Mack Jackson, Alexander City, Ala.; B.A. Buzbee, Ritz, Dadeville, Ala., and E.S. Eilburn, Florida theatre owner.

Fulton County police and investigators raided the Hanger for the second time, and arrested three men on warrants charging the alleged showing of obscene films. An 18-year-old ticket taker was arrested with the other three, but was released when the police learned he had taken the job only shortly before the raid. The police seized the films, "This Nude World", "Strange People", and "Rama". Those arrested were manager B.E. Gore,

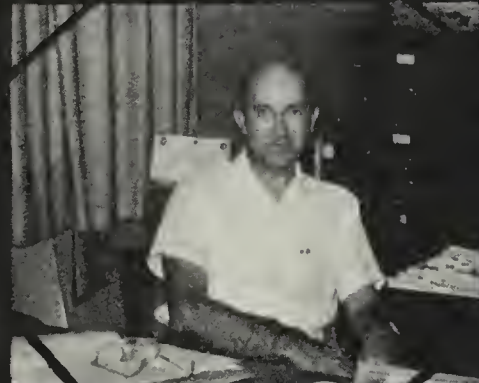
A Page from LEW HERB'S SCRAPBOOK



Dale Groom, photographed in his office in the State, Mooresville N.C. He also has another house.



In Hartsville, S.C., I met H. R. Berry, who has been an exhibitor for almost 30 years.



Walter L. Morris, a prominent Knoxville exhibitor, operates the Tower on Broadway, there.



I dropped in to see W.E. Dunbar, in his office at the Broadway, Knoxville, Tenn.



Joe W. Brown, manager, Tillery, Knoxville, was at one time a banker before becoming a manager



I visited James A. Harbison, manager, Horne, Knoxville, Tenn., for a long time.

B.G. McGregor, lessee, who claimed he sublet to Gore, and projectionist James Pullen. The raid was made on complaint of Hapeville citizens, and followed Gore's getting a temporary injunction allowing him to operate his house "in a lawful manner." Gore and McGregor were held in \$2,000 bail each and Pullen in \$1,000.

Charlotte

The Center, most recent addition to the H.B. Meiselman Circuit, held its formal opening on Oct. 7. Built at a cost of \$250,000, the theatre has a capacity of 900, is completely air-conditioned, and has a smoking loge and a cry room. It is of brick, concrete and steel construction, of light buff plaster, dark buff mosaic, and green trimmings. It has a parking lot at the rear which can accommodate 300 cars. The Meiselman Circuit, owned by H.B. Meiselman, has theatres in Fayetteville, Wilmington, Rockingham, in North Carolina, and plans first-run theatres also in Kinston and Asheville as well as the 2,400-seat Radio City planned for here. Manager of the Center is George Forgy, formerly connected with the Florida State Theatres. Tom Carr, formerly connected with Iowa theatres, has been named assistant manager.

Memphis

Cupid took swing out into the territory, and brought a new bride and groom to Film Row, Mr. and Mrs. Gene Higginbotham, Leachville, Ark., married on Sept. 25. Higginbotham's new theatre, the Melody, Leachville, will

open soon. Among the many theatre equipment dealers attending the St. Louis convention were N.B. Blount, head, Monarch Theatre Supply, and George L. Williams, Tri-State Theatre Service.

On the Row were: Mr. and Mrs. H.L. Love, Egypt, Ark.; Henry Pickens, Carlyle, Ark.; H.W. Gray, Rutherford, Tenn.; T.P. Shaw, Fulton, Miss.; Bob Craig, Perryville, Ark.; Miss Emma

Cox, Osceola, Ark.; G.C. Pratt, Fulton, Miss.; M. Jordon, Iuku, Miss., and G.H. Goff, Parsons, Tenn.

Mrs. Ann Elgin, Universal-International, is receiving the sympathy of co-workers on the death of her brother in Denver. She attended funeral services there.

The M.A. Lightman Linden Circle improvement program has been completed at the cost of several thousand dollars, and the neighborhood showhouse is resplendent with the only solid plate glass doors in neighborhood circles.

R.P. Dawson, branch manager, Universal-International, and salesman Richard C. Settoon and R.M. Wilkerson, attended a sales meeting in St. Louis.

Metro is extending congratulations to Mrs. J.F. Bradley on the birth of a baby girl on Sept. 25. It has been named Barbara Beck. Mrs. Bradley is the former Florence Beck and assistant cashier at the branch.

Mrs. Roy Kemper, former booker, National Screen Service, has joined Columbia. Replacing her at NSS is Margaret Maxwell. Also added to the National Screen Service office force are Leverne Sims and Helen Chresafis.

Among changes in operation and ownership of theatres in the territory, a note from G.W. Jones, states, that his new theatre, the Grant, has been opened at Sheridan, Ark., and the old theatre, the Rex, has been closed.



The Rialto, Chatanooga, Tenn., is being torn down after 40 years as one of the city's leading motion picture houses.

Other changes include the Pangburn, Pangburn, Ark., bought by H.L. McCollum....The Palestine, Palestine, Ark., has been purchased by Mrs. J.D. Shepherd. Jr.

NEW ORLEANS

Rudy Berger, MGM southern sales manager, arrived from Dallas.

STATES

Alabama

AUBURN

G.H. Coats, for the past 15 years manager, Wilby-Kincey's Tiger, resigned due to ill health. He has been succeeded by George Deavours, former manager, State, Kingsport, Tenn.

BIRMINGHAM

R.M. Kennedy, district manager, Wilby-Kincey, and J.B. Waters, general manager, Waters Theatre, returned after a trip to Texas....Spence Pierce, 20th Century-Fox publicist, and Leonard Allen, Paramount tub thumper, were in....John Widdowson has been appointed assistant manager, Melba, replacing Gene Smith, resigned....J.C. Harper, Jr., Royal, and Clyde Wenzel, assistant manager, Royal, both became the daddies of new babies.

waters' new drive-in at New Fair Park opened.

FAIRFIELD

Walters Theatres, Birmingham, Ala., started work on its new 1,000-seat house here.

HANCEVILLE

The new Hanceville will open about Nov. 1.

JASPER

John Miller, Cordova, Ala., hopes to have his drive-in here open within a month. Spot will have a 400-car capacity, and will cost approximately \$40,000.

SHEFFIELD

One of the newest and finest theatres in Northern Alabama was opened to the public here by the Muscle Shoals Amusement Company. It seats 1,350.

Florida

ALACHUA

C.J. Carter, Florida and Georgia theatre owner, announced the sale of his Desoto to E.B. Williams, Mayo, Fla.

FERNANDINA

C.E. Beach announced the closing of his Ritz.

MIAMI

W.R. Lynch, 70, associated for years with his brother, S.A. Lynch, in Paramount Enterprises, passed away last fortnight.

It huffed and it puffed, but as far as actual damage, the initial hurricane of the season was a big bag of wind. The Normandy on the beach had its popcorn and confection stand whirled away at the peak of the storm, together with the smashing of the



Bob Tarwater was recently appointed Eagle Lion branch manager in Atlanta.

plate glass windows. The Wometco Circuit offered the facilities of its theatres to the Red Cross for use as shelters...Joe St. Thomas, assistant, Mayfair, remained on continuous duty from Monday evening through Wednesday evening keeping things under control. Power lines were out in some parts of Miami, but in the downtown area, with its underground cables, most of the theatres were in continuous operation.

Mitchell Wolfson, coowner, Wometco Theatres, announced that a contract for the construction of a new drive-in has been let to Thompson-Polizzi, with space for 1,000 cars and a hold-out space for 400 other cars.

Al Weiss, manager, Olympia, was passing around the cigars, celebrating the arrival of a new daughter.

Mitch Rubenstein, manager, Mayfair, is back from a vacation, part of which was spent in Milwaukee, where he took his mother for treatment at the Mayo Clinic....Capitol manager Gordon Spradley and his wife returned from their honeymoon....Wometco's Miracle is rapidly nearing completion. Manager will be Frank Maury. Mel Haber, now assistant at the Lincoln, will be half-manager, and Harry Kronewitz, now floor manager, Miami, will be assistant.

WMIE opened officially, with Mitchell Wolfson, coowner, Wometco, as top man....George Hoover, Paramount head, arrived after a New England vacation. As representative of Variety Club, Tent 33, he attended the Wash-



Representatives of Independent Artists were on hand recently as Fred Brisson arrived in New York. They are, left to right, Edward Svigals, Brisson, and Sam Hacker. "The Velvet Touch", released by RKO, is IA's first feature.

ington dinner honoring George C. Marshall.

Theatre attendance was badly affected by the storm and its attendant rain and wind, but unofficially most of the downtown theatres were havens to many. Managers were on duty 36 hours and more in many cases, true troupers, with the "show-must-go-on" spirit.

Wometco's Frank Rubel, maitre d' maintenance, returned from a vacation which included New Orleans, Cuba, Guatemala, and other points of interest....Building materials are on the scarce list, but Wometco started actual construction on its Essex.

Papa Stork lowered a six and one half pound baby boy on the Grove, literally speaking. Dana Bradford, manager, Grove, became a father....Selma Gruber, Wometco accounting department, is back after her vacation....Raymond Nye, Miami, has been promoted to assistant manager, Grove. Philip Lawler is Nye's replacement...Richard Shannon, formerly at the Mayfair, returned from his vacation in New Jersey, and has been placed as student assistant, Parkway.

Ed M. May, manager, Lincoln, rustled up generous publicity tie-ins for "White Collar Girl"....Acrobatic agility saved maintenance man Charlie Trimble, Wometco, when he fell from the third floor to the fire escape of the floor below in the Wolfson building. Hospitalization revealed minor injuries.

Pictures are being booked with "full speed ahead" now that Stanley Stern, Wometco booking agent, is back from vacation. He and his mother journeyed to California....Frank Rubel, Wometco home office, became a "gay caballero" on his vacation. He toured Cuba and Guatemala....Gordon Spradley returned to his managerial post at the Capitol after his honeymoon vacation....Walter Toemmes, Harlem manager, has been brought home from the hospital after undergoing treatment for the prevention of pneumonia....Bill Goller, president, Old Guard, will don a spook's disguise when the annual Halloween party is held at the Variety club on Oct. 27....Walter Oakerson, manager, Center, was sworn into the Old Guard, having completed seven years with Wometco.

Much credit must go to Philip Lawler, Larry Cotzin, and Ding-Dong Bell, Miami, for the entertainment they provided at the Troupers' Club splash party held at the Ritz Plaza....David Newell, formerly of the Biltmore, donned the cloth. After his marriage to Rebecca Simpson, he received his license to preach, and is now at Emory University, Oxford, preparing for full-time ministry in the Methodist church....Bob Green can take credit for the wonderful beach party given for all colored personnel in Wometco, held at Virginia Beach....November 1 is to be a red-letter day at Wometco for that is when the opening of the Boulevard Drive-In is scheduled. Slated to be the largest in the state.

TRADE SCREENINGS

ATLANTA

MGM (197 Walton, N.W.) Oct. 14, 10:00 a.m., "The Three Musketeers".

Warners (197 Walton) Oct. 18, 2:30, "June Bride".

CHARLOTTE

MGM (308 S. Church) Oct. 14, 1.30, "The Three Musketeers".

Warners (308 S. Church) Oct. 18, 10:00 A.M., "June Bride".

MEMPHIS

MGM (151 Vance) Oct. 14, 1.00, "The Three Musketeers".

Warners (151 Vance) Oct. 18, 10:00 A.M., "June Bride".

NEW ORLEANS

MGM (200 S. Liberty) Oct. 14, 1.30, "The Three Musketeers".

Warners (200 S. Liberty) Oct. 18, 1:30, "June Bride".

it will have parking space for an overflow of 400 cars, in addition to the 1000 car capacity. It is to have an enormous screen tower, as tall as an eight story building, lounge, dressing rooms, and showers for its attendants, and a playground with regulation equipment, including a miniature golf course, pony track with eight steeds, merry-go-rounds and the standard swings, slides, etc. The concessions are to be housed in a structure 85 X 50 feet, with walls of decorative ceramic tile and terrazzo floors.

PAS-A-GRILLE

Local theatre owners united to combat the recently imposed amusement tax.

ST. PETERSBURG

Claiming that the city admission tax is discriminatory, fails to provide equal protection under the law, selects a single minority group or class upon which to levy the tax, and that it is oppressive, local theatre owners filed an action claims that the levy, while called a license tax, is in effect an income tax, and not permitted under state laws. Action was filed by Bob Boardman, owner, Playhouse, who was also joined by other local and state theatres.

SAFTY HARBOR

Max Leventhal announced the opening of his Harbor on Oct. 15.

Georgia

AMERICUS

The new Harlem, owned by Theodore Baldwin and Fred Attvah, recently

WATCH THE

**SHORTS
PARADE**

An EXHIBITOR Service



In this scene from the 20th Century-Fox Production, "Luck of the Irish", Tyrone Power is shown testing a bridge to see whether the jeep will make it.

opened to the colored trade.

GROVE PARK

The Grove installed 500 new seats, furnished through Wil-Kin Theatre Supply Company, Atlanta.

MACON

Mayor Wilson appointed a special committee to consider the formal protest against Sunday movies that was turned over to City Council by the United Council of Churchwomen, which wants houses to revert to the former practice of closing on Sundays at 7 p.m.

North Carolina

ALBEMARLE

The new Aquadale held its formal opening in the old Lanning Hosiery Mill building, which has been renovated to seat 200 persons. Edward J. White, Albemarle, and Albert T. Smith, Norwood, N.C., are the coowners, and Smith will serve as manager. Shows are planned three nights a week, on Tuesdays, Thursdays, and Saturdays, with two shows each night.

FAYETTEVILLE

The Sky-Vue Drive-In, located near the intersection of the Lumberton and Elizabethtown Roads, held its formal opening. The theatre was built by Jesse and Cliff Wellons, Fayetteville. W.H. Turner is the manager. It can accommodate 508 cars, each equipped with individual speakers, and also has 240 seats for pedestrians. Shows are given seven nights a week, and no charge is made for children under 12 in automobiles. A 30 by 40 foot screen has been provided, and the equipment is the latest in Motiograph projection and sound devices. Turner

is a native of Erwin, N.C., and has been in this field for 25 years.

MOCKSVILLE

A drive-in is being constructed near here by Messrs. Chafin, Tutterow and Welch.

ZEBULON

Ben Allen, owner of a drive-in in Raleigh, N.C., announced that he will start work on a new drive-in near here.

South Carolina

CHARLESTON

D. Ireland Thomas, who manages the Lincoln, a house operated by the Bijou Amusement Company, Nashville, Tenn., three months ago also took over management of the Salisbury, Summerville, N.C., and has been operating it every week day instead of on Fridays and Saturday. He has had his local post for 25 years, being the oldest manager in the circuit.

Tennessee

KNOXVILLE

Eddie Foster and Gara Myers were married here on Sept. 25. Foster is co-owner, new drive-in...The Tennessee was the scene of picketing recently by Local 760.

PALMER

The new Palmer, owned by Tennessee Consolidated Coal Company, opened to the public.

WARTBURG

The Pioneer, owned by Mr. and Mrs. Frank Heidel, was formally opened. The new house was built complete from the ground up.



Betty Grable is shown in this production number from the 20th Century-Fox picture, "When My Baby Smiles At Me". Dan Dailey also stars in the film.

NEWS OF THE

Territory

Chicago

The Palace, Cicero, Ill., went into five acts of vodvil with Buddy Shaw and his orchestra....Tax burdens were discussed at a closed meeting of United Theatre Owners of Illinois, presided over by Eddie Zorn, president.

Harry Scholl, veteran projectionist, whose last assignment was at the Garrick, was buried at Niles, Mich.

William Heineman, Eagle Lion vice-president, stopped over to visit Edward Heiber, district manager.... Irving Stillman joined the Central Park managerial staff, and Walter Buckie was a Roosevelt trainee.

Holmes Projector Company supplied 600 speakers, two newest type projectors, and other equipment for the new Oscar Paisley Drive-In, Coeur d'Alene, Idaho...John Scheier, Oriental executive staff, is proud of his daughter, Marion Linda, born at St. Francis Hospital.

William Howard, assistant general manager, RKO Theatres, was in on his tour of the company's theatres.

Joe Goldberg, Popular, came from Cincinnati....E.T. Gomersall, Universal-International, held conferences

B and K bowlers started the season with eight teams under the direction of Charley Wagner, Chicago, who has assisted the league for several years....Erwin Noyer, Covent assistant, bested hoodlums who tried entrance through an exit door

Walter Buckie, Roosevelt; Arthur Fisher, Pantheon, and Irving Stillerman, Central Park, were new trainees....The new voice on the B and K switchboard is that of Faith Quinlan.

Burglars got several hundred dollars from the Luna safe, using acetylene torches after closing, and doing considerable damage to the office. At the Uptown, robbers abandoned an effort to carry out the safe.

Marshall Napshin, Apollo assistant, left to return to school....Greta Galope, United Artists, and Anthony Mostardo, Manor, each was awarded a watch for a two-piano rendition of "Malaguena" on the "Stars of Tomorrow" radio program.

Bill Studdert, Tivoli manager, was made happy by the arrival of Nina Josephine. Weight: six pounds.... William J. Mariot, B and K poster artist, left to enter business in California....Sympathies are being extended to Robert Jindrich, Berwyn, whose son was one of more than a score of persons killed in a plane disaster near Fountain City, Wis.

Albert Dezel Productions, Inc., had an extensive remodeling program at its branch. Miss Kathleen Roberts has been added to the staff as assistant to Sam Kaplan, and Mrs. Fan Wolf has been placed in charge of the auditing department. Sol Cohen remains as manager, with Kaplan in charge of the booking department and office detail.

Leonard Utecht, manager, Essaness' Lake, Oak Park, Ill., and west suburban chairman, Cook County suburban chairman, and assistant publicity director, Sister Elizabeth Kenny Foundation, took to the airways over WEDC to present a parade of stars of stage, screen, radio, and television. Assistants included Jimmy Smith, assistant manager, Lake; Lee James Hruby, Jr., assistant manager, 4-Star; Dorothea Masters, Lake; Inez Paul, Lake, and Fannie Farinelli, Lake.

The Youth Film Committee of Oak Park and River Forest, Ill., which consists of members of Parent-Teachers Associations, women's groups, civic groups, and clergy, is sponsoring a fall series of special Saturday morning film programs at the Lake....Jimmy Wichlac, previously of the Luna staff, enlisted in the army...Nicholas Butera, Southern, Oak Park, Ill., is now stationed at the Air Force base in San Antonio, Texas.

Dallas

Robert E. "Bob" Helms, formerly office manager for Screen Guild, has assumed his duties as office manager at Warners. He replaces Roy V. Litsey, long associated with the film business in Dallas. Helms started in 1915. During this time he acted as booker, home office representative, and office manager.

A television set has been installed in the lobby of the Maple, it was announced by manager Forrest White.

Remodeling and renovation of the Palace is underway....The overhauling of the Majestic, biggest of Interstate's downtown houses was complete when the house reopened on Oct. 7.

Denver

Sebe Goodlett, salesman, National Screen Service, was taken to St. Luke's hospital in a serious condition that had his doctors baffled. Goodlett smashed his finger in a car door, and tried to work, but the severe pain upset him so that he collapsed.

C.E. McLaughlin, Ritz, Las Animas, Colo., owner, is in the money even more than ever, now that an oil well, in which he has an eighth interest, has turned into a gusher. But he says he will continue to operate his theater, since that is his pet and hobby.

Mr. and Mrs. Kenneth Powell, Wray, Colo., flew in his plane to Texas, where they enjoyed some tarpon fishing in the Gulf of Mexico. John Merhege will open a 300-seat theater in Mora, N.M., about Nov. 1, with Western Service and Supply furnishing the RCA sound and Brenkert projectors. Frank Culp,

manager, Tabor, is working again following on operation.

Sam Rosenthal, owner, Bison, Buffalo, Wyo., recovered from an attack of pneumonia....Luncheons are being served twice a week, on Mondays and Thursdays, at the Rocky Mountain Screen club. All theater and film men and women are invited.

Lester Dollison bought the Pecos, Santa Rosa, N.M., from Max Kugelman. Joe Stone, National Theatre Supply manager, vacationed in Florida and Illinois....Walter Smith opened his \$100,000, 580-seat drive-in at North Platte, Neb., and Irving Gilman is building a \$75,000, 500-car drive-in at Boulder, Colo....The Victory has been reopened after getting a \$75,000 remodeling and redecorating job.

Jack Schlaifer, assistant sales manager, Eagle Lion, spent a few days on some large deals, and conferring with M.R. Austin, branch manager. Art Jolley, Salt Lake City branch manager, was here to sit in on the Fox Intermountain Theatres deal.

Arlie Berry, Manley Inc., representative, established a warehouse at Albuquerque, N.M., placing F.A. "Bud" Lewis in charge, who will care for New Mexico and Arizona.

J.T. Sheffield, former Republic franchise owner, spent a couple of days from his Seattle home looking after his Denver interests....Ed Walton, Republic assistant vice-president in charge of sales, was here calling on large accounts with Gene Gerbase, branch manager.

Film Row visitors included: Kenneth Powell, Wray, Colo.; Lynn Zorn, Julesburg, Colo.; R.D. Ervin, Kremmling, Colo.; Elden Menagh, Ft. Lupton, Colo.; Neal Beezley, Burlington, Colo.; Dr. and Mrs. F.E. Rider, Wauneta, Neb.; Leon Coulter, Loveland, Colo.; Mr. and Mrs. Fred Hall, Akron, Colo.; Claude Graves, Albuquerque, N.M.; C.E. McLaughlin, Las Animas, Colo.; and Frank Aydelotte, Ft. Collins, Colo.

Des Moines

A courtesy campaign is being inaugurated by the Tri-States Theatre Corporation in its 57 theatres in Iowa, Nebraska, and Illinois, it was announced by Ralph Branton, general manager. Invitations to join the campaign will be issued to other theatres, department stores, restaurants, and retail firms. He said he believed that a courtesy campaign of the type Tri-States is undertaking can be the inspiration of a new era of good will among people. The Tri-States campaign will be climaxed by a contest in which the public will be asked to vote for the most courteous theatre, and for the most courteous employee, regardless of position, in the entire circuit.

Stanley Mayer, former veteran manager for 20th Century-Fox at Des Moines, and on the inactive list during recent months, is planning to move to

Kansas City...The Blackhawk, Lansing, Ia., has been sold by Mrs. C.V. Schofield to M.W. Long, Mason City, Ia. The Humota, Humboldt, Ia., has been remodeled....Frank Reed purchased the Eddy, Eddyville, Ia., from Mr. and Mrs. W.A. Torrey. The theatre has been dark since last June when floods damaged the building and equipment.

Leo Wolcott, Eldora, Ia., board chairman, Allied-Independent Theatre Owners Of Iowa and Nebraska, reported in his bulletin to members that a special screening was held of "Good Sam" for members of the clergy at Anamosa and Lake Park, Ia.

The Tama City Council recently paid a surprise visit to the theatre at Tama, Ia., and the councilmen found two of the three exit doors locked. Prior to their visit, the councilmen had summoned the owner to appear at a meeting to answer charges that the doors were locked, but he failed to appear. The council, after its visit, declared the place a fire hazard, and referred the matter to the state fire marshal's office....Clyde and Ralph Pratt observed their 37th anniversary in the theatre business. The brothers have been in the business continuously since September, 1911, when they opened a theatre at Winfield, Ia.

Kansas City

Walter Kirkham, Commonwealth booker, returned from a fishing vacation spent in Minnesota. Nina Bridges, office secretary, Masterpiece, spent a week in Chicago....Bernice Powell has been employed as the new switchboard operator at Republic....The U-I salesman attended the meeting in Chicago to be held October 1-2.

Film Row Visitors included: Frank Meyers, Brookfield, Mo.; Homer Strowig, Abilene, Kans.; O.F. Sullivan, Wichita, Kans.; Dale Danielson, Russell, Kans.; G.W. Owens, Seymour, Mo.; Kyle Keltner, Ozark, Mo.; and A.W. Pugh, Columbus, Kans.; Don Shade, Ottawa, Kans.; O.H. Doering, Garnett, Kans, George Hayob, Marshall, Mo.

William C. Riester, manager, Capitol, Shamokin, Pa., submitted his resignation to accept the position of city manager for the Durwood Theatre Corporation in charge of the Leavenworth, Kans., theatres. Riester was connected with the Buckley Amusement Enterprises, Shamokin, as manager, the Capitol for nine years, with the exception of two and one half years in the armed services. He joined the Buckley circuit in 1939.

Among those from the local U-I branch attending the recent third regional sales meeting held at the Hotel Blackstone, Chicago, were Jack Langan, Ralph Morrow, Tom Taylor, William Kubitzki, and Morris Relder.

In Atchison, Kans., an All-American Junior Football League was formed with the sanction of virtually every city organization as well as ardent support from exhibitors. A civic

celebration was arranged for Oct. 16, with a parade scheduled, followed by football playoffs among the youngsters at the Amelia Earhart Stadium, to be attended by Frank Carlson, governor of Kansas, and other state and city dignitaries.

Los Angeles

The Fox Ritz Theatre made preparations to celebrate its 25th anniversary with elaborate plans....Special cartoons and stage shows were held in 17 of the FWC first-run houses in this area for a special "Salute to Youth" matinee.

Downtown Paramount, which seats 3,398, and originally built by Sid Grauman and his father, who called it the Metropolitan, is up for sale at a figure of \$3,000,000.

American Guild of Variety Artists opposed the National Theatre plan for a talent show having finalists appearing on the stage of the Chinese. AGVA put its foot down on amateur appearances on the stage of any theatre where it will build boxoffice.

The Alexander, Glendale, Cal., opened after a remodeling as a result of fire damage. Carl Meeker, manager, set a premiere affair. Reopening was tied in with the 23rd anniversary of the theatre.

Producers Dave Garber and Edward Nasser showed the two-reeler, "10,000 Kids And A Cop", made for the benefit of the Lou Costello, Jr., Youth Foundation.

The Evergreen Circuit of 51 houses, along with the Adamson group of 16 bought the Barnett Film Service glow-dial clocks....With Louis Lurie as chairman, the Friars Club will stage a program to benefit the house fund and the Variety Club's blind baby fund of San Francisco on Oct. 22 with a frolic staged up north.

A gimmick to offset the b.o. slump due to the gasoline strike was cleverly handled for the Music Hall opening of "So This Is New York", with coupons calling for two gallons of gasoline passed out at the theatres.

Film Row had a visit from Colonel Eddie Eagan, New York State Boxing Commissioner...H.E. Ebenstein, Northwest Automatic Candy, left town on a coastal tour.

The transcribed radio shows emanating from the five local nab houses, Franklin, Campus, Crown, and Garfield, are bringing in good results.

E.D. Harris, El Rey, recently staged a most successful campaign on Eagle Lion's "Mickey", features of which were the distribution of 5,000 heralds by teen-age stores, window displays in six leading music stores, and a contest to select "Miss Miracle Mile 'Mickey'". Winner received a studio luncheon engagement with Lois Butler, while all contestants received passes to see the theatre's next attraction. She also appeared in one of the local

store windows modeling the latest 1948 fashions.

Milwaukee

Among those from U-I attending the recent third regional sales meeting held at the Hotel Blackstone, Chicago, were J.F. Bannan, Don McFadzen, and D.J. Goldman.

Minneapolis

The Minnesota Amusement Company, in cooperation with the University of Minnesota, WTCN, and the Griggs-Cooper Company, formed a Junior Quarterbacks Club. Starting on Oct. 9, 4500 youngsters will see Saturday morning showings of the previous week's football games of the University of Minnesota, with Coach Bernie Biermen, his staff, and players offering chalk-talks and explanations of the plays.

Minnesota Entertainment Enterprises, composed of a group of independent exhibitors in the Twin Cities, will operate a third drive-in in Brooklyn township, Minneapolis suburb. The new project will have a capacity for 750 cars and a holdout for 300 cars, with a completely equipped playground for children. It will open early next spring. MEE's fourth drive-in, to be located on Highway 100 and South Robert Street, at the St. Paul city limits, has been cleared. MEE also plans to build a fifth drive-in in the greater Twin Cities area, according to William Sears, general manager.

Manning Gottlieb, U-I district manager, was in conferring with LeRoy Miller, branch manager....Recent out-of-town exhibitors on Film Row were Lew Hummel, Pine Island, Minn., and G.A. O'Brien, Melrose, Minn.

Bill Mussman, sales manager, Paramount, is back at work, fully recovered....New on Film Row are Angela Zappa, inspectress, Columbia, Rose-Rosemary Lang, contract clerk, Paramount, and Marilyn Cohen, contract clerk, Paramount....Milton Lipsner, for the past four years a member of the RKO sales staff, joined Allied Artists Monogram at Oklahoma City.

Warner Burke has been named manager, new Star-Lite Drive-In, Rapid City. S.D. Burke, son of Tom Burke, manager, Theatre Associates, Minneapolis buying combine, was formerly manager Lyric, New Ulm, Minn....Harold Boyd has been promoted from assistant manager to manager, Hollywood, Sioux Falls, S.D. Boyd also will direct publicity for Star-Lite drive-ins, Sioux Falls and Rapid City, S.D.

Late vacationers include Ruth Dickie, Monogram, relaxing at home; Edna Bjornson, inspectress, NSS, touring Canada; Mrs. Ester Turner, office manager, NSS, in southern Minnesota, and Fred Finnegan, who stayed home.

A second drive-in project has been announced for Mankato, Minn. Abe Kourney is planning to build the outdoor stand on a highway three miles northeast of the city. It will have a

300-car capacity. Peter J. Karalis, Minneapolis, previously announced plans for a 450-car drive-in to cost \$80,000 to be located in North Mankato...J and M Enterprises has opened its 600-car capacity Badger Drive-In, Madison, Wis.

Oklahoma City

Volney Hamm, Rex, Elk City, Okla., and Okla, Frederick, Okla., recently purchased the Ritz, Altus, Okla., from the Griffith Consolidated Theatres, Inc....The Max, Okarche, Okla., recently changed ownership. William F. Roche is the new owner.

J.S. Worley, Liberty, Shamrock, Tex., recently purchased the Texan....Jack Craig, salesman for Eagle Lion, resigned. He is now salesman for Warners traveling Northeast Oklahoma. Ed Ray, office manager, Eagle Lion, replaced Craig, and is selling Northeast Oklahoma....Ed Harris, booker for U-I, if office manager for Eagle Lion, replacing Ray.

Don D. Cole, formerly with Realart, Dallas, joined the Monogram sales staff, and is traveling Western Oklahoma.

The suit brought by Warners against the J.H. Cooper Foundation, Nebraska, is set to start in U.S. District Court on Nov. 8. It involves the Liberty ownership.

Omaha

Larry Caplaine, manager, RKO-Brandeis, slated for a midnighter a showing of a 15-cartoon show at its drive-in west of Omaha.

Lawrence Kuhl, owner, American, Corning, Ia., died of a heart attack....Jeanette Mary MacDonald, three-year-old Sidney, Ia., leukemia victim, who was aided by New England and Omaha Variety Clubs when she fell ill, died....Victor Hunt, Taylor-Hunt-Melcher Company visited on a survey to expand the Hollywood Servimaster distributor set-up. He formerly lived at Grand Island, Neb., and also conferred with circuit operators and popcorn firms.

Monday night store shopping has returned in Omaha as a renewed boxoffice threat. Many stores will be open the entire day and until 8:30 p.m....Sidney McArdle, United-Artists office manager, was on vacation....Mrs. Elaine Kulkin replaced Myrtis McCawley as MGM switchboard operator....Cliff Shearon, David City, Neb., plans to open a drive-in at Grand Island, Neb., in the spring.

John Ash, MGM auditor, visited....Carol Mavis joined the RKO stenographic staff, replacing Phoebe Mumford who has become contract clerk...Maude Page, RKO inspectress, was on vacation....B.C. Marcus, Columbia Kansas City district manager, met with the sales force....Elmer G. Huhnke booked "Homecoming" and "Campus Sleuth" for the reopening of his remodeled Minne Lusa....Six-month and year-long passes were top awards in

Omaha's contest for a new Community Chest slogan.

Evert Cummings, former Tri-States Theatres district manager, now has three houses in southern California.

William Miskell, Omaha Tri-States district manager, pitched his team to a pennant victory in the annual Tri-States convention at Lake Okobtoji, Ia. Ira Crane, Fairbury, Neb., manager, was catcher. Herbert Grove, district manager of Davenport, Ia., led the opposing team.

R.D. Goldberg, Omaha and Council Bluffs, Ia. circuit operator, is considering extensive employment of women as managers. He already has hired one for his Dundee, west Omaha. She is Mrs. Corrine Gallup who had no previous experience in the business. Mrs. Gallup probably is Omaha's first woman house manager.

Phoenix

The new manager of the Orpheum, Flagstaff, Ariz., is Guy Ellis, who succeeds Clarence L. Shartzter, resigned. Before coming to Arizona, Ellis was with Warners for 16 years in Cleveland, and was associated with the Hippodrome, Lake, and Vogue.

Malcolm S. White was offering a season pass for the best suggestion for a name for his new theatre in South Phoenix....A small fire, believed to have been set deliberately, damaged the ticket window of the Nogales, and destroyed the change machine.

Portland

Jack Schlaifer, Eagle Lion assistant general sales manager, was in to work with manager Ralph Amacher and sales staff....Frank Doty has been added to the Paramount staff as salesman, replacing Archie Holt, who left to become salesman for Universal-International....Harold Lawrence, assistant manager, J.J. Parker Theatres, and Ronald Webster, bookkeeper, J.J. Parker Theatres, left for a vacation trip to San Francisco and Los Angeles....Less Savage, former booker and auditor, Columbia, visited....Denzel Piercy, Broadway, Estacada, Ore., is back after a tour of the east and Mexico.

Seen booking were: Al Dahlgren, Rainer, Rainer, Ore., Dude Smith, Castle and Coliseum. Tillamook, Ore., and Kenneth Piercy, Lyric and Pine, Prineville, Ore...."Slats" Wilson, former manager, U-I, was visiting....Russ Morgan, RKO publicity, was in to work on "Rachael and the Stranger", Paramount....Charlie Powers, manager, 20th Century-Fox, and Murray LaFayette, publicity, were back from the international convention in Los Angeles...H.W. McIntosh, Rio, Arlington, Ore., opened a new bowling alley at Hermiston, Ore.

St. Louis

License Collector Frank A. Britton stated that he favors reduction of the

city cigarette tax from 3 to 2 cents a pack and the repeal of the five per cent tax on theatre admissions. Both taxes are administered by Britton. He said he does not believe, however, that the Aldermen should reduce or eliminate the temporary tax measures until the validity of the earnings tax is established in court. Bills to eliminate the theatre tax, and reduce the cigarette tax, were introduced in the Board of Aldermen by Alderman Herman Novack.

The Airway Drive-In, owned by Henry Holloway, opened. This is located near the St. Louis Lambert Field Airport, St. Charles and Ashby Roads.

Herman Gorelick, one of the Screen Guild franchise holders, went to New York City to participate in the Realart convention.

Salt Lake City

A week of celebration was staged recently by the Capitol for the engagement of RKO's "The Return Of The Bad Men". Aides were decked out in western regalia for a week in advance of playdate. Specially garbed horsemen as "desperados" paraded downtown streets, and took part in the Utah Pioneer days celebration parade, which coincided with the opening. To climax the publicity, the street was roped off in front of the theatre for a demonstration of old time square dancing. The campaign was staged by manager Bob Workman in cooperation with Intermountain publicity director Helen Garrity and S. Bidwell McCormick, RKO field man.

San Antonio

The Hi-Ho, owned and operated by the Gidney Talley Enterprises, sponsors a quarter hour newscast here on KCOR. Inspired by "Mr. Blandings Builds His Dream House", Aztec, a Texas style "dream house", was opened for inspection during the run.

Frank Longoria, former projectionists, Palace, moved to Corpus Christi, Tex....Mr. and Mrs. Don Galvan, Parras, Monterey, Mexico, were recent booking visitors....Jack Gerber, Dallas home office, was in for a brief visit to Interstate's city office....Undergoing reconditioning were the Texas, one of the Interstate houses, and the Palace, one of the Southern Theatre Company houses....The Obrero, showing Latin-American and English films, upped its weekday matinee prices for adults to 18 cents.

A tent show, owned and operated by Harley Sadler, burned to the ground at Littlefield, Tex., with damages estimated at \$20,000.

Mrs. Arthur Davis joined the staff of the Del Norte Drive-In, El Paso, Tex....Making a business trip to Dallas, was Eddie Joseph, owner of three drive-ins and a regular theatre at Austin, Tex....Vic Kelley has been named manager, Stude, Houston, Tex., owned and operated by R.Z. Glass. Kelley was formerly with the Will

Horwitz Estate....Larry Kent has been named manager, Plaza, also a Glass house. He was formerly with Loew's State, Houston, Tex.

Phil Hamburger, president, League of Texas Municipalities, stated that among the new bills to be introduced in the next state legislature will be one for admission tax to supplant the federal tax.

The Market Street Drive was opened at Houston, Tex., by the Mitchamore Brothers....L.W. Watts, K and W circuit, opened the Bowie, New Boston, Tex., where he also operates the Strand....Each Wednesday night was designated as "Movie Night" on WBAP-TV, Fort Worth, Tex.

Douglas Askey, manager, Hi-Ho, neighborhood house, operated by the Talley Circuit, instituted a new idea. Askey admits all children from five through 11 for one price, those 12 through 16 on another, and those 17 and up on the adult scale.

Ronnie Moore has been named relief manager, State, and Kenneth Danie is in a similar position at the Texas, both Interstate houses.

The Josephine, owned by Gene Muller and Bob Dennis, has been sold to Al Moore, New Braunfels, Tex., and an undisclosed partner. Moore will assume managership....Richard Dunlap, son of Gordon B. Dunlap, manager, Clasa-Mohme, Inc., recently was married to Katherine Campbell, Berkely, Cal....George M. Watdon, city manager, Interstate Theatres, returned following a business trip to Dallas....Robert Mann, 20th Century-Fox salesman, Dallas, was in.

In to book Latin-American products were: Frank Fletcher, Ritz, Houston, Tex., David J. Young, Jr., Mexico and Iris, Brownsville, Tex.; Jim Broyles, Jim's, Junction, Tex., Francisco Trevino, Ideal, Pearsall, Tex., and Joe Carabaza, film distributor, Laredo, Tex., and exhibitor at Pearsall, Tex.

San Francisco

At the Telenews, patrons are backing their presidential choice with money, all of which goes to the Variety Club's Heart Fund. Ellis Levy, owner, installed a lobby display with pictures of three candidates under which is a jar to catch penny-votes. Each day the coin-votes are counted and posted.

Variety Club Barkers are preparing to wear typical miner's hats for the International Convention next May, according to Rotus Harvey, general chairman. Committee work is now underway, according to Harvey, with the next general meeting slated for this month when officials from International headquarters arrive to shape plans.

David J. Bolton and John Peters, owners, Del Rio, Los Banos, Cal., are acquiring equipment for their new house, the Crest, a 1,000-seater, slated for opening in Los Banos at Christmas time....Film Masterpiece Series, a benefit showing of four

classic pictures, was underway here at the Marine Memorial to provide television sets for disabled veterans.

Radio's "Red Ryder," Brooke Temple, appeared at the Orpheum, Oakland, and El Capitan, in personal appearances for kiddie matinee shows at the two houses.

Prominent society leaders met at the home of Mrs. Edward Otis Bartlett to arrange plans for a direct solicitation drive in connection with the Variety Club's Heart Fund campaign for the blind pre-school children's nursery home. The club has already subscribed \$20,000....Joy Frankie, dancer, appeared on the stage of the Embassy during the "Portola Queen" contest as part of the campaign waged for her by Dan McLean, owner.

Presentations of free bicycles were made at three houses of San Francisco Theatres, Inc., Metro, Harding, and Balboa, in a kiddie matinee contest....Morris Israel, former manager, Broadway, Oakland, Cal., has been named canteen manager at the Starlite Drive-In by Rex Stevenson, co-owner....Jerry Zigmond, manager, Paramount, promoted the appearance of Lefty O'Doul's ball team during the run of "The Babe Ruth Story".

Worthington McGraff, managerial staff, Verdi, and Lydia Gunnerson, Federal finance employee and Verdi statistician, were married....Norma Minkin, theatre advertising copy writer, Harold Wilson Agency, resigned after three years of handling the East Bay account...Tom Hall, manager, Empire, Placerville, Cal., entered the hospital at Sacramento for an appendicitis operation...After supervising the mass-date openings of "Walk A Crooked Mile", Jerry Safron, western district manager, Columbia, attended the film company's sales meeting in New York.

Balboa, neighborhood house, recently installed new red sidewalk. Edwin Scheeline, manager, withstood all local pressure to imprint foot or hand marks....Barney Burnett, district manager, Santa Cruz division, Golden State Circuit, is recovering from an ankle injury.

Market Street's Paramount, a 2,646-seat house, was reported carrying a "For Sale" tag for an asking price of \$2,000,000.

That venerable trade trick, the mythical "key-to-the-curtain", made its reappearance in managerial circles. A manager, newly from ship's side to show business, suffered the old gag when his circuit cohorts feigned a call from the Fire Department threatening his house with closure unless the key were found. After prompting hours of search back stage, and no small amount of worry for the manager, his cronies relented by having an oversized model key made, and presented.

Seattle

Seattle's Coliseum, which opened on Jan. 8, 1916, with the distinction of

being the first deluxe theatre ever built, returned to a first-run policy. The theatre, which seats 1,900, has been under second-run policy. It is one of the Hamrick-Evergreen group. The Coliseum was the first picture theatre in the world to use a 50-piece orchestra to play musical backgrounds for silent pictures, and was the first built with mezzanine floor, and many other modern innovations.

Hugh Braly, Western district manager, Paramount, accompanied by Harold Wirthwein, assistant to western division manager George Smith, were here for conferences with Henry Hau-stein, Seattle branch manager, and sales staff. Larry Pulis, Eastern Washington salesman, was over....Leroy Johnson, general manager for William Edris here, and L.O. Lukan, manager, Green Lake, left to attend a meeting of the board of trustees of the Pacific Coast Conference in Los Angeles.

Barney Rose, Universal-International western district manager, was here for sales conferences with George DeWaide, branch manager, and staff. Hap Frederick, Eastern Washington salesman, came over for the meeting....Lou Amacher, MGM branch manager, Portland, was here visiting with Sam Davis, branch manager....El Keyes, booker for Midstate Amusement Company, was here from Walla Walla, Wash., on a booking trip.

Lucille Auernheimer, office manager and booker, Monogram, was vacationing in California....Fred Mercy, Jr., Yakima, Wash., exhibitor, was here with his sons, Fred and Dick, to enroll them in Lakeside School....Tony Hartfoed, salesman, National Screen Service, returned from San Francisco....Hannah Trager, Paramount, was on vacation....Frank L. Newman, Sr., returned from a plane trip to Los Angeles....Lucille Pinger joined the Film Classics office staff as cashier, succeeding Jane Orner, who resigned recently.

Mrs. Lionel Brown, Edmonds, Wash., exhibitor, returned from a round-trip plane trip to Billings, Mont., accompanied by her grandmother, Mrs. Charles Davidson, Ethel, Wash....Word reached The Row that Joe Warren, former MGM salesman out of Portland, was seriously ill in a veterans hospital in Los Angeles....Bob Parnell, salesman for Columbia, returned from a two weeks selling trip in Alaska....Louise Wheeler, Paramount office staff, returned from a vacation in Nashville, Tenn.

Among state out-of-town exhibitors on The Row were: Elbert and Suzanne Van Gortel, Twisp; Vance Weskil, Colfax; Peter Koppinger, Montesano; Al Fernandez, Clallam Bay; Willard Andre, Fred Gamble, Chester Nilsson, Tacoma; Frank Willard, Parkland; Mike and Frank Barovic, Putallup; Joe Rosenfield, Spokane; Mickey De Leo, Port Townsend; W.B. McDonald, Olympia; Keith Beckwith, North Bend; Mel Sohn, Kirkland, Lionel Brown, Edmonds, and Ollie Hartman, Coulee Dam.

NEWS OF THE

*Territory***Cincinnati**

Rex Carr, general manager, Theatre Owners Corporation, local booking and buying service, announced that the TOC has taken over booking and buying for the following houses, all in Kentucky: Reda, East Jenkins; Reda, London; Reda, Pineville, and Pastime, Vicco, as well as for the Bell, Pineville, owned by Grant Howard. Carr also revealed that the Overlook is now owned by Harold Hoffert, who also operates the Terminal, located in the Union Station. Theatre Owners Corporation will continue to handle buying and booking for the Overlook.

A colorful note was lent to Cincinnati theatres when Florence Kipp, manager, Paramount, accommodated a dahlia show for the Ohio Valley Dahlia Association. Thousands of dahlias were on display.

Another colorful event was the recent shower given to Warners' book-keeping-machine operator, Dorothy Bosse, in honor of her marriage to William Goetz on Oct. 2. On Sept. 22. The entire office force turned out for the occasion at the home of Rita Goetz. The novel presentation of gifts involved numerous colored balloons. Lines about the hidden gifts were contained on each balloon.

Your reporter apparently misconstrued the fire at the Regal, Dayton, O. Anyhow, the manager reported at Film Row that it was only the Regal's projection booth that caught fire in the recent conflagration.

Tom McMahon, head booker, MGM, gave official reports of the national convention in Cleveland to the film employees' union at the local's first fall meeting on Sept. 21. The group convenes again on Oct. 19.

Three delegates were elected by the Colosseum of Motion Picture Salesmen to represent Cincinnati at the national convention in Chicago. In the meeting, the following were chosen: Pete Niland, president, local loge; Johnny Eifert, Warners, and Gene Tunick, RKO.

Betty Brannon, United Artists availability clerk, was wed to Robert Brakeman on Sept. 18. The couple left for McCormick's Creek, Ind.... Another wedding is slated for Oct. 23 when United Artists' secretary to the office manager, Alberta Scherer, will be married to Bernard Grote.

MGM's Edna Osage, secretary to the resident manager, was back from her vacation..... Florence Herman, MGM cashier, enjoyed her vacation, and spent some time in her garden where she evidently picked up a rash. The affliction was so severe that at vacation's end she was confined to her home, undergoing shots for poison ivy.

WEST VIRGINIA UNIT SCHEDULES CINCY MEET

CLARKSBURGH, W. Va. - The date and place of the annual convention of the West Virginia Theatre Managers' Association was changed last week from the Greenbrier Hotel, White Sulphur Springs, W. Va. to Nov. 12 - 13 at the Terrace Plaza Hotel, Cincinnati.

John Goodno, Palace, Huntington, W. Va., is convention chairman, and exhibitors are requested to send their reservations in promptly.

E.W. Booth, resident manager, MGM, left for a few days in New York.

Officers for the Warner Club were elected at a recent meeting: President, William Burns; vice-president in charge of entertainment, Helen Turner; secretary, Pat Quigley; treasurer, Helen Winkler; welfare chairman, Elsie Adams, and membership chairman, Agnes Moser. The club will hold a party.

Cleveland

Mrs. Helen Smith, who took over the operation of the Majestic, Akron, O., upon the death of her husband, Weary Smith, followed in his footsteps by being elected to the presidency of the Akron Theatre Owners and Managers Association. The election took place following Max Federhar's refusal to serve another term. When not engaged in running her theatre and the affairs of the association, Mrs. Smith is busy with her household and two children.

Orville Crouch, Loew's district manager, announced that Lawrence Olivier's "Hamlet" will move into Loew's Ohio for an extended run.... On Thanksgiving Day, Gerald Kerner, Columbia booker, will tear up his independence papers when he walks to the altar with Frances Kozman.

Marilyn Krenitz, daughter of Joe Krenitz, former U-I branch manager, will be a bride of early January. She recently announced her engagement to Irving Chayds, New Haven.

Max M. Jacobs, long in the theatre promotion business, has been appointed



Some of those from Pittsburgh who attended the recent U-I sales meet in New York were, seated, left to right, branch head Francis Guehl, P.C. Quiter, and Maurice Silverberg, and, standing, Milton Ripp and Carl Reardon.

TRADE SCREENINGS**CINCINNATI**

MGM (16 E. 6) Oct. 14, 8:00 p.m., "The Three Musketeers".

WARNERS (Palace Building, E. 6) Oct. 18, 8:00 p.m., "June Bride".

DETROIT

MGM (2310 Cass) Oct. 14, 1:30, "The Three Musketeers".

WARNERS (2310 Cass) Oct. 18, 2:00, "June Bride".

INDIANAPOLIS

MGM (326 No. Illinois) Oct. 14, 1:00, "The Three Musketeers".

WARNERS (517 No. Illinois) Oct. 18, 1:00, "June Bride".

PITTSBURGH

MGM (1623 Blvd. of Allies) Oct. 14, 2:00, "The Three Musketeers".

WARNERS (1715 Blvd. of Allies) Oct. 18, 1:30, "June Bride".

CLEVELAND

WARNERS (2300 Payne) Oct. 18, 2:00, "June Bride".

northern Ohio sales representative for Quality Premium by sales manager Alvin Goodwin. Quality Premium include dinner and glassware and other promotional deals. Jacobs operates as National Enterprises, with offices in the film building.

The National Allied convention in New Orleans will have a large Cleveland representation. Already signed up to go are: Mr. and Mrs. Henry Greenberger, Mr. and Mrs. Leo Greenberger, Mr. and Mrs. Max Lefkovich, Bert Lefkovich, Mr. and Mrs. Ernest Schwartz, Mr. and Mrs. M.B. Horwitz, Mr. and Mrs. Myer Fine, and Mr. and Mrs. Abe Kramer. Also in the Cleveland party will be Mr. and Mrs. Jerry Steel. Apollo, Oberlin, O.

Henry Hellriegel, building contractor, completed remodeling the Homestead, and is now working on the Shaw Hayden, both Associated Circuit houses.

Saturday special kiddie matinees are now in their third year at local neighborhood houses. What started with much travail is now accepted as routine policy.... J.E. Fontaine, SRO eastern division sales manager, stopped off for a day to put his final approval on the 26 day-and-date Cleveland bookings on "Mr. Blandings Builds His Dream House."

Manny Stutz and Bob Snyder, Realart franchise owners in northern Ohio, are elated over the success of their short subject, "How to Pitch", starring Bob Feller. Fifty prints are booked solid, including top affiliated circuit houses. The picture opened at Warners' Hippodrome and in Pittsburgh at Warners' Stanley. It will play in 40 Cleveland theatres on its 35-day break. "How to Pitch" is being released through all Realart exchanges. Snyder and Stutz own the international distributing rights.

The Liberty, Lowellville, O., damaged by fire, is being remodeled by its owner, Andy Masters....The Crown changed hands. New owner is Casper Haas....Stanley Barach, son of NSS branch manager Nat Barach, opened his own steel brokerage business in Cleveland.

Nat Wolf, Warner Theatres' zone manager, was host at a luncheon at which Jane Wyman met the newspaper critics, and also at a late afternoon cocktail party, when the star was introduced to heads of newspaper radio and fashion departments and to local columnists. The star of "Johnny Belinda" arrived from Detroit, and left for Pittsburgh.

George Dowdell, 78, veteran stage hand and charter member, Local 27, died suddenly following a heart attack. He worked at the Hanna from the time it was built until the day he died. His wife, a sister and a brother survive.

Detroit

By doing a stroke at a time between changeovers, Ken MacFarlane, projectionist, Grand, Highland Park, Mich., has completed a series of three murals of outdoor scenes on the walls of the projection booth. MacFarlane now probably has the only booth murals in the world.

Peter Burke, projectionist, East End, suffered severe head and shoulder burns. He received the burns when the automatic feed on the projection lamp failed, and he kept the show running by opening the lamphouse, and feeding the carbons by hand.

James R. Grainger, Republic executive vice-president in charge of sales and distribution, was in with division manager Walter L. Titus, Jr.

Jane Wyman was in....A complete remodeling job has been done on the Roxy and the Cohen Circuit....Herbert Schilds is working for Monogram as a salesman.

Film star William Holden was on hand to answer questions for teen-age journalists at a press conference when he was here for the Fox's anniversary....William Clark, independent film booker, organized the Clark Theatre Service. The latest addition to his string is the Dawn, Sterling, Mich. He has offices in the Donovan building here.

Messrs. Joseph Busic and Koppin, both of United Detroit Theatres, were in St. Louis for the TESMA meeting... George McArthur, McArthur Equipment Company, also was at the TESMA meeting....Oscar Gorelick, manager, Carmen, Dearborn, Mich., is campaigning for election to the state legislature.

William J. Girard is the new manager, Virginia, replacing Thomas Picha, resigned...Saul Korman, who has taken over the Castle from Jack Broder, will remodel at a cost of \$25,000. Joseph O'Donnell is manager.

The Senate is now following the practice of legitimate theatres by having an intermission between features to stimulate the sales at the candy counter. Between features, the house runs a trailer to advise patrons that they will have an opportunity to go out to the concession booth for candy, etc. During that time, the house lights go up slightly, music comes off the sound track, and a sign on the screen says, "Three Minute Intermission".

A delegation of stars and leading Hollywood personalities touched off the world premiere of 20th Century-Fox's "Apartment For Peggy," at the Fox. The film celebrities attending the premiere included William Holden and Edmund Gwenn, stars; director George Seaton, who also wrote the screen play, and Colleen Townsend. Climaxing an intensive itinerary of civic and social events, given added impetus by press and radio interviews, the Hollywood personalities appeared for three shows on the stage of the Fox during the first day. An extra highlight of the premiere was the recreation of the film's entire attic apartment in the Crowley's Department Store. The tieup, set by Charles Schlaifer, 20th-Fox director of advertising and publicity, included half-page newspaper ads and displays in the store's windows. The Detroit world premiere activities were coordinated by Dave Idzal, manager, Fox, and Sid Blumenstock, assistant exploitation manager, 20th Century-Fox.

Charles W. Snyder, business manager, Allied Theatres of Michigan, announced that a purchasing service is being established under his direction. The service functions by screening the product and services offered for sale or rental to exhibitors, in order to evaluate them. Information, including comparative cost data on competitive products, is made available to members upon request. Another feature of this service is the exchange of information on sale or lease of theatres available, as well as of theatre equipment.

Paul Broder, Realart president, was in New York on business.

Among those from the U-I branch attending the recent third regional sales meeting held at the Hotel Blackstone, Chicago, were B.J. Robins, William Waldholz, Milton Zimmerman, and Norman Silver.

Indianapolis

Jack Dowd, salesman, Warners, resigned and joined SRO, where he succeeds Jack Frost as exchange manager. Frost returns to the Milwaukee exchange of the company....Charles Rich, district manager, Warners, visited the branch....Steven P. LaCause, Akron, O., where he was with Warners, has been appointed assistant manager, Circle, replacing Edward Garner, resigned.

Frank Paul, manager, Lyric, set aside a portion of his theatre to be

devoted to children, under the jurisdiction of a supervisor. The supervisor will also keep an eye on molesters....Trueman Rembusch, prexy, ATOI, spent several days in South Bend, Ind., where he appeared before the Congressional committee....Eddie Ornstein, Milltown, Milltown, Ind., and the Marengo, Marengo, Ind., acquired the Rio, Cloverport, Ky., from Morris Blacker, who will continue to operate the Clay, Clay, Ky. Bob Bowman will manage the Rio.

At the meeting of the board of directors of the ATOI, Inc., final action on the Smith-Berger plan was deferred. It appears that some elements of the plan are approved, while certain aspects, over which there is some doubt, must be clarified before board members take final action.... Ned Tilman, booker, Warners, entertained members of the Warner Club at his home. A wiener roast, with all the trimmings, and refreshments were served.

Clarence Steurle, who formerly operated the Baxter, Louisville, Ky., is confined at a Louisville Hospital as the result of a heart attack.

Maurice Rubin, Michigan City, Ind., exhibitor, sold his interests and his holdings in theatres to the Indiana-Illinois Theatres Corporation, Chicago....J. Charles Clickner, Mid-West Theatre Supply Company, attended the TESMA convention in St. Louis.

Indianapolis exhibitors and exhibitors in surrounding towns took advantage of the Roy Rogers Rodeo by presenting children at Saturday matinees with free tickets to the affair...Herman Morgan, U-Int. salesman, was suffering from a sinus infection....Harley Sutton, until recently a partner in the Hope, Hope, Ind., with his son acquired the interest of the son, and will go on single-handed....The Pekin, Pekin, Ind., will go on winter schedule with one program change a week....The Arc. Knipley, Ky., was completely destroyed by fire, according to reports.

Exhibitors visiting Film Row were: John Micu, Indiana-State, Fort Wayne, Ind.; Al Borkenstein, Wells, Fort Wayne, Ind.; Curtis Butler, Liberty, Muncie, Ind.; Kenneth Law, Cozy, Argos, Ind.; Mrs. Hilda Long, Hippodrome, Sheridan, Ind.; Doyle Carter, Roxy, Bloomington, Ind.; Joe Million, Drive-In, Veedersburg, Ind.; Alex Kalafat, Kalafat Circuit, Garrett, Ind.; R.L. Norton, Key, Red Key, Ind.; Don LeBrun, Kent, South Whitley, Ind.; Floyd Morrow, Drive-In Theatres, Louisville, Ky.; M. Smith, Valley, Taylorsville, Ind.; Peter Mallers, Mallers Circuit, Fort Wayne, Ind., and C.A. Marshall, Sunshine, Darlington, Ind.

Ted Mendelssohn, manager, U-Int., and his salesman, Herman Morgan and Frank Warren, attended the Cincinnati division sales meeting of the company....Bob Harned, Jeffersonville Drive-In, celebrated his birthday. Among the many gifts was a red corduroy coat

presented him by his wife. The usual luncheon and refreshments were served....Neil Wylde is the new assistant booker at Eagle Lion....Ben Hopkins and wife, Ger-Bar Theatre Equipment Company, attended the TESMA convention....Bob Stevens, office manager, RKO, on his last week of vacation was busy completing the finishing touches on his newly-acquired home....Kenneth Dotterer, 20th-Fox salesman, is complaining about his health, although not enough to remain at home.

Paul Karanza is the new addition to the sales group at Film Classics, to cover the southern territory...William H. McNab, Ritz, Mooresville, Ind., returned from an extended vacation in the Canadian wilds...William McGovern, Ritz, Odon, Ind., installed a Manley popcorn machine in his lobby....Shannon Kackebach has been appointed city manager, Terre Haute, Ind., for the Fourth Avenue Amusement Company, which also operates the Grand, Indiana, and Liberty. Kackebach will be in direct charge of the new Wabash, which was recently remodeled and practically rebuilt. It was formerly known as the Hippodrome.

Pittsburgh

Jane Wyman was a Pittsburgh visitor, and attended several receptions in her honor for the radio, press, and motion picture people. The purpose of her visit was to ballyhoo "Johnny Belinda", Stanley.

Local 60, American Federation of Musicians, formally dedicated its new \$70,000 office and social headquarters at 709 Forbes Street. The three-story brick building, former home of the Fraternal Order of Police, was remodeled completely to include offices, social, and meeting rooms for the local's 2500 members.

Cecilia Guehl, secretary to Jimmy Hendel, has been promoted to the post of office manager, replacing Bill Nesbitt, who had been missing from Film Row for more than three months due to illness, and who recently resigned. Mary Oberadovich is the name of Hendel's new secretary. Milton Broudy has begun his duties as the main line salesman for Eagle Lion, following his transfer to Pittsburgh from Philadelphia. He is the son of Dave Broudy, former Stanley orchestra conductor, and for the past several years manager, Shadyside.

Rita Boyle, daughter of "Slam" Boyle, head booker, 20th Century-Fox, has finished her first month as "hello girl" on the Columbia switchboard.

John McGreevy and Tom Troy were the hosts for the Variety Club's largest "Family Night" when the car award was held in the Pittsburgh Room of the William Penn Hotel.

Jack Eckert, former assistant manager, Harris-Senator, postcards from Camp Breckenridge, Ky., where he is taking his basic army training.

Out-of-town visitors: Theodore

Grance, Everett, Everett, Pa.; Steve Manas, Victoria, Wheeling, W.Va.; Frank Biordi, Majestic, Ellwood City, Pa.; L.M. Conrad, Park and Meade, Meadville, Pa.; Speer Marousis, Regent, New Castle, Pa.; Werner Lund and Melvin Mann, Lund Circuit, Carmichaels, Pa.; Harry Horoff, Palace, Beaverdale, Pa.; Charles R. Blatt, Blatt Brothers Theatres, Somerset, Pa., and John A. Blatt, Corry, Pa.

STATES

Indiana

CORYDON

The management of the Sky-Aire Drive-In announced the opening of the new enterprise, twice postponed. Legal papers, regulations of the State Fire Marshal's office, and other preliminary preparations which required more time than was anticipated were said to have caused the delays and postponements. The spot is located one and one-half miles northwest of here, just north of Highway 337. The present operating schedule calls for two shows nightly, seven days a week. Admission is 49 cents, tax included, for adults, with children under 12 free, and no charge for automobiles.

Kentucky

CLOVERPORT

Eddie Ornstein, head, E.L. Ornstein Theatres, Marengo, Ind., announced the purchase of the Rio. The theatre was purchased from Morris Blacker, who will retain his State, Clay, Ky. Ornstein has employed Bob Bowman, Marengo, to handle the Rio. Considerable remodeling and improvements will be made. This addition gives Ornstein four houses. He also has the Rialto, Marengo, Ind., State, Milltown, Ind., and Ace, Brandenburg, Ky.

LOUISVILLE

The convention committee of the Kentucky Association of Theatre Owners met at the Pendennis Club to further formulate plans for the convention. In attendance were Colonel Guthrie F. Crowe, president; Nell G. Borden, secretary; Eddie L. Ornstein, Marengo, Ind.; J. Van Snook, LaGrange, Ky.; C.K. Arnold, Bardstown, Ky., and J. Raymond Mattingly, correspondent.

As a result of reports that money prizes were being given away by some theatres in the state, Assistant Attorney General Squire N. Williams, Jr., advised that such a procedure was illegal.

In a front page editorial, The Record, official publication of the Catholic Archdiocese, condemned the policy of the Scoop in showing Legion of Decency's Class "B" and Class "C" pictures.

Former Strand manager, Walter Floyd, 84, during the period it was operated by the Shuberts, died at the Mary Pennington Convalescent Home.

Colonel Guthrie Crowe, Colonel Henry J. Stites, and Mes. Nell G. Borden, Kentucky Association of Theatre Own-

ers, and Katherine Overstreet, Fourth Avenue Amusement Company, returned from the TOA convention in Chicago.

Also back in town from a convention trip was W.E. Carrell, Falls City Theatre Equipment Company, who attended the joint TESMA-TEDPA convention held at the Jefferson Hotel, St. Louis.

To exploit Warners' "Two Guys From Texas", Mary Anderson, manager Cliff Buechel obtained one of the new parking meters, and mounted it in front of the theatre with appropriate copy announcing two Louisville premieres, one the new parking meter and the other the film.

Seen on the Row for the first time in many months was W.F. Roth, Palace, Gallatin, Tenn. Other visitors included: W. Freeman, Smith, Kentucky, Cadiz, Ky.; Oscar Hopper, Arista, Lebanon, Ky.; Mr. and Mrs. Clyde Marshall, Columbia, Columbia, Ky.; J.E. Elliott, Jr., Lincoln, Hodgenville, Ky.; W.H. Hahn, Gypsy Drive-In, Bardstown, Ky.; A.N. Miles, Eminence, Ky.; George Lindsay, Lindsay, Brownsville, Ky., and C.D. Arnold, Arco, Bardstown, Ky.

Ohio

COLUMBUS

Ohio State is now providing baby sitter service for student families so that they may attend Ohio State games...Further competition is caused by the weekly Thursday night showings in University Hall of the football pictures of the previous Saturday. General admission is 50 cents. Students' admission 25 cents.

Friday night high school football games are proving strong opposition for theatres and other amusements.

Harry Schreiber, Palace, staged a "College Musical Gridfest" on the eve of the Ohio State-Southern California game, with Chet Long, WBNS newscaster, as master of ceremonies....J. Real Neth turned his Clinton neighborhood house over to the Clintonville Civic Improvement Group for a Saturday morning safety traffic quiz for children.

Ray Miller, Fifth Avenue, reopened his theatre, dark during the summer. The Fifth Avenue has been completely redecorated...New, Knight Theatres, now has two "Family Nights", Tuesday and Wednesday, with 20 cents admission to all.

Pennsylvania

BRIDGEVILLE

It was expected that the El Rancho newly constructed drive-in would be opened before the season ended. This newest outdoor theatre in western Pennsylvania was constructed by the corporation headed by John A. Robb, Gust Katsilas, and Romeo Chiappini. Booking and buying will be handled by Louis E. Hanna.

BRADFORD

City Council recently rejected the

plans of the Dipson Circuit for proposed improvements to the New Bradford. The change was to have been for enlargement of the marquee space. Rejection by City Council was due to the fact that a local ordinance exists which confines the size of electrical displays.

Shea's, operated by the Jamestown Amusement Company, and managed by Vincent Choate, scheduled a Friday night midnight show for Oct. 29, in the Hallowe'en spirit.

CANONSBURG

Fred A. Beedle, who, with his brother, Ed, operates the Alhambra and Continental, made his first trip in some time to Pittsburgh's Film Row on Oct. 1, when he came in to attend the monthly meeting of the board of directors of the Allied Motion Picture Theatre Owners of Western Pennsylvania, of which organization he is vice-president and chairman of the board. It was very good to see him around after his long stay away due to a serious throat operation which he underwent in Mercy Hospital, Pittsburgh, several months ago. He is gradually getting back into the old stride and swing again, and stated that his next visit in to Pittsburgh would be to attend the membership meeting and luncheon of Western Pennsylvania Allied at the William Penn Hotel, at which the general counsel and chairman of the board of Allied States Association, Abram F. Myers, was to deliver an address.

CLAIRTON

Frank Panoplos, veteran exhibitor, who operates the State and Colonial, is one person very glad to say goodbye to the summer season. This doesn't seem so strange when one discovers that fall means the end of his competition from the five nights a week free movies sponsored by City Council, which Panoplos has protested in vain.

CLEARFIELD

The Mid-State Circuit President Howard J. Thompson, completed supervision of the construction of a lovely apartment which he had built onto the rear of the Valley, Weedville, Pa., for the use of that theatre's manager's family, Mrs. Louis Crocco, whose former home was completely destroyed in a very bad fire which occurred during the early hours of the morning some months ago while the family was asleep. Thompson is contemplating remodeling the Adelphi, Reynoldsville, Pa., which he acquired when the Harris Amusement Company, which had operated the theatre for approximately the past seven years, did not renew the lease. Mid-State Circuit is also accepting bids for a complete new marquee for its Ritz.

CLYMER

"Breezy" Bianco, who operates the State, decided to reopen his restaurant located next to the theatre, has been closed for nearly a year.

CRAFTON

William J. "Bill" Walker, Chartiers

and Crafton, has a new (to him) form of opposition in night football games held in the Crafton High School Stadium, several blocks away from both theatres. The Friday Night games under the lights have been very popular.

ELLWOOD CITY

The American Window Glass Company announced recently that it is well along in its expansion program. Before the end of the year, a new plant is expected to be operating at capacity, which is good news for the theatres in this community.

Andy Biordi, a member of the Biordi family, which owns and operates the Majestic, was confined in the hospital in New Castle, Pa., under observation. He became ill shortly, and was rushed to the Presbyterian Hospital, Pittsburgh, and was later transferred to the hospital at New Castle. His many friends in the motion picture business are hoping that the ailment will soon disappear, and that he will be back soon.

ERIE

City Council is seriously contemplating the adoption of a one per cent tax on incomes, which will take a huge bite out of the annual income of the wage earners, as the estimated income from such a source is expected to reach nearly two million dollars annually. This proposed tax would be applicable to all incomes, no matter how small.

FREEDOM

The new four-lane highway still partly under construction here and in Baden, Pa., is finally open to one-lane traffic in each direction.

FREEPORT

John A. Wiseman, Ritz, who has a summer home several miles north of this community, decided to cut down a large bug-infested tree on the lawn. After getting the tree half cut through, he then attached a chain to it, which he fastened on to his jeep. After a bit of tugging, he managed to bring the tree crashing to the ground with no damage to the surrounding property. However, he neglected to notice the telephone and power lines in the way of the descending tree, with obvious results. On viewing the damage, Wiseman's comments were of the censorable variety.

GREENSBURG

The recent engagement of Eagle Lion's "Canon City" at a local house was a very pleasant surprise to that company's Pittsburgh branch manager, Jimmy Hendel, as it far surpassed the highest grosses ever attained previously by any of that company's product in this town.

HAZELWOOD

The Grand, which, together with the Hazelwood, is owned by M.N. Shapiro, and managed by his son-in-law, David Hadbarg, was the scene of a fire. Although the fire, itself, was not a very large one, there was considerable

damage done to nearby bowling alleys. The theatre had to have a new screen, due to its extreme damage from the heavy smoke, which seeped up into the theatre auditorium. The theatre was not open at the time of the fire. Incidentally, M.N. Shapiro, familiarly known to his many friends as "Mike", recently celebrated a birthday.

HOLLIDAYSBURG

Jake Silverman, retired from all active participation in the film business with the exception of his Blair, was watching the pending tax situation in his community, which will amount to five cents on each half dollar or fraction thereof.

HOUTZDALE

Carl M. Sherkel, who for many years, operated the Sherkel, and who for the past several years managed the Economy Store, died suddenly while attending a baseball game between teams representing Clearfield, Pa., and Houtzdale. Sherkel's son, Fred, was a member of the Houtzdale team and was pitching at the time. Sherkel passed away during the ninth inning of the game while observing a very exciting play on the diamond. Spectators found him slumped in his seat, and death was attributed to a heart attack. He was buried here. His brother George manages the Sherkel, which is now part of the Mid-State Circuit.

MEADVILLE

Mortician Byham was the recipient of the Variety Club Tent 1 charity award of a Cadillac convertible. Byham's donation was made to Leo M. Conrad, manager, Park and Meade. Incidentally, it was a very big week-end for Conrad. In addition to his benefiting financially from the sale of the winning ticket, he attended the Pitt-Notre Dame football game at Pitt Stadium, Pittsburgh, and also was fortunate enough to secure tickets for the final performance of "Brigadoon" at the Nixon.

NEW CASTLE

The Skyline Drive-In, owned and operated by Mitchell Kwiatkowski, installed two free rides of the type formerly featured at nearby Cascade Park, a free pony ride and a torpedo ride for all children who arrive early on Monday and Friday evenings.

West Virginia

WHEELING

George Prostinak, for the past year operating the Marsh on a lease from one of the local banks, decided to call it a day, due to the lack of support from the community. There are no plans at the present time for further operation of this site as a theatre, and rumor has it that projection equipment and seats will be removed, and the building converted into a garage.

George Faller, who owns and operates the Southern, located in the south end of the town, was very happy to receive delivery on a new Mercury sedan,

NEWS OF THE

Territory

Boston

CROSSTOWN

The Esquire and Republic played host to a full house at a screening of "Macbeth", starring Orson Welles. This showing was held before a representative group composed of members of the press, drama critics, radio, and the heads of English departments from schools and colleges. Jack Markle is in charge of Esquire operations in Boston. His house manager is Paul LeRoy, New York City.

FILM DISTRICT

James R. Grainger, Republic executive vice-president in charge of sales and distribution, and division manager Walter L. Titus, Jr., were in on a business trip.

Saul Levin, EL salesman, and Jerry Callahan, Monogram salesman, will represent the local loge at the national convention of the Colosseum to be held in Chicago on Oct. 16 and 17.

Executives of film companies still continue to make their appearances. Steve Edwards, Republic, was in on "Macbeth", and Mark Silver, UA, was seen here and there on Film Row.

Exhibitors in town were: Bill Canning, general manager. Yamins Circuit, Fall River, Mass.; Neil Hubbard, Lakeside, Lakeport, Me., and Walter Young, Strand, Farmington, N.H.

Making the long trek westward to St. Louis for the TESMA convention was Eddie Hosmer, Independent Theatre Supply.

Madison Pictures Corporation of New England will soon be doing business at 12 Winchester Street. The new corporation is headed by Mr. Lew Breyer.

Universal-International has had a few changes in its office personnel. Mike Klein, formerly a traveling auditor, has taken over the duties of head booker. Toby Tabachnick, booking department, resigned to take a position at Affiliated Theatres.

Tom Donaldson, EL district manager, is still on his merry-go-round. With the increase of responsibility and of territory, his traveling was increased.

Norton M. Levine, New Haven, Continental Films, Inc., was in paying one of his rather infrequent visits to film row as was Joe Rapalus, Majestic, East Hampton, N.H. ... Also seen here and there was Henry Kamuda, Grand, Indian Orchard, Mass.

Jane Wyman was scheduled to be in town on Oct. 8, arriving from Phila-

RICHMOND, STERN FORM
OWN INDEPENDENT CIRCUIT

BOSTON - The trade learned last fortnight that Louis Richmond, executive assistant to E.M. Loew and for 20 years a member of the E.M. Loew organization, had resigned to operate his own group of theatres.

As a partner in his new enterprise, Richmond will have Lew Stern, well known in the district as an operator of theatres. The new circuit formed by the two men will have as its core such state theatres as the Uptown, Lynn; Kenmore, here; Orpheum, Somerville; Rialto, Everett; Magnet, Dorchester; and the Mattapan, Mattapan. These are expected to be only the beginning.

In addition to the theatres, the partnership also has state bowling alleys in Danvers and Hyde Park, and a dance hall, Nuttings-On-The Charles, Waltham. Richmond intends to devote all of his time to the theatre end of the business.

delphia. This visit is part of a tour which brings in the young lady prior to the opening of "Johnny Belinda."

New Haven

CROSSTOWN

White Way and Victory management changed hands when Fred Dandio, who operates the State, took over. Mike Tomasino, who ran the theatres previously, leased the White Way and Victory for 20 years. Connors and Connors handled the legal details on the White Way-Victory deal.

Morris Rosenthal, Poli, received plenty of bally for "The Loves of Carmen." Assistant manager Tony Masella's brother, Guy, one armed musician, supplied the music for the special opening night program on the stage of the Poli when "The Loves of Carmen" played that house. Rosenthal and his staff also had many other angles.

H. Cohn, Dixwell, contacted clubs to arouse interest in the Zale-Cerdan fight pictures.... Bill Brown, Bijou, for "Urubu" and "Eyes of Texas", received cooperation from Yale University, the public schools, and the Peabody Museum. For "Rebecca" and "Intermezzo" he had set deals with the public library, local department stores, and shoe stores.

Ruth Bolton was pinch-hitting as assistant, Bijou, till a regular assistant manager was appointed.... Jim Darby, Paramount, was to attend a Hy Fine district meeting at the Lighthouse Inn, New London, on Oct. 8. The Cameo, West Haven, had "Henry V" booked in, and after that was expected to operate on weekends.

MEADOW STREET

Sale of the Park, Allingtown, was recorded with Town Clerk Franklin A. Lum, West Haven. The property at Cellini Place including the former Park and five stores was sold by

Angelo Tomasino to Anthony Terrazano, both of New Haven, according to a warranty deed filed with the town clerk. U.S. Internal Revenue stamps filed with the transactions indicated a sale price of \$56,500. When Terrazano was interviewed recently, he intimated that the theatre would not be used for exhibition purposes, but would undoubtedly be used for commercial reasons. He operates the Forrest, across the street from the Park.

Natale De Francesco, Cheshire, Cheshire, was reported improving from a recent illness.... Ralph Civitello, Devon, is reported back at work finishing up his new home.... Lou Phillips, Lou Phillips Theatre Equipment, was back from his St. Louis trip.... 20th Century-Fox's "Apartment for Peggy" had a sneak preview at the Poli, New Haven.

Caroline Marra, Republic miss, has been touring around the state with the Elite Bowling team.

The local B-41 installation of officers dinner is scheduled for Oct. 18 at Cerriani's. Officers to be installed include: President Harold Freed, vice-president Saul Shiffrin, secretary-treasurer Salvatore Vitale, and business agent Robert Hoffman.... Belle Shiffrin, 20th Century-Fox, and Freda Kogan, Columbia, went up to Boston to visit with Miss Shiffrin's sister.... Grace Brunelli, Columbia, returned from vacation.... Dave Skvirsky, 29th Century-Fox, went up to Boston over a recent weekend.... The Rogers Corner Drive-In is reported scheduled to close for the season on Oct. 16. It is reported that inside-car speakers must be installed if a state license is to be given next season.

Jack Brown, Paramount, recently bought a 1947 Pontiac.

Connecticut

BRIDGEPORT

In a recent Sunday Herald illustrated feature story, it was pointed out by author Frank O'Leary in tracing the showing of motion pictures locally back through some 47 years that the first showing of anything resembling a movie in Bridgeport was a crude reel depicting the life of Christ, with illustrated songs, at St. Anthony's Church on Nov. 24-25, 1901. Next, S.Z. Poli, owner, old Park City, showed, in 1902, a film, "Edward VII", depicting the coronation of the British monarch, between acts of his vaudeville show. In 1908, nickelodeons popped up all over town. Among them was the Liberty, State Street, still showing films today. From this beginning, O'Leary went on to chronicle the advance of the film up to its "talkie" advent in the latter part of 1920.

EAST HARTFORD

Projectionist Anthony Ripalone, Eastwood, and Mrs. Ripalone were awaiting their first visit from the stork.... Tommy Grace, Eastwood manager, made a tie-up with The East

Hartford Gazette for a contest on "Berlin Express".

HARTFORD

George E. Landers, Hartford division manager, E.M. Loew's Theatres, promoted a rhumba dance contest in a night club in the interests of "The Loves of Carmen", E.M. Loew's. Exhibition dancers from the Arthur Murray studios also appeared. He arranged to have a local florist give away free roses to the first 200 women in line on opening day.

The Loew-Poli changed its opening day from Wednesday to Tuesday.... Lewis Mello, Loew-Poli stage manager, married Marion Feeney.... Robert Gerner, Loew-Poli student assistant, plans to marry Arlyne Wolferd.

Plans of Philip Maher, suburban Bloomfield, Conn., to construct an open air theatre on Blue Hills Avenue were hit a fatal blow. The Bloomfield Town Plan and Zoning Commission rejected Maher's application for a change from residential to business on property west of Blue Hills Avenue.

Russell Ordway, partner, Princess, Rockville, is out of the hospital, and back on the job again.... Howard R. Padowitz, Fred Greenway's able assistant, Loew-Poli Palace, resumed his duties following a vacation.

The Shulman interests, which operate the Webster and Rivoli, completed a new business building at 1731 Park Street, next door to the Rivoli. The theatre circuit offices, formerly in the Rivoli building, have been moved to the new building. Interested in the Shulman organization are Max, Maurice, Albert, and Joe Shulman. The Shulmans, who own considerable property in the Hartford area, have plans to construct new theatres.

Federal admission taxes collected in Connecticut during the fiscal year ending on June 30, 1948, totalled \$3,792,692, according to Connecticut Internal Revenue Collector John J. Fitzpatrick.... Jim McCarthy, Strand, busy on "The Guys from Texas", got a number of gags.... Vincent O'Brien, formerly with E.M. Loew's Theatres, has been named manager, circuit's Center, Pawtucket, R.I.

Ernie Grecula, assistant to Al Schuman, general manager, Hartford Theatre Circuit, was passing out cigars on the birth of a baby boy, Ernie, Jr., at the Hartford Hospital. Mr. and Mrs. Grecula have two other children, Penelope and Venice.

Pete Banfield and Harry "Chief" Matarese, State, took a day off recently, and went fishing off Pleasure Beach, Niantic.

Many of the industry attended the funeral services for Morris Alton Harris, 64, who died at the Mount Sinai Hospital following a long illness. He had been associated with his three brothers, Ted, Sam, and Martin, in the operation of the State.

LOCKWOOD TELLS TOA FUTURE PLANS

BOSTON - In a statement to THE EXHIBITOR last week, Arthur H. Lockwood, president, TOA, reviewed future plans of the organization, as follows:

During the coming year, intensive efforts will be made to broaden the scope of operation of the TOA, and extend its activities as an exhibitors' service organization. The prestige which TOA has attained under the brilliant leadership of former President Ted Gamble is testified to by the constantly increasing membership roll of the Association. TOA will expand its study of television, and keep its members alerted to all developments.

In accordance with a resolution adopted at the Chicago convention, a committee will meet to study the National Screen Service situation, and recommend procedure. "Youth Month" has been a tremendous success, and is being continued into next month in various parts of the country. The public relations program will be constantly expanded. "Conciliation, instead of litigation, is a cornerstone of TOA policy. To that end all exhibitors and all distributors are invited to make suggestions on ways and means of expanding conciliation. It would be lamentable if members of the industry failed to set up a voluntary system for the settlement of disputes over such vital matters as clearance, availabilities, failure to supply prints, overpricing, failure of salesmen to solicit customers on time, and forcing of features or shorts.

"It is the hope that a system of arbitration can be included in the final decision in the anti-trust case. An aggressive stand will be taken against discriminatory legislation, unfair criticism of the industry, and discriminatory taxation, and a study will be made by a competent research organization of attendance, and a comprehensive report will be furnished to members of methods of increasing attendance at theatres.

Charlie Obert, stage manager, Allyn, went fishing.... According to word from Houston, Tex., Larry Kent, ex-assistant manager, Loew-Poli Palace, is managing the Plaza.... Vincent O'Brien, ex-house manager, E.M. Loew's, Hartford; general manager, E.M. Loew's Hartford Drive-In, is now managing the E.M. Loew's Center, Pawtucket, R.I. The theatre will go first-run on Oct. 8 with "A Date with Judy"... Ed Kelleher, Princess, was in New York, while Lillian Kelleher, theatre secretary, tripped to Madison for a weekend visit.... Local 84 will hold its next meeting on Oct. 12 at Labor Union Hall.

Mike Piccirillo, Center manager, has placed this sign on his office door, which leads into the auditorium: "What This Door Means--One step, and you are in our auditorium... Result--Don't speak until you are in the

office...One light knock will bring an answer...Our audience will not be disturbed if you help us follow the above. Thank you."

Harold Simpson and John O'Donnell are new at Loew-Poli.... Irene Kitus and Henrietta Bundaj joined the Crown.... Robert DeBrito has been named to the office staff, Loew-Poli Palace, by manager Fred R. Greenway.

Shirley Bennett has been named aide at the Colonial, succeeding Madeline Frey, who resigned to devote her time to household duties.... Howie Padowitz, Palace assistant manager, returned from a vacation.

Charles L. Atamian; Strand, is to marry a local girl. He was shopping for diamonds.... Frank Morin, manager, Regal, left for his vacation in Atlantic City, N.J.

Henry L. Needles, district manager, and Jim McCarthy, Strand, represented the city at Warners' New England zone meeting at Racebrook Country Club, Orange. Some 40 managers from throughout New England attended.... Vic Morrelli, manager, Bristol, Bristol, has started to build a new home.

MANCHESTER

Manager Freddie Raimo, manager, Circle, ended a vacation through eastern Massachusetts. Jack A. Sanson, manager, State, handled both the State and Circle during Raimo's time off.

NEW BRITAIN

Lobby renovations at the Embassy were finally completed. The boxoffice has been moved from the lobby center to one side. New rubber floor mats and advertising display frames were installed. Joe Miklos is manager.

Perakos Theatres, which operates in New Britain, Thompsonville, East Hartford, and Jewett City, finished extensive alterations at the Strand, Thompsonville. Tommy Grogan is manager.

NEW LONDON

Twenty-five radio, press, and film industry representatives had the experience of seeing their first motion picture while snorkling recently. The party, as guests of the navy and MGM, saw screenings of "The Secret Land" in the submarine U.S.S. Greenfish while cruising off the new England coastline. The craft was submerged during three hours of its voyage, and, during that time, the comparatively new snorkle device, which "breathes" fresh air into the sub while it is under water, and thus permits use of the Diesel engines, was in use. The picture was shown during this time in the forward torpedo room, with about 15 persons seeing it at each of two screenings.

WATERBURY

Albert Lessow, assistant manager, Loew-Poli, reported an extensive campaign handled by himself and his boss, manager Robert Carney, for "Luxury

Liner". Tie-ups were made for store displays and a radio station also featured plugs....Jean O'Sullivan has been named aide at the Loew-Poli. Another new face is Joe Gittleman, former student assistant, Loew-Poli Palace, Hartford, named student assistant, Loew-Poli Strand, replacing Teresa Richards, resigned. Larry Gendrom, Meridan, succeeds Gittleman at the Loew-Poli Palace, Hartford.

Crown Management Corporation appointed Joseph DeVista, Manchester, as manager, Crown, succeeding James Tuffy, resigned....Marjorie Smith has been named secretary to manager Fred R. Greenway, Loew-Poli Palace.

Massachusetts

BROCKTON

Joe Stansler recently acquired the Keith. The former owners were Carey P. and Maxine Richmond, Barrington, R.I., who have been operating the theatre for the last three years. The theatre will be closed for extensive renovations.

CHARLEMONT

Plans for a 500-car drive-in have been announced by Carl H. Nilman, operator of drive-ins in nearby Shelburne Falls, Mass., and in Winchester, N.H.

FALL RIVER

Every Monday and Friday nights over WSAR, the Nathan Yamins Theatres is presenting "Movietime." These broadcasts bring 15 minutes of information and gossip relative to new Hollywood productions, besides giving the program schedules at the Yamins theatres. Three questions about movies are asked, and two complimentary tickets to any of the Yamins houses are awarded the 25 first local persons sending in the correct replies. Hosts on the programs are William S. Canning, Yamins' general manager, and John McAvoy, manager, Embassy.

John J. McAvoy, Embassy manager, reviewed current Broadway plays at the first fall meeting of the dramatic club, Catholic Woman's Club.

The New Yorker Stock Company selected Temple Hall for its productions, and opened its season with "Peg O' My Heart."

Cartoon carnivals are being included in Saturday and Sunday programs at the Embassy as a magnet for juvenile attendance.

Two Yamins theatres narrowly escaped serious damage and possible destruction in fires. Six stores adjacent to the recently renovated Strand, managed by Norman Zalkind, suffered heavily from water, smoke, and fire damage during the early afternoon. Zalkind led the theatre audience out as a precautionary measure. The Franklin building, located across the street from the Embassy, was badly gutted by fire which occurred in the early morning while the theatre was closed.

LYNN

Following the refusal of the Swampscott selectmen to revoke the zoning permit granted the Atlantic North Shore Properties, after hearing the opponents, attorney John J. McKenny applied to the Superior Court for a writ of mandamus, restraining the company from erecting a new theatre on the site in question, claiming that the parking area at least is in a residential district. The building permit has not yet been granted.

Manager George Lougee, Olympia, opened his "Stars of Tomorrow" vaudeville contests on Thursday nights as part of the show....The Uptown reopened with a renovated lobby and other improvements.

MARBLEHEAD

The Warick has a new marquee, and more improvements are planned in December, when the theatre will be closed for air-conditioning, an enlarged lobby, with rest rooms and candy counters in place of the two stores.

NORTH ADAMS

The Board of Selectmen, Clarksburg, Mass., by a unanimous vote turned down an application from Nelson Sweeny of Pittsfield to erect a 100-car drive-in.

SPRINGFIELD

Organization of Madison Pictures Corporation of New England, with authorized capitalization of \$100,000 has been announced here by Lew Breyer, president and treasurer. Breyer, associated for the past seven years with Western Massachusetts Theatres, Inc., with headquarters here, and for the past several years manager, Westfield, Mass., said offices of the firm will be in Boston and New York. Breyer controls 75 per cent of the corporation's stock. Other officers are Dorothy M. Breyer, vice-president, and Robert Lasher, secretary. Franchise rights to 40 completed productions are held by Madison Pictures, with distribution to theatres slated from 1948 and 1949. Breyer is also on the board of directors, newly formed Ruby Film Productions, which starts shooting in New York next year on six pictures scheduled for 1949 production. They will be distributed by Madison Pictures, which has franchise rights in the six New England states.

Andrew P. Fenton, Capitol, died

TAUNTON

A popularity contest, entitled "Who is Taunton's Most Popular High School Student", is being held at the Strand, Abe Sinow, manager. The contest is being co-sponsored by The Taunton Office Supply, which has donated a Royal portable typewriter to be awarded to the winning student from the stage of the Strand on Oct. 19. At present, Paul Duffy, a football player on the Taunton High School team, is leading the contest....The three cooking school sessions, held every Wednesday during the past three weeks, filled the Park, John G. Corbett, manager, to capacity.

TRADE SCREENINGS

BOSTON

MGM (46 Church) Oct. 14, 2.00, "The Three Musketeers".

Warners (122 Arlington) Oct. 18, 2.30, "June Bride".

NEW HAVEN

MGM (40 Whiting) Oct. 14, 2.00, "The Three Musketeers".

Warners (70 College) Oct. 18, 2.00, "June Bride".

WEST SPRINGFIELD

Drive-In Theatres, Inc., Weymouth, Mass., opened on Memorial Avenue. Local manager is Charles J. Diamond.

New Hampshire

LITTLETON

Sympathy goes to Jack Ames, Premier, who entered the Mary Hitchcock Hospital, Hanover, N.H., to undergo a throat operation.

(continued on next page)

Manley

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TRAVELLING AROUND WITH LEW HERB

(Lew Herb continues with his travels through the New England territory. -Ed.)

Continuing the account of our brief stay in Boston, we dropped in next at the offices of the Interstate circuit, where we hoped to be able to say



Lew Herb

"hello" to both E.H. Stoneman, president of the organization, and James F. Mahoney, general manager, but, instead, had a pleasant chat with Miss Sonja Zarski, secretary to both of these gentlemen, who were out of town at the time of our visit. Miss Zarski has been with Interstate for the past 13 years, and is as charming as she is capable. Although she wouldn't admit it, she rates a pat-on-the-back for going out of her way to help Bill Koster, Variety Club, taking a lot of the detail work off his hands during the recent "Jimmy" drive, and the testimonial banquet.

While in this neighborhood, we also dropped in at the SRO office, and "sat a spell" with Tom Duane, district manager, and Dave Douglas, sales representative, who handles the Connecticut area. Duane is another veteran industryite with the quarter century mark already reached. Prior to his joining SRO two years ago, he was connected with both Paramount and Republic.

Our next visit took us to Scollay Square, where we stopped in at the M and P offices to say "hello" to that genial tub thumper, Harry Browning. He started his career in a theatre in this same neighborhood 35 years ago, and has been with M and P since its formation about 15 years back. He's also a very handy man with a camera, and will show some very interesting shots he took without too much urging.

Directing our steps next to the downtown theatre area, we turned on to Washington Street and started our tour by stopping in at M and P's modern, where we talked with Miss Mildred Cummings, assistant to Henry Kalis, who manages this house. Like many other theatres along this street, it is an old theatre, dating back to the vaudeville and legitimate days, and has been in operation for many years. The front, however, is new, and conforms to the standards of today. Our next call was to another old house, but much larger and more impressive, with a foyer that ran the width of the block, allowing two box-offices on different streets. This house, the RKO Keith Memorial, is handled by Frank Howard, assisted by Bob Smith. Howard, a former New Yorker, has been in Boston for the past five years. This is one of two RKO first-run houses on the street, the other being the RKO Boston. Both houses use

first-run attractions, and, where warranted, continue the run of a picture indefinitely.

We next dropped in at the M and P Paramount, another large deluxer, and handled jointly by Abner Pinanski and Eddie Spellman. The managerial duties of the house is divided between these two men, and, at the time of our visit, we chatted with Spellman, who had the "morning shift" that day. He, too, has had a varied career in show business, and was with the Shuberts for 18 years before joining M and P, after doing a stint with Uncle Sam during the recent war.

Sandwiched in between the Paramount and Keith Memorial is the Laffmovie, currently under the direction of Don Martin, who broke into the business back in '29 after giving up a career in the manufacturing business. Since that time, he has been around the country in some phase of the business or other. He beat the drum around the country for the roadshowing of "Ecstasy", and had many interesting experiences doing so. He has also at one time or another been with the E.M. Loew Circuit and the M and P organization. He also, at one time, operated his own house, in Fitchburg, Mass., and hopes to eventually have another of his own some day. The Laffmovie is another old house with a modern front, replete with mirrors, etc. It was originally operated by Keith and is of the old legitimate-style architecture.

The Translux, unlike its sister theatres throughout the country, does not devote its program to newsreels and shorts, but plays features consistently, mainly of the action and unusual type. Dropping in here, we chatted with Edward Anderson, who assists Lewis Noonan in the operation of the house. The projection booth is of the conventional type, rather than the usual rear screen projection found in many of the other Translux theatres scattered over the country

(continued from preceding page)

Rhode Island

PROVIDENCE

Something new in the way of ballyhoo was staged by the Navy to boost "The Secret Land." Critics and officials of MGM were invited to attend a premiere aboard one of the Navy's new snorkel-type submarines about 60 feet beneath the surface of Block Island Sound just off the Rhode Island shores.

Theatre hoodlumism and vandalism was gaining considerable attention following newspaper stories of a woman who reportedly lost her eye as the result of being struck by a popcorn box thrown during a performance at a local theatre. Mrs. Agnes L. Andrews, Cranston, 78, had her eye removed in an operation after it had been pierced by broken glass from her spectacles. A 12-year-old girl admitted throwing the box at two boys who had previously been throwing paper wads at her. The boys reportedly ducked, and the box struck the woman.

The mishap brought publication of a number of letters to the editor calling for action to prevent hoodlumism in theatres. Parent-teacher groups sought a ban on the sale of plastic slingshots after early reports laid the cause of the accident to their use. One correspondent wrote to The Providence Journal-Bulletin: "It is too bad when people can't even enjoy a movie without the danger of bodily harm." The letter called for trailers warning hoodlums that they will be ejected, and for closer supervision by service employees. It also cited the possibility that patrons might stay away unless they receive ample protection.

Joseph G. Samartano, manager, Loew's State, was assured of a sell-out for the Italian-language showing of "The Ziegfeld Girl".

Samartano was also planning a special midnight Hallowe'en show with an advance ticket sale. The state was ready to celebrate its 20th anniversary on Oct. 14 with of "Hills of Home".

Metropolitan, James Randall, manager, dropped his film policy for one-week showing of the stage version of "Show Boat". New faces at the Met box office are Lydia Orsini and Gloria Interlandi, who join Ida (McGinn) Goldsmith, treasurer.

With a hold-over of "Jenny Lamour" at the Avon, Charles Darby, manager, was shopping for some rubber walls to hold the would-be patrons. Darby was also hard at work on bally for reduced price showing of "Henry V". Special student tickets were being distributed calling for a 60 cent admission.

Vermont

MILTON

The Ira Vincent Circuit recently announced that its Vermont summer circuit would close in November instead of its usual time, Dec. 15. These houses are here and in Underhill and South Hero.

STOWE

The Stowaway closed.

Variety Club

TENT 31, NEW HAVEN

All tent members worked hard on the charity dance at the New Haven Armory....Harry Rosenblatt was ticket chairman, and William Brown co-Chairman. Harry F. Shaw was entertainment chairman....The Variety Clubs International is sponsoring the Will Rogers Drive this year, and the tent is working with other clubs for funds. Chief Barker Barney Pitkin, Tent 31, reported that Will Rogers campaign subscription books have been mailed out to all theatres in the Connecticut territory. It is the personal duty of every theatre exhibitor to try to dispose of as many tickets as he possibly can as soon as possible. The big event takes place on Nov. 30. There are many attractive prizes for winners. Walter Silverman is Tent 31 Will Rogers campaign chairman.

NEWS OF THE

Territory

District Of Columbia

Washington

The Women's Advertising Club went all-out to make the American premiere of "The Red Shoes" a most impressive event. Sponsoring the gala opening of Eagle Lion's Technicolor film release at the newly renovated National on Oct. 15, club members made "The Red Shoes" a most talked about feature. When the print arrived by plane, Lynnette Wilson, committee member, was at the airport to assist Jettie Quinlan, TWA overseas hostess, in delivering the film to Edmund Plohn, managing director, National. Club President Jean Ambrose visited the British Embassy, and sold the first two tickets to Lady Medhurst, wife of Chief Air Marshal Charles Medhurst. Led by Jean Oegood and Edna Holstrom, other members of the club volunteered their services to Plohn. He seized the opportunity, and put them to work putting display cards in the lobby, dusting light fixtures in the lobby, and sweeping out the auditorium.

National Screen Service will open its new offices after Oct. 16 at 1104 Ninth Street, N.W. The office will work under supervision of the Philadelphia exchange. It is understood the staff will consist of about a half dozen persons under Ernestine Bandel, present office manager. The new office has a store front, and will be the shipping point for the NSS line. Eagle Lion headed by Fred Rohrs, will move into the vacated NSS offices at 920 New Jersey Avenue.

Columbia Broadcasting System announced that WOIC will soon become the key station here for the CBS television network. Now in the final phases of its construction work, WOIC is scheduled to go on the air on or about Jan. 1. As the CBS-TV primary affiliate in the nation's capital, WOIC's full facilities will be available for all television network programs origina-

ting in the Washington area. The WOIC transmitter is located at Brandywine and 49th Street in the Cathedral Heights section.

The District is studying what action, if any, to take against theatres and other places of public amusement, which now are required to pay the city money to reimburse police and fire service at their theatres or buildings, but, who, thus far, have refused to pay anything into the local treasury. Last year, Congress passed a law that would require the ball park, theatres, etc. to pay for the actual services of police and firemen, who were assigned to these places by the fire chief and police chief. The ball park has not only refused to pay, but has filed suit against the District to prevent any future bills. The theatres with stage shows and the consequent firemen, do not feel they should pay.

Back from a trip to South America were Abe and Mrs. Lichtman and, according to Abe himself, he'll stick to good old USA and Florida hereafter....By the by, he recently bought the Westory building, located at 14th and F Streets, N.W., just across the street from Julius Garfinckle Department Store....It won't be long now before Carter Garrison hies himself down to the Florida Keys for a spell of real fishing....Off to the World Series was popular Jack Blank, Tent 11....Warner's Julian Brylawski is again busy on a new traffic safety campaign for the District Commissioners.

Robert Fellows, Paramount producer, and Mrs. Fellows, arrived last week to consult with navy officials, who will cooperate on his forthcoming production about jet plane pilots.

METRO NEWS: It was a grand day for some 35 employees who travelled down to Tom Baldrige's farm at Front Royal, Va. for an all-day picnic and tour of the Skyline Caverns. The MGM-ites were treated to a tour of the caverns by Dr. Walter Amos, founder and curator of the caverns. There followed picnic lunches, swimming, games, and a nature walk....Catherine Murphy, secretary to branch manager Jerry Adams, was surprised by the gals on her birthday....The Jerry Adams', by the by, are now Virginia



Here is a shot of the marquee of the St. Mary's, Leonardtown, Md., taken on the day the new air-conditioning was first used. Left of the boxoffice is owner Kenneth B. Duke, Sr., and right, assistant manager E.A. Sterling. Barnard Smith, the Carrier air-conditioning representative, looks on.

residents but when these lovely folks first returned to town they lived out on Massachusetts Avenue, and then moved to Maryland before their last move to Virginia. Rightfully then, we call them Metropolitanites....Office manager Joe Kronman vacationed....Birthday greetings go to Mickey Hodgins, Berger office....Dolph Berger and his wife, Grace, returned after a swing through Dallas, New Orleans, and in Oklahoma....Zelda Stough left the switchboard....It's a girl for Dot Boggs, contract....The Pep Club is doing a very admirable thing. Each Friday one of the girls brings in sandwiches for sale, and the money is being accumulated for a Christmas fund from which they will buy and distribute food baskets. In the meantime, the girls are sending books to hospitals for the veterans.

VARIETY CLUB: The first open house of the fall season was held, with Bill Ross and Allen Saturn acting as "Kings for the Night"....The board of Governors met on Oct. 11....Newest member of Tent 11 is Johnny Bradford, singer and mc. on television and radio, connected with the National Broadcasting Company....Annual elections for Tent 11 will be held on Nov. 1, in the Congressional Room, Willard Hotel. At this time, 11 new board members will be chosen to serve on the 1949 board of governors, in



The recent outing of the MGM Washington Pep Club included a visit to the Skyline Caverns, Front Royal, Va. At left, the group is about to begin its exploration under the guidance of geologist Walter Amos, extreme



right, after being greeted by Louise Bailey, second from left, manager of the caverns. At right is the picnic lunch at Tom Baldrige's "Farmhouse", Warren County, Va., which climaxed the whole affair very pleasantly.



Shown at the recent press preview of MGM's 'The Secret Land' in Washington are, left, left to right, Captain



Quackenbush, Loew's Carter Barron, Admiral Glenn B. Davis, and Mrs. Quackenbush. The special preview was well attended.

addition to the five past Chief Barkers. At this time, two delegates and two alternates to the national convention will also be elected.

Dr. Archie Engle put out another appeal to the barkers to get busy and sell ads for the Tent 11 program in connection with the annual November dinner-dance.

Seen at the Tent 11 was friendly Charlie Claunch, White House staff... Also in the clubrooms was affable Jerry Adams, branch manager, MGM, who sat with Commissioner John Russell Young and swapped stories about the "good old days"... Rick LaFalce, brother to Frank, will handle the MOD campaign again this year... Edgar Morris, chairman, MOD, for 1949 held a meeting in the Variety Club to formulate plans.

FILM CLASSICS: "Sofia" opened at the Metropolitan, and branch manager Max Cohen was looking for great results. It also plays the Hippodrome, Baltimore, Md.... Al Zimbalist, publicity director, was visiting... Al Manheimer, branch exchange head, visited Max Cohen... Harold Levy and his family were spending some time in New York... Alice Grant, secretary, has been with Film Classics six months now... Max Cohen visited the Norfolk, Va., and Charlottesville, Va., branch offices.

SCREEN GUILD NEWS: Ross Wheeler visited in Norfolk, Va.... Don Chaban made a trip to Pittsburgh to visit his father and mother.

AT RKO: Charley Hurley managed to keep down a cold, and went to the Oakland-Midland section of Maryland.

REPUBLIC REPORTS: Jake Flax was in New York for a meeting on the "Jimmy Grainger Drive", which began on Sept. 27, and which will run to Dec. 31, for the purpose of honoring Grainger, who has been vice-president and general manager for 10 years. He is also planning another trip to New York soon... Harry Bollinger, Gem, Emmittsburg, Md., sold his theatre to Dar Adkins, Hancock, Md.... Ben Evans, San Toy, Lonaconing, Md. has been ill.... Every one is happy to learn that Tom Lloyd, Leader, South Cumberland, Md., is up and around after his recent heart attack... Hazel Aiken, Covington, Md. is coming up for the Eagle-Redskin game.

U-I ITEMS: A.J. O'Keefe, assistant general sales manager, and J.J. Scully, district manager, were in for meetings with branch manager Harry Martin and staff... Making contacts with the local exchanges was Harry Meyerberg, Hilltop, Reistertown, Md.

UA EVENTS: Secretary to branch manager Jerry Price is now Lois Menne... Doris Jowett will celebrate her birthday on Oct. 19... Peggy Bodle will also have a birthday next month, Nov. 11... The Craver Circuit's Pickett visited.

In town for a private screening given by Loew's Carter Barron was actor Walter Pidgeon... Also in for a trade luncheon, sponsored by Warners, with Frank LaFalce as co-host with top-man George Crouch, was Jane Wyman... Over at Jake Flax' Republic office, the staff was looking forward to good business from "Moonrise"... Also in now are prints of "MacBeth", with Orson Welles... While in, Jane Wyman came over to City Hall, and was

given the traditional "key to the city".

AROUND LOEW'S: In town from the coast was executive Ralph Wheelright.... At the Capitol as student assistant is Kenneth Steckline, Harrisburg, Pa.... Gay Lou Pocock, switchboard operator left to await the arrival of the stork. Miss Sweeney, who has been cashier, will take over the "hello" post... Touring around his theatre district was busy Carter Barron, who also took time out to fish with popular Rody Langley down at Solomon's Island.

AT PARAMOUNT: Branch manager Albert C. Benson was in New York for home office conferences... Sales manager H.C. "Tommy" Thompson is doing a lot of traveling... Special representative Mac Joice arranged for the film critic of The Washington Post to interview Barbara Stanwyck over the telephone, resulting in a special column before "Sorry, Wrong Number" opens at the Warner. Joice also went to Norfolk, Va., in connection with the opening of "Sorry, Wrong Number" at the Norva.

The Stanley Company, a Warner subsidiary, last fortnight told District Court that only the special New York three-judge district court could consider cases to force the "Big Five" out of theatres jointly owned with independents. The contention was made in connection with a suit by the K-B Amusement Company which filed in an attempt to force Stanley out of the MacArthur, which they share. The MacArthur was listed in the Justice Department's proposed findings and order in the New York case as one of the firms from which the defendants should withdraw. Stanley's attorneys wanted a clarification on the leasehold issue, desiring to know whether the Justice Department was interested in "real estate or theatre operation, and whether disposing of his real estate interests in a theatre is sufficient compliance by the defendant". The issue was brought up since the MacArthur Corporation leases to K-B and Warner on a rental basis, with power of ultimate reversion after 33 years.

Maryland

BALTIMORE

Owners of the Maryland, which re-



Localites who attended the recent U-I sales meet in New York were: left to right, Isadore Ehrlichman, Vincent Dougherty, Walter E. Davis, and Barney Frank.

KEY CITY

First Runs

Richmond, Va. (6) - Colonial, "Sorry, Wrong Number" (Para.); Loew's, "A Southern Yankee" (MGM); Byrd, "The Luck Of The Irish" (20th-Fox); State and Capitol, "Return of the Bad Men" (RKO); National, "Smart Girls Don't Talk" (WB).

Baltimore, Md. (10) - Little, "The Brothers" (U-I); Hippodrome, "The Spiritualist" (EL); Mayfair, "Moonrise" (Rep.); New, "Apartment For Peggy" (20th-Fox); Century, "Luxury Liner" (MGM); Town, "The Loves of Carmen" (Col.); Stanley, "Rope" (WB); Keith's, "Larceny" (U-I); Times and Roslyn, "Train To Alcatraz" (Rep.). "The Flying Tigers" (Rep.).

cently reopened with burlesque shows, which leases the theatre to those operating the shows, is the Maryland Theatre Company, Inc., David S. Brown, president; Charles Crane, vice-president; Samuel London, secretary, and Irwin Cohen, treasurer.

Baltimore Television Circulation Committee has made a survey of Baltimore, and found that 22,020 television receivers are operating in the Baltimore territory.

A heart attack caused death of Hope H. Barrloo, Jr., 53. He had been with WFBR for 15 years and was executive vice-president and general manager. Sincere sympathy goes to the family.

Dr. Ben Paul Sandy, one-time chairman, Maryland Board of Motion Picture Censors, died. Sincere sympathy goes to his family. - Jaques Shellman

George Jacobs has appointed Van Leah Francis, Goldfield manager. W. Rogers, who was managing the Goldfield and Jean for Jacobs, resigned. The Jean is closed.

The managerial position at I.M. Rappaport's Hippodrome, left open by the resignation of James Gladfelter, had not been filled at this writing.

Arthur Eich, Local 181, recently was married, and is now stationed at the Highland, having left the New.... Louis Easter, Local 181, is still absent from work due to illness, suffering from heart trouble.

For some weeks now, the tendency on the part of the first-run theatres in handling their newspaper advance advertising seems to be to spend the money in local display rather than in national advertising, with a small ad in local display to tie up. This apparently is making the local amusement display larger.

CUMBERLAND

Kenneth R. Baker, manager, Potomac Drive-In, a Baland Enterprise, gave a benefit show, with the entire proceeds donated to the Allegany County League for Crippled Children. An advance sale of tickets was carried



Shown at the Realart sales convention recently held in New York are, left to right, Fred Sandy, Joe Felder, Nelson Wax, and, standing, Myron Mills and Bernie Mills, franchise holders.

through by the league's office at City Hall Square. Baker, impressed by the good work the league has done in the past, donated the evenings proceeds to raise funds so the work may continue.

With the return to standard time, the Potomac Drive-In is starting showings an hour earlier....Schine's Strand, managed by Reynold Wallach, held a special early morning cartoon festival for the kiddies.

HAGERSTOWN

Warner officials previewed "Johnny Belinda" recently at the Maryland.... Richard Keyton, Academy and Maryland, left to enter Towson State Teachers College....Joan Poole, daughter of Claude E. Poole, manager, Colonial, entered Towson State Teachers College....Claude Poole, manager, Colonial, was elected president of the local men's Bible class....Tentative date for the opening of the completely remodeled Colonial, damaged by fire last year, is Thanksgiving Day.

LEONARDTOWN

Since the merger of the two houses, the employees of the New and St. Mary's will be interchangeable, general manager Kenneth B. Duke, Sr. announced....The first "Food Basket" night at the New ran into rainy weather, but drew a fairly large crowd just the same....A clock has been placed in the back of the New advertising Southern Maryland Furniture Company.



Red Skelton is shown here as he took a picture of pretty air hostess Joyce Skoggs of American Airlines when he arrived in Washington recently to attend the Variety Club dinner.

TRADE SCREENINGS

WASHINGTON

MGM (932 New Jersey, N.W.) Oct. 14, 2:00, "The Three Musketeers".

WARNERS (13th & E, NW.) Oct. 18, 10:30 a.m., "June Bride".

It replaces a larger clock moved to the Park, Lexington Park....New aides at the New are Joe Knott and Patricia Van Slize.

LEXINGTON PARK

The first furniture giveaway at the Park was a rocking chair. It was won by a naval lieutenant, who, manager Ray Trumbule says, remarked that "I am delighted in winning it, but will hardly find much use for it". The giveaway was a tieup with the Great Mills Furniture Company.

MOUNTAIN LAKE PARK

A theatre in the Odd Fellows Hall is planned by Bernard I. Gonder, Oakland, Md., theatre manager-owner. Three hundred seats have been purchased, and it is expected that the house will be ready to open soon.... Projection and sound equipment is being transferred from the installation at Grantsville, Md., where announcement was made recently that operations would cease.

WALDORF

The Waldorf played the live talent show, Pee Wee Smith and his Shenandoah Playboys.

Virginia

FREDERICKSBURG

State Senator Benjamin T. Pitts, one of the state's leading exhibitors, last week announced the immediate construction of a modern, 500-car drive-in, to be located here.

NORFOLK

What proved to be a most effective co-op. ad was arranged by E.M. Milburn, UA representative, and Milton Kaufman, manager, Loew's Norfolk, on "Pitfall". Run by the local Pontiac agency copy, illustrated by the curvacious Elizabeth Scott, the ad read: "Dangerous Curves! Dangerous curves come in two types - the type so well exhibited on the left by Miss Elizabeth Scott, and the less glamorous but even more dangerous type you face in highway driving.... etc.", including mention of picture, playdates, and theatre.

RICHMOND

Congratulations to Gordon Culley, Bellevue manager, who is now the proud daddy of another girl, Mary Beth, who arrived at Stuart Circle Hospital on Sept. 24. Gordon was overseas when

DAVID E. BRODSKY

ASSOCIATES

INTERIOR DECORATORS

242 N. 13th Street • Philadelphia 7, Pa.

PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

BOXOFFICE STATEMENTS

SPECIFY ITEM NO. B. S. 5

The form is titled 'DAILY BOXOFFICE STATEMENT No. 1'. It includes fields for 'Theatre', 'Day of Play', 'Posters', 'Opposition', and 'Checkers'. There are two main sections: 'MATINEE' and 'EVENING', each with a table for recording ticket sales (No. Sold, Tax, Total, Adm., Total Adm.). At the bottom, there are fields for 'GRAND TOTALS for the day' and 'Auditor's Signature'.

Printed on both sides so that complete factual totals for one day can be kept on one 8½x 5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

Price per pad: 25c each
Or 10 pads for \$2.00

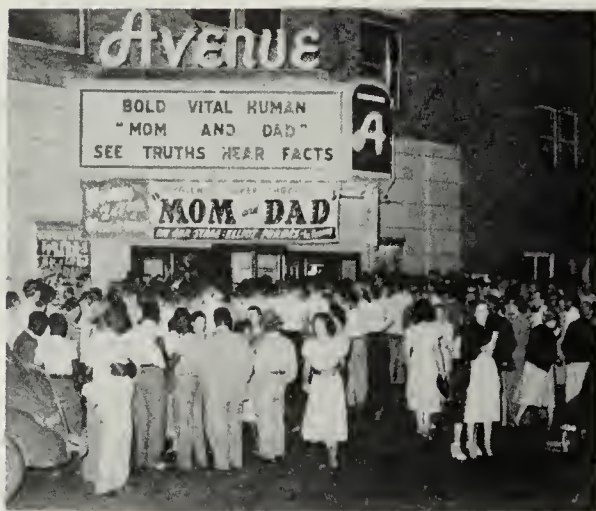
All sales prepaid. Please send check, money order or stamps with order. Sold under money back guarantee.

ALL SALES LIMITED TO THEATRES WHICH SUBSCRIBE TO "THE EXHIBITOR"

SUBSCRIPTION RATES: 1 YR. (\$2 ISSUES) - \$2.00
FOREIGN - \$5.00

THE EXHIBITOR BOOK SHOP

1225 VINE STREET, PHILA. 7, PA.



Shown here is part of the crowd that flocked to see "Mom and Dad" recently at the Avenue, Delmar. Dave Moliver, Philadelphia, is area distributor.

his first child was born, but was on hand for the second... Gladys Kinnikin, Brookland, is back from Colorado... Bernard McRae, veteran Brookland employee, resigned on account of his health... Sally Fentress, Brookland staff, who has been out with a back ailment, has completely recovered, and is now planning a New York vacation.

Jimmy Ritchie, manager, East End and Patrick Henry, was in Fredericksburg for home office conferences... John Scott Carnell, veteran projectionist, who has been sick for several months, is back on the job at the National... Bob Coulter reports the installation of a brand new ticket register in the Byrd boxoffice... Herbert Cowardin is an addition to the Brookland staff... Billy Michaux, relief manager for several years for Neighborhood Theatre, Inc., had to resign on account of having so many afternoon classes at the University of Richmond, so Jimmy Heslep is now relieving Ober Boyd, Capitol.

Bill Blankenship, former student assistant, Loew's, and now assistant, Loew's Regent, Harrisburg, Pa., was in on a short visit... Carter Barron, Loew's district manager, was in also... Shows were getting extra opposition from the Ice Show and State Fair... We are very glad to report that Pete Lichtman is back at his desk after that long illness... Ex-Fireman Al Duffy succeeded Harvey Trevillian, Park... Tommy Robinson, Bellevue staff, has been confined to Sheltering Arms Hospital because of a head injury received while playing at Glen Allen School.

Harold Wood, Neighborhood Theatre, Inc., official, and his children spent several days with Mrs. Wood, a patient at the Will Rogers Memorial Hospital, Saranac Lake, N.Y... Bobby Hatcher, Carillon manager, and Bob Coulter, Byrd manager, attended a meeting of the West Cary Merchants Association at the Oak Leaf Inn... A regional conference of District Theatres was held here at the Hippodrome on Sept. 29. Attending from the home office were: Morton Gerber, Shep Allen, Sigmund Heard, and Joe Mona. Others attending included: Seymour Hoffman, district manager; George Clarke, Richmond city manager; John Vaughan,

Booker T. Carl Gebbs, Walker; Lorenzo Minor, Hippodrome; Henry Watterson, Globe; Harold Miller, Robinson, and Howard Lucas, Gem, Petersburg.

The Richmond Film Society, a non-profit organization, announced last week a series of 12 film programs for the 1948-49 season to be shown twice monthly at the William Fox School Auditorium. Admittance will be by membership card only, with applications received at the Virginia Museum of Fine Arts.

George Peters, manager, Loew's, and UA representative E.M. Milburn recently arranged a co-op. ad with a cleaning and dyeing firm on UA's "Pitfall", which exploited the stars, the pictures, and the theatre, along with playdates. -S.T.

West Virginia

KEYSER

The New Keyser, a Carskadon Theatre, managed by Charles Randalls, installed a new Da-Lite screen, supplied by Dusman Theatre Supply, Baltimore... Newton B. Carskadon, owner, local New Keyser and Music Hall and Majestic and Opera House, Piedmont, W. Va., was at John Hopkins Hospital, Baltimore, for treatment, accompanied by his wife and nurse.

MORGANTOWN

A record 750,000 West Virginians went to the movies last year, but not in regular theatres or for recreation. Budd Gambee, director, West Virginia University's audio-visual aids department, said that number witnessed the 3,000 shipments of educational films made by the college in the last fiscal year.

NEW MARTINSVILLE

Two new drive-ins are under construction near here on the road to Wheeling, W. Va. Both installations are located just across the highway from one another. James Work, Pine Grove, W. Va., exhibitor, is building his theatre with the screen tower near the roadway, and will have a 550-car capacity, featuring in-car speakers. The other drive-in will have the screen tower on the far end of the property. A local investor, together with D.E. Lovett, DeVry distributor, Clarksburg, W. Va., are back this venture.

PIEDMONT

Leslie "Bud" Fisher, projectionist, Majestic, was a recent visitor in Baltimore, Md. While there, he and Bill Greer, Dusman Theatre Supply, fished at Greer's Cottage along the Chesapeake Bay.

ROWLESBURG

Bob Wilson, owner-manager, Rowlesburg, was vacationing in Canada, and expected to catch quite a lot of those northern fish. Leonard H. Tasker, his projectionist, availed himself of the annual Buckwheat Festival, which always features "All the buckwheat cakes sausage, and genuine maple syrup you can eat for a dollar".

NEWS OF THE

Territory

New York City

CROSSTOWN

A seven-and-a-half-pound girl was born last fortnight to Mr. and Mrs. Arthur Reiman. Reiman is head, contract approval department, Film Classics, Inc.

Seymour Brond, assistant manager, Loew's State, was last week named acting manager, Loew's Post Road, Bronx....June Schlossberg, secretary to Dan S. Terrell, in charge of advertising and publicity for Loew's out-of-town theatres, was married on Oct. 2 to Walter Smith.

The premiere of Eagle Lion's "The Red Shoes" will be sponsored by the Soldiers, Sailors, and Airmen's Club, which has bought out the entire Bijou for the opening on Oct. 21, it was announced last week by James A. Van Alen, president of the club....Robert Cummings, star of EL's "Let's Live A Little", arrived at La Guardia Field last week at the controls of his own plane before proceeding to Toronto.... "Les Jeux Sont Faits" ("The Chips Are down"), French film, was selected as the best picture of the month for September by The Foreign Film News. The film is released by Lopert.

John Woolf, joint managing director, Rank's General Film Distributors, in direct charge of western hemisphere distribution, arrived last week.... Victor Volmar, foreign publicity manager, Monogram, returned to his office last week after two weeks at the studio headquarters...D.C. Collins, manager, Electrical Research Products division, Western Electric, left for Hollywood last week....Hugh McDonald, MGM booker in Charlotte, and his bride were honeymooning here last week.... E.C. Booth, MGM branch manager in Cincinnati, left last week for his headquarters after home office conferences....Walter Wagner arrived last week from Hollywood to complete

ITOA GIVES APPROVAL TO ANDY SMITH PLAN

New York - At a meeting in the Hotel Astor last fortnight, the board and membership of ITOA unanimously voted, after hearing Andy W. Smith, 20th Century-Fox general manager, outline his conciliation plan, to approve it, and set up a conciliation board to screen exhibitor complaints against the film company within its membership.

Also in attendance were 20th-Fox eastern division sales manager Ray Moon; Seymour Florin, Metropolitan exchange manager, and Sam Shain, director of exhibitor relations.

The ITOA, the first independent exhibitor organization to okeh the plan, named Max A. Cohen as chairman of its conciliation board, with Leon Rosenblatt and J.J. Goldbert as co-members. Alternates are Irving Renner, A.D. Erickson and Abe Leff, with Harry Brandt, president, and Dave Weinstock, board chairman, serving ex-officio.

arrangements of the world premiere of Sierra pictures' "Joan of Arc" at the Victoria on Nov. 11. He was accompanied by his wife, Joan Bennett, and their three daughters.

Arthur Hornblow, producer; Victor Saville, director, and Robert Taylor and Elizabeth Taylor, MGM stars, sailed this week on the Queen Mary for England, where "The Conspirators" will be produced by MGM.

The first general election of officers of the National Television Film Council was held last fortnight at the organization's monthly dinner meeting held at Sardi's. Unopposed nominees for officers were president, Melvin L. Gold, current chairman and director of advertising and publicity, National Screen Service; vice-president, Burt Balaban, director of films, Paramount Television; secretary, Robert W. Paskow, film director, WATV, Newark. Eleven members of the Board of directors were also elected. Edward Carroll, manager, DuMont Television, was guest speaker.

Dr. Eric G.M. Fletcher, LLD, MP, and deputy chairman, Associated

British Pictures Corporation, arrived last fortnight...Joseph Hazen, president, Hal Wallis Productions, released through Paramount, accompanied by Mrs. Hazen and their children, arrived last week after spending the summer in Santa Monica, Cal.

Century Theatres held varied events during "Youth Month". A combination kiddie show at the Patio and Farragut, where 5,000 children were entertained by numerous celebrities, received free popsicles and comic books, was preceded by a parade down Bedford Avenue. Manager Howard Cohn, Century's Midwood, tied up with the Boy Scouts, and was joined by Century's Nostrand, Elm, Kingsway, and Linden, which staged parades and held special displays depicting Boy Scout Life. At Century's Mayfair, manager Michael Hudish secured the cooperation of Hobby House, and held a contest for children. A model airplane contest was held by manager Monroe Schram, Elm, who also selected an outstanding youth to be "manager for a day." Ben Tauritz, manager, Century's Mostrand, held a "Father and Son" night, and also conducted a "manager for a day" contest, while Century's Midwood had a "Father and Son" night, and Century's Vogue, manager, Murray Greene, held a "Youth's Art Exhibit" as a novel feature.

Fred Aherne, production manager, Transatlantic Pictures, released by Warners, arrived last week from London....Tom Rogers, MGM's home office publicity department, was vacationing in Paris last week....Van Heflin, MGM studio executive, arrived from the coast last week.

After a one-month visit to the United States to survey publicity and advertising requirements, Sydney Wynne, head of public relations for J. Arthur Rank in London, sailed for his home office last week.

20th Century-Fox's baseball team last fortnight won the championship of the Mid-town Variety League, beating the National Screen Service nine 13-6 in the deciding game of the playoffs at Central Park.

Local 306 will celebrate its 35th anniversary with a dinner dance in



Here are some of the men who attended the Universal-International sales meeting recently held in New York City. Seen, left to right, left, are: salesman Eugene Low, branch manager Eugene Vogel and salesman John Rubach,

from Albany; center, Jerre J. Spandau and Arthur Rose and branch manager Joseph Gins, from Buffalo; right, Nat Goldberg, Leo Greenfield, Dave Levy, Harry Fellerman, and Phil Minnick, from New York. The meeting was on a weekend.

the grand ballroom of the Hotel Astor on Oct. 24. Proceeds of the affair will go to the sick and distressed fund of the local. Executives of the industry have already subscribed for tables for the affair. In addition to the dinner and dance, the committee has arranged for a complete vaudeville show. Featured during the evening will be a display of projectors from the early days of motion pictures. Officers of the local are: Herman Gelber, president; Harry Storin, vice-president; Ernest Lang, secretary, and Morris Kravitz, New York business representative. The dinner committee is headed by Storin.

Sam Davidson, manager, Oceania, Rugoff and Becker Circuit, was vacationing.... Stephen LaCause, assistant manager, Palace, Akron, O., has been transferred in the same capacity to the Circle, Indianapolis. Monarch Theatres replaced LaCause with Ted Hooper, formerly of Youngstown, O.

At Interboro: Pretty Nannette Carasco, telephone operator, celebrated her birthday on Oct. 5.... Yetta Cohen joined the staff as secretary, and high school athlete Lester Rothenberg was the new office aide. He replaced Jack Feigenbaum, who resigned to return to college.

Lee Newbury, Newbury Circuit, returned from his Florida business trip after witnessing the recent hurricane.... Irving Dollinger, Plaza, Linden, N.J., and Jack Unger, Mayfair, Hillside, N.J., attended the Allied eastern regional meeting held in Baltimore on Oct. 7.

Frank Canniff, assistant manager, Majestic, Paterson, N.J., returned from an extended vacation trip in the south.... Joe Siccardi, Liberty, Plainfield, N.J., was boasting of his victory in the Calcutta Sweepstakes held at the Suburban Country Club.

Helen Gelber, bookkeeper, Independent Theatre Service, returned from her vacation in Connecticut.

New Jersey

ASBURY PARK

"Convicts" in striped suits roamed the boardwalk as part of the advance bally arranged by Joe Sommers, manager, Walter Reade's Paramount, for Eagle Lion's "Canon City" recently. Aides played the part of the convicts. In cooperation with the film company, Sommers obtained the jail cell used at the premiere of the film at Loew's Criterion, New York City, displayed

CLEARANCE SHIFTS LEAD TO COMPLICATIONS

NEW YORK - Further developments in the local clearance situation last fortnight saw the possibility of UA, Paramount, MGM, and Columbia losing 12 independent houses as runs.

Under the former set-up, the product of the four distributors played Loew's first-run in various areas, with seven days clearance over the 12 independents which recently became day-and-date with RKO houses.

Reports had the independents no longer willing to follow Loew's.

it first in the theatre lobby, and then mounted it on a flat truck, and toured it all around town. An extensive theatre front and lobby display were also built by Sommers.

HACKENSACK

John G. Winant, Jr., son of the United State's wartime Ambassador to the Court of St. James, is managing Skouras' Fox. He is a graduate of Oxford University, has been with Skouras Theatres Corporation since last October, and has served in theatres in New York, and Jersey City, Bound Brook, and Elizabeth in this state before coming to Hackensack. He is married to a Swiss girl.

LONG BRANCH

An unusual editorial bouquet, particularly remarkable in view of the fact that he worked in the community only 14 months, followed Ralph Lanterman, city manager, Walter Reade Theatres, when he left that post to become city manager for the circuit's houses in Morristown, N.J. In addition to a six-inch front page story and one-column art on the announcement of Lanterman's promotion, the weekly paper praised him in a front-page editorial column. The Long Branch Daily Record also gave the transfer a story on a farewell dinner given Lanterman by employees of the Paramount and Strand. Lanterman, who has been a theatre manager for less than three years, will supervise the three Reade houses in Morristown. He was succeeded here by John Balmer, manager, Reade's Strand, Freehold, N.J.

NEWARK

The Hawthorne is running a "Lucky Monday Night" contest, giving away valuable gifts.... The Regent had an amateur magician on stage, and gave a bicycle to the winner of the lucky number contest.

The Franklin, Nutley, N.J., and Fabian, Paterson, N.J., made merchant tieups, and beautiful gifts were awarded from the stages of the theatre.

The Clairidge, Montclair, N.J., is sponsoring a fashion show every Thursday night for six weeks to pick "Miss Typically Montclair."

The Fabian, Paterson, N.J., and Montauk, Passaic, N.J., are going into a double feature program. Bill Weiss,

Montauk, had a five day quiz contest, in the newspapers, in connection with "The Babe Ruth Story" giving passes for prizes.

PERTH AMBOY

At Walter Reade's Strand, manager Sam Shumar recently built a complete false front utilizing six and 24 sheet art for U-I's "Man-Eater of Kumaon", gave away "Tigress" perfume to women patrons at matinees, and had several drug stores serving "Kumaon" sundaes.

Jack Raymore, Walter Reade's Jersey, recently dressed an aide in a full length tiger outfit, complete with head, and sent him around town "scaring up" business for U-I's "Man-Eater of Kumaon". Raymore also decorated the boxoffice to look like a straw hut, and built a seven foot by two foot lobby piece.

PLAINFIELD

For 20th Century-Fox's "Give My Regards To Broadway", Hal Martz, city manager, Walter Reade Theatres, had stickers pasted on cigarette machines and cigar counters advertising "The favorite cigarettes of Broadway and Hollywood". Juke boxes were posted advertising music from the film.

RIDGEWOOD

Theodore J. Cota, former Ridgewood resident, was among the 36 persons killed when a Northwest Airlines plane crashed into a Mississippi River bluff near Winona, Minn., during a severe storm. He was the brother of Frank Costa, manager, Warner.

WOODBIDGE

When Walter Reade's Drive-In No. 1 opened recently, a baby-bottle warming service was included among patron services, but only slight use of the equipment was anticipated. However, after two weeks of operation, Roy Blumenhein, head, circuit's concession department, noted that not only were an average of 25 bottles being heated every night, but the "refreshery" has had to add milk to its beverage list to meet the demands of parents who bring their children along to the shows.

New York State

ALBANY

Floyd Fitzsimmons, MGM exploiter, was vacationing upstate last week.

The Variety Club rededicated itself to a broader charity program for 1949 at its first fall meeting, presided over by Chief Barker Harry Lamont. The members of the theatrical men's organization discussed plans for the furtherance of various charities in Albany and vicinity, of which the major feature was the forthcoming "Denial Day" campaign. This drive, held annually through the cooperation of The Times Union, is familiar to generous Albanians, whose contributions afford underprivileged boys a free summer vacation at Albany Boys Club Camp Thacher, Thompson's Lake. Lamont announced the tentative date of the campaign would be on or about

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Tel. Rutherford 2-8200—Passaic 2-4600

Thanksgiving Week. He appointed Charles A. Smakwitz, Warner Theatres zone manager, to serve with him as general co-chairman for the drive. The following other Variety Club members were named committee chairmen: "Big Brother" drive, Nate Winig; distribution, Jack Bullwinkle; theatres, Saul J. Ullman; special events, Gene Teper, and publicity, Gerry Atkin. Stating the aims of the Variety Club, Lamont pointed out that the local organization, reflecting the present policy of the Variety Clubs International, would no longer confine itself solely to the sponsorship of a boys' camp, but would enlarge its field of endeavors to include other worthy local needs.

George Sussman resigned from Pam-O-Film, and joined Film Classic.... Jerry Lipow, former Buffalo salesman, Film Classic, has been transferred to Cleveland.

Everett Thorner, United Artists exploiteer, was in to work with Charlie Taylor on "An Innocent Affair", Sheas' Buffalo... Charles Kosco, 20th Century Fox branch manager, returned from his company's convention in Hollywood.... This time its exhibitor Schick, Star Drive-In, Blasdell, who is passing out cigars. Wife Anne presented him with a baby girl.

Harry Fendrick, formerly with MGM in Philadelphia, is now selling for Warners here.

The Royal, Harrisville, is being operated by George Holtree.

BUFFALO

It was announced that Buffalo is 100 per cent unionized for film salesmen, and all film exchange sales representatives are now members of the Colosseum, Buffalo chapter.

Dick Berkson, 18-year-old son of the Harry Berksons, Monogram, returned from the West Coast after a tour of California. He enjoyed his trip through the Monogram studios, and has returned to enter Goddard College, Plainsfield, Vt., to study journalism.

Anne E. Sardella, new secretary to Phil Fox, Columbia branch manager, replaces Dorothy Greenberg, resigned.... Chuck Harter, Columbia booker and office manager, is getting a new car to put into his garage, just completed at his home on Wellington Avenue.... Barbara Hartman, Columbia cashier, was jubilant at receiving word from brother Joe, in Miami.... The Columbians and Eagle-Lions resumed their bowling at the Eagles Auditorium.... Adele Krasny, former Monogram cashier, presented her new daughter to her former colleagues. -M.G.

ROCHESTER

Paramount vice-president Edward Hyman and booker Max Fellerman stopped on way westward to call on city manager James Eshelman, and visit the three Paramount theatres here.

Howard Carroll, Strand, had a big

LEO BRECHER HEADS METROPOLITAN BODY

New York - With the election of officers of Metropolitan Motion Picture Theatres Association going through last week according to nominating committee recommendations, Leo Brecher was named president, succeeding Fred Schwartz, who becomes chairman of the board; Edward Rugoff was named vice-president; Sol Strausberg, second vice-president, and Russell Downing, treasurer.

The meeting also named a new board of directors comprising Brecher, Schwartz, Kingsberg, Rugoff, Strausberg, Downing, Oscar Rinzler, Sam Rosen, Harry Goldberg, Robert Weitman, Julius Joelson, and David Katz.

sign on nearby newsstand reading: "Rochester's greatest show value-- Strand Theatre--25 cents matinees, 35 cents evenings." A large red arrow points toward the Strand.

Kenneth Cobb, manager, Schines' Cameo, resigned to move to California... Alice Sweeting, assistant manager, Embassy, underwent an operation.... Myron Gross, Schine booker, was called in by district manager C.C. Young to arrange special matinees.

Allen Jenkins, Hollywood film star, and Victor Borge, pianist-comedian, headlined the firemen's benefit fund

show arranged by Loew's manager Lester Pollock.... Edwards department store arranged movies, Cokes, and a fund show in the store for members of its Superman Club.

What manager got a black eye when interfering with a baby's mealtime in a rear seat during the show?... Rochester exhibs say filmgoers are shopping again, and leaving some gaps in expected takes.... Amy Croughton, the Times-Union reviewer, praised the film version of "Hamlet" seen during her Boston vacation.

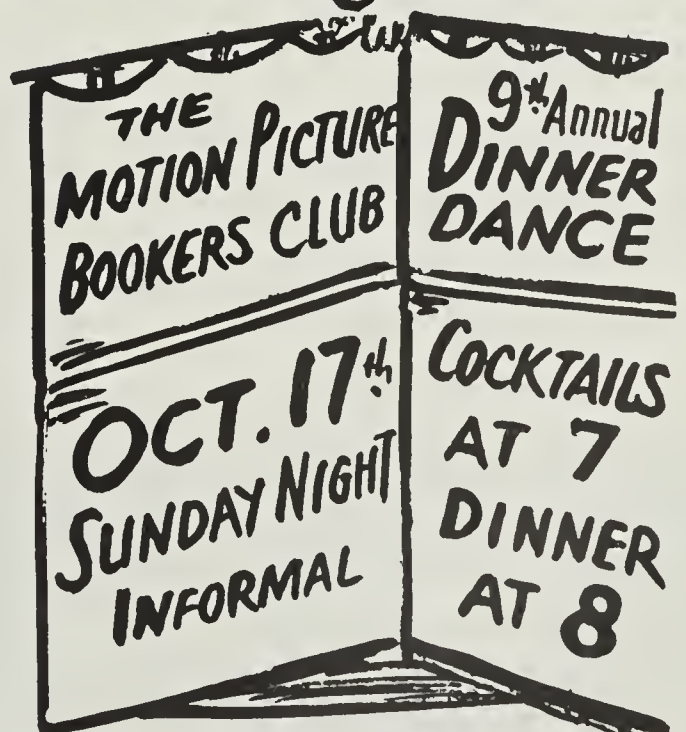
Manager Arthur Krolick, Paramount, boosted "Sorry Wrong Number" with airing of Decca records story over the radio and excellent window displays in music stores.... Schines' C.C. Young was sporting a new Buick Roadmaster.... Louis Goler was planning a Christmas party for 300 veterans at the Batavia hospital, including \$400 in gifts.

Opposition developed at a Brighton Town Board meeting to Elmer Ellis' proposed 1,000-car drive-in on the Henrietta Road, and the matter was tabled for future decision. This site is in the same general area as Don Stevenson's proposed new drive-in. Ellis, theatre electrical contractor, is a former partner in the Central Drive-In.

Some 2500 Gannett newsboys were guests at a special morning show in
(Continued on next page)

DINNER DANCING ENTERTAINMENT

HOTEL COMMODORE



**GET YOUR TICKETS NOW
FROM YOUR EXCHANGE BOOKER**

This space contributed by THE EXHIBITOR

EYEING THE

Exchanges

NEW YORK: Golfballs flew at the Hudson River Country Club, Yonkers, recently. The enthusiastic clubbers were members of the National Theatre Supply branch. The tournament was part of an all-day affair of relaxation. Among those attending were Ralph



Walt Pashkin

M. Harder, Jack Servies, Ed Merrill, Charley Jones, R. H. Richardson, Harry Plunkett, Art Baldwin, John Currie, William Turnbull, Jack Lindsley, John Bizzelle, and L. Lindahl. Numerous prizes were awarded the winners. When the final putt was sunk, Ralph Harder won the low cross score with an 87, Harry Plunkett the low net score with 74, and L. Lindahl the booby prize with "much less" than 140.

MGM: The six field men studying all phases of executive management of Loew's and associated organizations visited the exchange. Branch manager Ralph Pilo was guide to Louis J. Weber, Michael J. Ford, Philip F. Gravitz, A. B. Padgett, H. Russell Gaus, and Louis Marks.... Cashier Harry Kugel celebrated his birthday on Sept. 30.... Booker Harry Margolies urged all last-minuters to get their tickets for the Motion Picture Bookers' Club dinner and dance.

U-INTERNATIONAL: Office manager Leo Simon returned from his vacation.... Pretty Marie Yamazaki became engaged on Sept. 26.... Hank Finestein returned to the accounting department from his Caribbean cruise for the Naval Reserve.... Louie Zuber, film room, was out with a severe back injury, replaced by newcomer Bill Rickart.

EAGLE LION: Booker Pearl Ehlson was on her vacation.... Telephone operator Rose Procopio returned after a sojourn to Wampum, Pa.... Branch manager Lou Wexler received birthday congrats on Sept. 20.... Purchasing agent Peter Lewis is back from vacation.

RKO: Office manager Bill Hartman was on vacation.... William Powers, film room assistant shipper, celebrated his birthday on Oct. 5.... Ann Chapogas joined the staff of the contract department.... John Arndt was the new office aide, replacing Gil Kahn, resigned.

UNITED ARTISTS: The office was very glad to welcome back Gloria Patrizio, booker's secretary, recovered from an auto accident.... Gertrude Johnston, secretary, decided a wife's place was in the home, and resigned.... Maurice Ellis, Centre, Trenton, N.J., visited.

MONOGRAM: Eleanor Swedlow, ex-secretary, was feted at the Paramount Hotel by the staff.... Film Room inspectress Jean Duva celebrated her

WB HOME OFFICE FOLK
WIN WAGE INCREASE

NEW YORK - It was revealed last fortnight that the IATSE Motion Picture Home Office Employees Local Ho. H-63 had won a 10 per cent flat increase for 619 WB employes, retro-active to June 1, with the contract ending on Aug. 31, 1949.

23rd wedding anniversary on Sept. 27.... A new addition to the staff was typist Helen Knarr.

NATIONAL SCREEN SERVICE: The NSS nine captured the second place trophy in the mid-town Variety League, and the athletic-minded turned from the diamond to the bowling alleys. Every Thursday at 8 p.m., the boys and girls under secretary Margie Senise and display foreman Marty Parillo scatter the pins.... October 4 was another birthday for Harold Silvernintz, art department messenger.... Sarah Jackson, service department, is accepting birthday greetings.... New employees are Harold Mocker, advertising department, and Marion Cox, accounting department.

20TH CENTURY-FOX: Wedding bells tinkled blissfully for Achilles Petrocelli, shipping department, on Oct. 3.... Bess Goldstein Allen, secretary, moved from her summer home back to NYC.... Salesman Charles Kripps was displaying his wedding album to the staff. The missus, Estelle, was secretary in the booking department prior to the marriage.

PARAMOUNT: The office welcomed back billing clerk Ruth Richardson after her illness.... Leah Peterson, secretary, was busy gathering the members for the gala "Preview To Thanksgiving" affair at the Waldorf-Astoria.... The staff was busily engaged in the winter drive.

RAMBLIN' 'ROUND: Columbia booker Seymour Berkowitz was on vacation.... Republic biller Jean Cardona celebrated her birthday on Sept. 26.... Bert Kulach, Bell, was touring the country on business and secretary Sylvia Tarloff became engaged on her birthday, Sept. 24.... Bert Bluhm is the new Film Classics' salesman for upstate New York and New Jersey. He was formerly branch manager for Metro in the British West Indies.... Astor Films is distributing "Rio" and "Zanzibar"... Famous Films booked "Citizen Saint" in New Jersey.

ROCHESTER

(Continued from preceding page)

Loew's celebrating "National Newspaper Week." Event included movies, vaudeville, and addresses by circulation officials of the newspapers. -D.R.

SCHENECTADY

Jack Gross announced the reopening, under his management, of the Palace. The house has been reconditioned.... Phil Rapp, manager, State and Erie, was sleeping a little later during the

TRADE SCREENINGS

ALBANY

MGM (1052 Broadway) Oct. 14, 8:00 P.M., "The Three Musketeers".

Warners (72 N. Pearl) Oct. 18, 12:30, "June Bride".

BUFFALO

MGM (290 Franklin) Oct. 14, 2:00, "The Three Musketeers".

Warners (464 Franklin) Oct. 18, 2:00, "June Bride".

NEW YORK

MGM (630 Ninth Ave.,) Oct. 14, 1:30, "The Three Musketeers".

Warners (321 W. 44th) Oct. 18, 2:30, "June Bride".

mornings, what with children Harvey and Arlene back in school. He was one of the few Schenectadians to take advantage of the temporary commercial air service into county airport here.

Moe Klein, assistant, Erie and State, reported the heat had been turned on in the Erie.... Will Rogers Memorial Hospital tickets were being distributed in the city, and Lou Rapp, manager, Strand, put the bite on us. His office was the scene of an "old home-week" gathering, it seemed, with Gene Ganott, Nick Pintavalee, and Bob Murphy all visiting. All at one time, and that includes Rapp, worked at the Plaza where brother Dick currently sits in the manager's seat. Only Ganott remains in the industry as an assistant manager, Palace, Albany. He commutes daily.

Across the river in Scotia, Val Ritchey reported people were mighty pleased with the formal opening of the Scotia. Opening ceremonies were a success.... Bob Griffith, assistant manager, Plaza, said things had been quiet. -C.B.J.

SYRACUSE

Lester Coulter, assistant manager, Schine's Paramount, is reported doing a real bang-up job, and has promised to develop into the best assistant ever.... Paul Sessler, Paramount engineer, was enjoying a secret vacation.

Mary Wentworth is new at Schine's Eckel and Paramount.... Bob Sardino and wife, Irene, were seen viewing the landscape out Westvale way, wondering if the "secret one" is contemplating making a move.

Ray Roe, Paramount projectionist, expects to be in the new North Syracuse home before snow flies, but what year.... We have heard of many people crashing the gates at various affairs, but it remains for Walter Scarfe, Loew's State projectionist, to select the wrong door at the right time, and really crash the ice at the "Holiday on Ice" carnival being held at the Armory. He skidded in an extra added attraction just before the opening of a performance, and his exit (not entirely erect) was enjoyed by the audience. -J.J.S.

NEWS OF THE

Territory

Philadelphia

Crosstown

A small admissions increase is going into effect in the Stanley-Warner houses generally all down the line from the first-runs to the smallest neighborhood houses.

Negotiations between Local B-100 IATSE, theatre employees' union, and the Stanley-Warner Circuit were said to have broken down completely following a meeting last week. The union has been asking a 35 cent increase in the hourly wage for the service employees and a blanket \$20 per week increase for assistant managers. Although the contract expired on Aug. 5, union officials said they would attempt to bring the impasse to the attention of the public by leaflets and newspaper advertisements before resorting to a walkout. Negotiations had been carried on by Paul Castello, assistant zone manager, and Ellis Shipman, contact manager, Warner Theatres, and a committee for the union including John Deegan, president; Maurice Wexler, vice-president; Luther Hoffman, business agent; DeWitt Spencer, secretary; Harry Herz, treasurer, and Stanley Slevin, chairman, local's board of trustees.

The Receiver of Taxes for the City of Philadelphia reported last week that amusements taxes have slumped, reflecting lowered attendance this year at theatres, movies, and night clubs. These taxes amounted to \$3,226,777 in the first nine months of 1947, but fell to \$3,054,007 in the same period this year.

"Touchdown," a television review of the top college football games of the week will be presented each Friday by Philco Corporation and local Philco dealers in all television cities. The "Touchdown" camera crews will be under the direction of Louis Kellman, Newsreel Laboratory of Philadelphia, who pioneered football motion pictures in the east.

Vine Street

The Republic personnel were hepped up last week over the "Jimmy Grainger 10th Anniversary Drive," which has just started, and which runs until the end of the year. Walter Titus is eastern and southern drive captain in the sales contest,

"Youth Month"
Scores Triumph

PHILADELPHIA—As the climax of "Youth Month" Mayor Bernard Samuel last fortnight headed a delegation of Philadelphia's most distinguished citizens in saluting the youth of Philadelphia in a ceremony which officially climaxed the observance.

Judge Nochem Winnet, chairman, Mayor's "Youth Month" committee, presided over the meeting, which was addressed by various leaders of business and the professions.

Speakers included Dr. Luther Evans, Librarian, Library of Congress; Miss Violet Svyne, London, England, a member of the World Commission of Girl Scouts; Dr. Daniel Poling, noted religious leader and columnist; John B. Kelly, former Olympic star, and distinguished members of the clergy.

Rev. Edward Reilly, superintendent, Philadelphia parochial schools, pronounced the benediction.

Congratulatory telegrams and cables from Pierre deGaulle, Mayor of Paris, Mrs. Ogden Mills, Mrs. Kermit Roosevelt, and Mrs. Mary Roebing were received and read. The ceremonies were climaxed by the address of Mayor Samuel, introduced by John Wanamaker, who presented him and Judge Winnet with a plaque given in behalf of the Theatre Owners of America.

The entire "Youth Month" project was a credit to the enterprise and planning of Lewen Pizor, UMPTO president, who personally led the various phases of the project in the city and exchange area.

"Youth Month" also resulted in a concrete program being submitted to the Joint Legislative Committee on Juvenile Delinquency for the State of Pennsylvania. As formulated by the Philadelphia Conference for the Prevention and Control of Juvenile Delinquency, the plan calls for a wide range slum clearing project, as well as for proper care for young offenders.

One recommendation is the establishment of a series of forestry camps for male offenders between the ages of 15 and 25. Another recommendation is an alteration in the Juvenile Court Act to raise the detention age from 16 to 18 years. It has also been recommended that Philadelphia's recreational facilities be enlarged to include city-supervised hiking, biking and riding trails, while the state has been asked to organize and conduct an expanded camping program. The setting up of youth commissions throughout the various cities, towns, and boroughs of the state has also been suggested.

which offers both cash and prize awards, some of which the local branch are out to



The trade learned this week that Moxwell Gillis, veteran Republic manager, had resigned from that post to become eastern division manager for Monogram. His many friends in the territory wish him good luck. Gillis has been in the business for some time, having been with Columbia for many years.

get. The Republicans will appreciate full cooperation of area exhibitor friends.

Martin B. Ellis, prominent circuit owner, was host recently to branch managers and their wives at his home. . . . Sam Stiefel, now associated with Mickey Rooney on the coast, was due in this week. Name of the company is now Rooney, Stiefel and Company.

The annual Warner drive is set to wind up on Nov. 13. In order that the local branch may finish in a blaze of glory, the weeks of Oct. 30-Nov. 6 and Nov. 7-13 have been designated as Bill Mansell Weeks. Exhibitors can show their esteem for Mansell by dating every possible feature and short in these two weeks and the weeks preceding these dates.

Lou Formato, MGM branch manager, was in Jefferson Hospital for a check-up, but was out again last week. He said they didn't find out what was ailing him, and that he was undergoing further treatment for severe headaches.

Ralph Preis, National Theatre Supply, played host to those on the street last week with his televising of the world series. . . . Jack Jaslow screened "We Live Again" for 25 or more Rabbis last week at RKO projection room. . . . Milt Young, Columbia exploiter, returned to his home base last week after working in other parts of the country. . . . Eddie Rosenbaum, dean of the movie press agents, is now working for Columbia in the Milwaukee territory. . . . RKO office manager Addie Gottshalk finally got a telephone in that new home. . . . UA office manager-head booker E. McCaffrey Ziegler postcarded from Havana that "Cuba is a great spot for a second honeymoon."

Milt Broudy, Eagle Lion salesman, has transferred to the Pittsburgh territory, re-



Shown at the recently-held 20th Century-Fox West Coast convention are, left to right, Som Diamond, 20th-Fox branch manager, greeted by Mark Stevens; Mike



Weiss, 20th-Fox exploiter, shown talking to Richard Widmark and Diamond, and Richard Conte, who is conversing with Diamond. Everyone was in a jovial mood.





J. D. Edwards, manager, Park, Williamsport, recently staged a very neat exploitation stunt for the 20th-Fox March of Time entry, "The Case Of Mrs. Conrad." Since the short is about nursing, Edwards secured the cooperation of the Williamsport

Hospital, the Rothfuss Clinic, and the Blue Cross. An exhibit of dolls, costumed to represent nurses costumes through the years, was placed in the lobby, left. The Williamsburg Hospital ambulance, with a large sign, carried the impressive bally.

placed by Howard Smith, formerly a salesman with 20th Century-Fox. . . . Condolences are extended to Edward Gabriel, Capital, upon the death of his daughter, Betty.

Nelson Wax and Johnnie Schaeffer, Boxoffice, distributors, Realart product, are out to cop some of the dividends of Realart's "Budd Rogers Silver Jubilee Drive," which runs until February.

Sidney E. Samuelson, general manager, Allied Independent Theatre Owners Of Eastern Pennsylvania, notified members last week that the group was cooperating with United Nations Week, Oct. 17-24, officially sponsored by the State Department. Members were urged to display posters.

Condolences are extended to Joe Azzarano, Universal-International cashier, upon the death of his mother. . . . The trade was sorry to learn of the death in New York of Herman Lorber, who was here for a period as assistant to Paramount mideast division chief Earle W. Sweigert. . . . Condolences are also extended to Clara Kraftsow, Columbia cashier, whose mother died last week.

Circuits Stanley-Warner

Jane Wyman, star of "Johnny Belinda," Mastbaum, arrived in Philadelphia for personal appearances in connection with the opening of the picture. Her itinerary included a trip to Independence Hall, where she posed with soldiers from Fort Dix, N. J., and executives of the Community Chest at the unveiling of the Community Chest-U.S.O. poster. At a buffet luncheon at the Ritz Carlton, a small party, including press, radio, and trade paper representatives and members of the State Board of Censors, met Miss Wyman. Other items were special interviews with feature writers of The Bulletin, Inquirer, and News, and radio people. The day was topped off by a dinner at the Warwick

Room, including S-W executives and publishers of newspapers. After a very full day, the party was put on a midnight train to Boston for the next appearance. Unfortunately, Ev Callow missed most of the festivities because of a bad cold that confined him to his home. Maurice Gable, George Fishman, and Irv Blumberg assisted in the arrangements.

Fay Wolf, Ellis Shipman's secretary, received a beautiful diamond-studded watch as a surprise gift from her parents. She celebrated her birthday on Columbus Day. . . . Morris Stein, purchasing department, left after spending seven years with the organization. . . . Freida Koren Anmuth and Rose Schneider are both back at work in the booking department after a honeymoon to California and a siege in the hospital, respectively.

Delaware Wilmington

The Junior Chamber of Commerce luncheon on Oct. 28, at which MGM's Maurice Wolf will speak, will be held at the Hob Tea Room. . . . Mrs. Helen M. Barrett, motion picture editor, Journal-Every Evening, noted the seventh anniversary of the opening of the Aldine under Loew's banner. Only four of the personnel who aided in the opening of Loew's Aldine are still there, Edgar J. Doob, manager; John Kelleher, electrician, and Walter "Pop" Scott and Herbert "Bert" Hennessey, both chief projectionists.

Richard Edge, manager, Pike, Claymont, temporarily shelved his California visit, but planned a week-end trip to Indianapolis, and promised to give best regards from Henry L. Sholly, THE EXHIBITOR correspondent, to Boyd T. Sparrow at Loew's. . . . Mr. and Mrs. John Koczak, Earle, New Castle, received word that their daughter, Wilma, arrived safely in Los Angeles. . . . Dr. John O. Hopkins, proprietor, National, and his son, John O. Hopkins, Jr., manager, National, were

appointed captains for the special gifts division of the fund-raising campaign by the United Community Fund of Northern Delaware. . . . Genevieve Rudd, National, returned from her Chicago vacation. . . . The engagement of Beulah Davis, National, was announced. . . . Willard Wilson, special officer, National, bought a car. . . . Many of the National staffers attended the Morgan-Delaware State football game at Wilmington Park. . . . Negro Republican headquarters was established at the National.

—HENRY L. SHOLLY.

New Jersey Trenton

New Jersey motion picture and amusement industry employers covered by the state unemployment compensation act paid out a total of \$5,660,598 in wages during the first quarter of the current year, according to statistics released by the State Unemployment Compensation Commission. With the New Jersey unemployment compensation law applying to employers of four or more persons, there were 644 employer units listed in the motion pictures and amusements classification. Their number of covered jobs totaled 12,564 in January, 12,356 in February, and 12,799 in March. The grand total for all classifications was 37,862 employer units, which paid \$950,495,291 in wages during the three-month period.

Pennsylvania Lancaster

This city celebrated "Pennsylvania Week" with the spotlight focused on Wheatland home of President Buchanan, with civic clubs sponsoring a round of tours of that famous shrine. Other events, including sports, were scheduled. Mean-



Basil Rathbone is seen recently with Teddy Jones, outstanding member of the Police Athletic League of Philadelphia, on the stage of the Pearl, Philadelphia. Jones is happy over receiving a basketball for being one of the year's outstanding members. Paul Klieman, manager, Pearl, is one of the PAL's active members.

See the IDEAL "Streamliner" Theatre Chairs

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Philadelphia 7, Pa.

LO 4-0226

IMMEDIATE DELIVERY



Models Joan Fitzpatrick and Patricia Stevens play the first game on this pinball machine, recently set up in the lobby of the Benjamin Franklin Hotel to help publicize UA's "The Time Of Your Life," Earle, Philadelphia. Proceeds went to help swell total of contributions to the Damon Runyon Cancer Fund.

while, several thousand persons jammed the Pennsylvania Railroad parking lot to greet the special of the Pennsylvania Railroad bearing dignitaries, including Governor James Duff and James Stewart.

Reading

After three or four years marked by city officials' planning to get new revenues, Reading Council is coming up with a new one that according to lawyers, can't hit the theatres. It's a mercantile tax. For weeks the councilmen, plagued by the need of additional revenues to meet operating and payroll costs, have been toying with the idea of levying a wage tax. Last winter, they had the same idea, but dropped it in favor of levying an amusements ticket tax, including theatres, sports, dance halls, "Bingo" and other entertainment. The theatres and amusements tax levy was overestimated as a revenue producer, and now the city fathers have the same problem in their laps, the need for more funds. The mercantile tax proposed, reports say will be legally adopted in time for collections to start in January, and is patterned after a mercantile tax already being collected in Pittsburgh, among other communities. Theatres can't be taxed, however, lawyers opine. They sell admissions, but the same 1947 state law that permits county and borough councils, school district, and township boards to levy amusements tickets taxes says that not more than one special tax, for revenue-raising purposes, can be levied in any one district, and collected in the same year. If one special tax has already been levied, others are out.

City Treasurer John L. Hoch will deliver an address, describing how Reading's amusements taxes work, at a conference of Pennsylvania city officials on Nov. 17

and 18. Hoch will be a featured speaker at the 13th annual meeting of the Pennsylvania Municipal and Local Finance Officers' Association. It is to be held under the auspices of the Pennsylvania Institute of Local Government, a state body.

The Metropolitan Edison Company, Reading, leased the Rajah for the General Electric Company's stage show, "House Of Magic," that showed at the World's Fair.

Manager Bernard B. Keeney, Rajah, had to move all the regular drops and other stage furnishings out for the three-night "Oklahoma" run. The "Oklahoma" company carries so much property of its own that the Rajah scenery had to be stored elsewhere.

The Reading Motion Picture Forum named standing committees for its fall and winter season. Mrs. William N. Kline is president. The Forum has permanent quarters in the Berkshire Hotel.

Reading's fame as a city, with costly theatre marquees, extending over sidewalks, has spread to Birdsboro. In a session of Birdsboro Boro Council, in connection with a merchant's petition to be allowed to place a snow and rain canopy over his store front, disregarding a town ordinance 48 years old, one of the councilmen pointed out that Reading does not permit merchants to place "roofs" over sidewalks, but that marquees are allowed. As a result, the merchant's petition was referred to a committee for later study.

Dr. H. J. Schad, head, Schad Theatres, Inc., celebrated another birthday anniversary.

Manager Paul E. Glase, Embassy, advertised a telephone stunt, with prizes to winners, for "Sorry, Wrong Number." The stunt was worked through radio announcements and telephone calls. The radio announcements included offers of valuable merchandise prizes, in connection with calls made by telephone. The radio announcements said that if a telephone subscriber got a call, that he or she, immediately on lifting the telephone off the hook, would have to say, "Sorry, Wrong Number."

Shenandoah

Edward Fanelli, 42, well known projectionist, Capitol, died on Sept. 30. For the past 20 years, he had been employed at the Capitol. He was in ill health for some time. Surviving are his wife and three children. He was a member of Local 218, IATSE, Pittsville.

Shillington

The Shillington Teachers' Association purchased an "Education Week" trailer for showing in the Shillington.

KEY CITY

First Run

WILMINGTON, DEL. (1)—Warner, "Good Sam" (RKO); Loew's Aldine, "Abbott And Costello Meet Frankenstein" (U-I); Rialto, "The Luck Of The Irish" (20th-Fox); Queen, "Berlin Express" (RKO); Arcadia, "Beyond Glory" (Para.); Grand, "Singin' Spurs" (Col.), "Shaggy" (Para.).

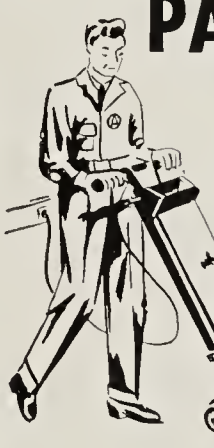
PHILADELPHIA (5)—Aldine, "The Search" (MGM); Boyd, "The Velvet Touch" (RKO); Capitol, "Sword Of The Avenger" (EL); "Shaggy" (Para.); Earle, "Rachel And The Stranger" (RKO); Fox, "Apartment For Peggy" (20th-Fox); Goldman, "Sorry, Wrong Number" (Para.); Karlton, "Larceny" (U-I); Mastbaum, "Rope" (WB); Princess, "Angeline" (President); Stanley, "Red River" (UA); Stanton, "Lulu Belle" (Col.), "Bodyguard" (RKO).

READING (9)—Ritz, "Sahara" (Col.), "Destroyer" (Col.); Warner, "Smart Girls Don't Talk" (WB); Astor, "The Babe Ruth Story" (AA); Embassy, "Sorry, Wrong Number" (Para.); Loew's, "A Southern Yankee" (MGM).

TRADE SCREENINGS

MGM (1233 Summer) Oct. 14, 11.00 a. m., "The Three Musketeers."

WARNERS (230 N. 13th) Oct. 18, 2.30, "June Bride."



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LO 4-0226

PHILADELPHIA SIGN COMPANY SIGNS—MARQUEES

305 BROWN STREET, PHILADELPHIA, PA.



Attending the Universal-International sales meeting recently held in New York were, left to right, branch manager George Schwartz, and Harold Saltz, William Doyle, Norman Weitman, Joseph Leon, and M. Rosen.

PHILADELPHIA EXCHANGE LISTING

(On this page will be found a complete listing of film exchanges serving the Philadelphia area. Additions or corrections are invited to keep this as accurate as possible.)

All companies listed may be addressed as Philadelphia 7, Pa.

AMERICAN

1329 Vine Street—WAlnut 2-1800

Manager—Ben Harris.

ARTKINO

1225 Vine Street—RIttenhouse 6-5895

Distributor—Jack Jaslaw.

BLUMBERG BROTHERS, INC.

1305-07 Vine Street—LOmbard 3-7240

Operator—Harry Blumberg.

BOXOFFICE ATTRACTIONS

1301 Vine Street

Owners—J. Schaeffer, N. Wax.

CAPITAL

1314 Vine Street—SPruce 4-2698

Manager—Edward J. Gabriel.
Salesman—Ralph Cohen.

CLARK

1225 Vine Street—LOcust 7-4311

Manager—Oscar Neufeld.
Supervisor—David Rosen.

COLUMBIA

1240 Vine Street—SPruce 4-2062

Division manager—Harry E. Weiner.
Circuit sales manager—Lester Wurtele.
Office manager—Walter Donahue.
Publicity man—Milt Young.
Sales manager—Dave Korson.
Salesmen—Ben Felcher, Philadelphia, suburbs; Ed Feinblatt, New Jersey, Delaware, Allentown; Francis Flammer, Harrisburg, Scranton, Wilkes-Barre.
Bookers—Joe Flood, Camerford, Stanley-Warner, key towns; Ben Rosenthal, city, suburban; Norman Gaskill, Jr., New Jersey, Delaware; Edgar Bower, upstate.

EAGLE-LION

1225 Vine Street—RIttenhouse 6-3876

Branch manager—Harry Berman.
Publicity man—Max Miller.
Sales manager—Stanley Kositzky.
Salesmen—Stanley Kositzky, Philadelphia, environs; Howard Smith, Scranton, Wilkes-Barre; Harry Tyson, Harrisburg; Herman Hirschorn, New Jersey.
Office manager—Mary Meadowcroft.
Bookers—Max Bronow, circuits, city, Delaware, New Jersey; James Riemel, Comerford, Harrisburg, Reading, Allentown.

FILM CLASSICS, INC.

1235 Vine Street—LOcust 4-1168

Branch manager—Mort Magill.
Salesmen—Samuel Kahn, Mike Shulman, Scranton.
Head booker-office manager—Florence Weiner.

HIGHWAY EXPRESS LINES

236 N. 23rd Street—LOcust 7-4311

President—James P. Clark.

HOLLYWOOD

1220 Vine Street—LOcust 4-1320

Owner—Carl Munzer.
Booker—B. Lansing.
Assistant booker—A. Gushman.

MGM

1233 Summer Street—SPruce 4-5150

District manager—Robert Lynch.
Branch manager—Lou Farmato.
Publicity man—James Ashcraft.
Office manager—Frank Sculli.
Salesmen—C. C. Pippin, Philadelphia, suburban; William Hopkins, eastern Pennsylvania, southern New Jersey; F. Jelenko, Harrisburg; Sculli, Philadelphia, suburban, Joseph R. Morrow, Scranton and Wilkes-Barre.
Bookers—Ben Hayney, circuits; Dave Tittleman, Philadelphia, suburban, New Jersey; Charles Baines, northern Pennsylvania, Harrisburg; H. Bache, first run accounts; Charles Kaselman.

MONOGRAM

1241 Vine Street—RIttenhouse 6-8342

Branch manager—Alfred J. Davis.
Booker-office manager—W. R. Schwartz.
Sales manager—Samuel Palan.
Salesmen—Mike Katz, Scranton, New Jersey; Eli Ginsberg, Harrisburg, Delaware; Samuel Palan, Philadelphia.

NATIONAL SCREEN SERVICE

1201 Vine Street—RIttenhouse 6-9580

District manager—Jack Cahen.
Branch manager—Stanley Goldberg.
Office manager—Moe Koppelman.
Salesmen—Harry Low, Ben Stern, Louis Blaustein.

NATIONAL THEATRE SUPPLY

1225 Vine Street—SPruce 4-6156

Operator—Ralph Pries.

NEW JERSEY MESSENGER

250 N. Juniper Street—LOcust 7-4822

President—Meyer Adelman.

PARAMOUNT

248 North 12th Street—LOcust 7-3672

Branch manager—Ulrik F. Smith.
Sales manager—J. J. Bergin.
Publicity man—William Braaker.
Salesmen—Herman Rubin, Philadelphia, vicinity; John Kane, Scranton, Wilkes-Barre; Clem Reck, Harrisburg, upstate.
Bookers—Ralph Garman, booking manager; Matthew Judge, Philadelphia, New Jersey; Robert Shisler, miscellaneous; Lau Fortunate, Harrisburg, upstate.

PENN THEATRE EQUIPMENT

307 N. 13th Street

Operator—Charles Cohen.

PRINCIPAL FILMS, INC.

1237 Vine Street—RIttenhouse 6-2534

Owner—David Maliver.

REPUBLIC

1225 Vine Street—LOcust 7-4712

Salesmen—Joe Schaeffer, Philadelphia, suburbs; William C. Karrer, New Jersey, Delaware; St. Pearl-sweig, Harrisburg, Scranton.
Bookers—James Flynn, Mildred L. Green.

RKO

250 North 13th Street—LOcust 7-3555

District manager—R. J. Falliard.
Branch manager—Charles R. Zagrans.

Office manager—A. G. Gattshalk.

Sales manager—Ely Epstein.

Publicity man—Doug Beck.

Salesmen—J. J. McFadden, city salesman; Sam Lefko, Allentown, Shamakin, Wilkes-Barre; Patrick Beck, New Jersey, Harrisburg.

Bookers—John Phelan, city; William Quinlivan, Allentown, Pottsville, Hazletan; Charles Danahue, Comerford, upstate, New Jersey; Martha Clark, Stanley-Warner; Edward Fisher, upstate Pennsylvania, Delaware.

SCREEN GUILD

1315 Vine Street—LOmbard 3-9020

Branch manager—Jack Engel.
Salesmen—Harry Brillman, Arthur Heyman, Mae Sherman.
Booker—Janet Hallard.

SRO

Market Street National Bank Building—RI 6-6355

District manager—Saul Krugman.
Branch manager—Norman Silverman.
Salesman—Harry Dressler.

VINCENT M. TATE

1618-20 Wyoming Avenue
Forty Fort, Pa.

20th CENTURY-FOX

302 North 13th Street—WAlnut 2-2828

Division manager—R. E. Moon.
Assistant division manager—H. G. Minsky.
Branch manager—Sam Diamond.
Sales manager—Sig Horowitz.
Office manager—R. M. Doherty.
Publicity man—Mike Weiss.
Salesmen—Nat Rasen, City, New Jersey, Bethlehem, Allentown; Jack Dinan, Harrisburg; Dennis Cahallan, Scranton, Wilkes-Barre.
Bookers—Mae Greenus, territory covered by Dinan, newsreels; Francis X. Kelly, territory covered by Comerford Circuit; Lillie Rasentaor, Stanley Warner, Diamond accounts; Jack Forscher, territory covered by Cohallan.

UNITED ARTISTS

302 North 13th Street—WAlnut 2-1102

Division manager—Mark Silver.
Branch manager—Salem Applegate.
Salesmen—Frank Hamerman, Philadelphia; Clayton Bond, Jr.; New Jersey, Harrisburg; Horace Wright, Scranton.
Office manager-head booker—E. McCaffrey Ziegler.
Booker—Elizabeth Marrandino.

UNIVERSAL-INTERNATIONAL

251 North 13th Street—LOcust 4-3980

District manager—John J. Scully.
Branch manager—George E. Schwartz.
Office manager—Richard Melvin.
Salesmen—Joseph Leon, Philadelphia; William J. Dayle, New Jersey, Delaware, Pennsylvania; Murray Gald, Harrisburg; Howard Saltz, Allentown, Reading; Norman Weitman, Scranton, Wilkes-Barre.
Bookers—Ferd Fortunate, George Evans, James Winters; Owen Cline.

WARNERS

230 N. 13th Street—RIttenhouse 6-9530

Branch manager—William G. Mansell.
Assistant branch manager—Charles Beilan.
Office manager—George D. Hutcheon.
Publicity man—George Fishman.
Salesmen—Ben Bache, Philadelphia, suburban; T. N. Noble, Harrisburg, Shamakin; O. B. Guilfoil, New Jersey, Delaware, Pennsylvania borderline towns; Dave Cooper, Scranton, Wilkes-Barre.
Bookers—Virginia O'Brien, L. J. Hannan, E. Carlin, Anthony Blase, Ed O'Donnell.

Tower City

The Tower, operated by George Reforwich, contracted for entire new equipment, consisting of Motiograph projectors, Motiograph-Mirophonic sound system, Altec Lansing "Voice of the Theatre" horn, Strong H.I. lamps, and Strong rectifiers through the firm of Vincent M. Tate Theatre Equipment, Motiograph Dealer, Wilkes-Barre. Installation will be completed within the next few weeks.

Variety Club

Philadelphia, Tent 13

The Women's Theatrical Club of Philadelphia held a luncheon at the Variety Club, and discussed plans for its activities for the coming year. The women assured Tent 13 of their wholehearted cooperation in all humanitarian efforts. Arrangements for luncheons, which they intend holding monthly, may be made with Mrs. Cecil Felt or Mike Felt. Mrs. Syd Sablosky, president

of the group, earnestly requests all members' wives to join in making this one of the banner years for the club.



Here is part of the crowd that attended the recent world premiere of Warners' "Johnny Belinda" at the Warner, Atlantic City. The audience was very pleased.

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COLUMBIA

Singin' Spurs (954)

MUSICAL
WESTERN
61M.

ESTIMATE: Okeh dualler.

CAST: The Hoosier Hotshots, Kirby Grant, Patricia White, Lee Patrick, Jay Silverheels, Dick Elliott, Bill Wilkerson, Fred Sears, Chester Clute, Marion Colby, Red Enger, Billy Hill and The Shamrock Cowboys. Produced by Colbert Clark; directed by Ray Nazarro.

STORY: Dude rancher Kirby Grant, his sweetheart, Patricia White, and the Hoosier Hotshots decide to help their friends, neighboring Indians, in planning for an old-time jamboree with ancestral costumes and dances, but find the big show for the tourists must be advertised, and that they need about \$2,000. Three of the four Hotshots decide their partner should make the supreme sacrifice, and marry reportedly wealthy spinster Lee Patrick, little knowing she will not come into her inheritance until after she marries. Meanwhile, the Indians raise the necessary money themselves, and give it to Patrick to give to Grant. She uses it to snare her Hotshot, and the Indians go on the war-path against the Hotshots. Everything is finally straightened out, and the Indians get the money they need.

X-RAY: This comedy, musical western plays up its hit songs, "A Valley In Montana," "Singin' Spurs," "Man Is Brother To A Mule," "Hair Of Gold," "Red Wing," "What Do I Have To Do?," and "Ochi Chiornia." There is also a hilarious parody on the Indian and stagecoach battle scenes of usual westerns and a laugh provoking version of the "chase."

TIP ON BIDDING: Series average.

AD LINES: "Injun Arrows Are Wingin', Top Stars Are Swingin' In A Red-Hot Action Musical Show"; "Hot Dude Ranch Doin's, Plus Action Musical Thrills"; "The West's Alive With Injuns And Jive In A Star-Whoopin' Action Musical."

MGM

No Minor Vices

COMEDY
95½M.

(Enterprise)

ESTIMATE: Screwy entry for sophisticates.

CAST: Dana Andrews, Lilli Palmer, Louis Jourdan, Jane Wyatt, Norman Lloyd, Bernard Gorcey, Roy Roberts, Fay Baker, Sharon McManus, Ann Doran, Beau Bridges, Frank Kreig, Kay Williams, Bobby Hyatt. Produced and directed by Lewis Milestone.

STORY: Dr. Dana Andrews, en route back to his baby specialist office, stumbles across artist-musician Louis Jourdan crying in his apartment. The two get chummy, with Andrews practically laughing at his surrealist art. He urges him to paint some real people such as show up in his office as patients, and Jourdan agrees if Andrews will let him come along. He does, against his better judgment. Jourdan falls in love with Lilli Palmer, Andrew's wife, and she likes him. Andrews is forced to invite him to dinner, and gets to hate Jourdan eventually. He gets Palmer to agree to pose for a painting, and this only serves to increase Andrews' jealousy. Eventually, it all turns out that Palmer really loves Andrews, and that Jourdan served to bring them closer together.

X-RAY: This belongs in the wacky school, and although it has been cast with an eye toward name values, it is a ques-

tion whether all types of audiences will go for it. The plot is confused, the characters have consciences that talk out loud and even talk back, and the psychiatry touches add to the confusion. On the other hand, there are some amusing situations. On the whole, it appears as if this will have more draw for sophisticated situations. The original screen play is by Arnold Manoff. Legion Of Decency: "B."

TIP ON BIDDING: Program price.

AD LINES: "For A Really Different Screen Treat, Don't Miss 'No Minor Vices'"; "They Had 'No Minor Vices' Nor Any Major Ones, For That Matter, But They Do Have A Lot Of Fun"; "When This Cast Gets Together To Bring You Something Different In Film Fare—Don't Miss It!"

The Three Musketeers

ROMANTIC
COSTUME-
DRAMA
125M.

(Color by Technicolor)

ESTIMATE: Standout entry.

CAST: Lana Turner, Gene Kelly, June Allyson, Van Heflin, Angela Lansbury, Frank Morgan, Vincent Price, Keenan Wynn, John Sutton, Gig Young, Robert Coote, Reginald Owen, Ian Keith, Patricia Medina, Richard Stapley. Directed by George Sidney; produced by Pandro S. Berman.

STORY: Gene Kelly journeys toward Paris with a letter to the King's Musketeers requesting that Kelly be received in the group. He has a run-in with Lana Turner's bullies, and is robbed. Once in Paris, he inadvertently offends Musketeers Van Heflin, Gig Young, and Robert Coote individually, and offers to duel. Just as he and Heflin are about to commence Vincent (Richelieu) Price's guards arrive to arrest them for duelling when the other two arrive on the scene, and the would-be police are routed or killed. Kelly shows that he can really handle a sword. He is accepted as one of the Musketeers. Kelly becomes famous as a swordsman, and later meets June Allyson, a lady-in-waiting to the queen. Eventually, she calls on him to aid the queen in recovering some jewels she inadvertently gave to her lover, John Sutton. When war is declared between England and France, Allyson is sent on a mission of peace to Sutton, and Price sends out Lana Turner to stop the peace mission even if she has to kill Sutton. The latter is warned, and has Turner made a prisoner, with Allyson as her guardian. Turner wounds Allyson just as Heflin and Kelly show up. Allyson dies, as does Sutton, and Turner escapes only to be executed at a later date by the orders of Heflin, who was once her husband. At

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Price's insistence, the king orders the four to take up other pursuits or be jailed for their all-around interference.

X-RAY: This should prove a top grosser at the boxoffice and a crowd-pleaser as far as audiences are concerned, despite its apparent lengthiness and rare moments of confusion. The cast is very good, as are the action and comedy scenes. The direction is in the better class, and the production values lavish. Technicolor adds to the overall effectiveness of the entry, which is based on the Dumas work of literature. Kelly shines in the lead role, and Turner looks as beautiful as ever, and they are ably aided and abetted by the balance of the cast.

TIP ON BIDDING: Higher bracket.

AD LINES: "The Musketeers Ride Again For Glory, Romance And Adventure"; "The Technicolor Treat Of The Year"; "An Action Spectacle That Will Be Remembered For A Long Time."

MONOGRAM

Smugglers Cove (4726)

COMEDY
66M.

ESTIMATE: Good series entry.

CAST: Leo Gorcey, Huntz Hall, Gabriel Dell, Billy Benedict, David Gorcey, Benny Bartlett, Martin Kosleck, Paul Harvey, Amelita Ward, Jacqueline Dalya, Eddie Gribbon, Gene Stutenroth, Leonid Snegoff, John Bleifer, Andre Pola, William Ruhl, Emmett Vogan and Buddy Gorman. Produced by Jan Grippo; directed by William Beaudine.

STORY: While Leo Gorcey and Huntz Hall are working as cleaners in an office building, a letter, intended for a man of the same name in the building, is delivered to Gorcey. He is told he is the owner of a house on Long Island left by his late uncle. He and the rest of his gang arrive to claim possession only to find caretaker Eddie Gribbon, his huge dog, and a number of secret panels. The boys stumble onto the fact that Martin Kosleck and his accomplices occupy the secret quarters, and operate a smuggling ring for aliens and jewels. The boys are locked up for safe-keeping. Meanwhile the real owner, nervous business executive Paul Harvey and his daughter, Amelita Ward, learn of the inheritance, and show up for a rest. They are put up by confused Gribbon. Meanwhile, another of the boys, Gabriel Dell, who works for a private detective, succeeds in freeing the boys, who gain the upper hand. After the authorities take care of the lawbreakers, Harvey decides

that he has had enough, and departs after deeding the house to Gorcey. All the boys except Hall decide that they, too, have had enough, and go back to civilization, leaving the two to enjoy their luxury.

X-RAY: One of the best in the series, this stacks up as good entertainment. The dialogue is crisp, corny, and funny, the plot is interest-holding, and the direction good. Fans of the series will certainly go for this one. Mark it down as a welcome addition to the duallers.

AD LINES: "The Bowery Boys' At Their Funniest, And Good For A Barrel Of Laughs"; "The Bowery Boys' Go To A Haunted House For A Rest, And Fun And Hilarity Are The Results"; "They Wanted A Rest In The Country, And What Happened Shouldn't Happen To Your Worst Enemy."

REPUBLIC

Angel In Exile (719)

MELODRAMA
90M.

ESTIMATE: Interesting program.

CAST: John Carroll, Adele Mara, Thomas Gomez, Barton MacLane, Alfonso Bedoya, Grant Withers, Paul Fix, Art Smith, Tom Powers, Ian Wolfe, Howard Chamberlin, Elsa Lorraine Cepeda, Mary Currier. Directed by Allan Dwan and Philip Ford.

STORY: John Carroll, former gang leader, gets out of jail after serving a five-year term, and is met by his pal, Art Smith, who is going to lead him to a million dollars salted away in an abandoned gold mine. Rival gangsters Barton MacLane and Paul Fix trail Carroll and Smith to a small Arizona town, where they stop to file a claim. The greedy clerk, Howard Chamberlin follows Carroll and Smith to the mine, makes them see that they need him to market their stolen gold, tells them the only way they can is by salting the old mine with it. Carroll and Smith agree to cut him in just as MacLane and Fix move in to "get their share." A local doctor, Thomas Gomez, who devotes his time to working for the poor people, has discovered activity at the mine. When he sees the gold Carroll and Smith claim they have taken from it, he and his daughter, Adele Mara, believe it to be a modern miracle, and attribute it to the work of the area's legendary saint, "The Blue Lady." Carroll becomes a local idol to the simple-minded natives, and they can't work hard enough for him, while Carroll and Smith do the "salting" at night. MacLane, Fix, and Chamberlin try a double cross, try to kill Carroll and Smith. Carroll is changed, risks his life fighting for the gold. Smith helps him, and they finish off their three foes. Carroll then informs the sheriff where the cash proceeds from the gold are to be found, asks the reward be given Gomez for his charity work, and promises Mara to come back when he is cleared.

X-RAY: This proves to be something novel in gangster yarns, with a western mountain locale as background. All the cast do good work, with Carroll at his best, and Mara, MacLane, and Gomez aiding. "The Blue Lady" of the story, said to be a true legend of the native mountain folk, half-Indian and half-Mexican, is worked into the story in plausible manner. Charles Larson wrote the original screen play, and there is one song, "Yo Me Alegro." While this lacks marquee values, it does have its moments, and should hold interest.

AD LINES: "Bullets Couldn't Stop Him—But A Woman's Kisses Could!"; "Double-Cross And Death—Gangster Roulette—Where The Stakes Are Life And Death—And The Winner Takes All"; "The Law Of

The Outlaw Was The Only Law He Knew!"

Desperadoes Of Dodge City (757)

WESTERN DRAMA
59M.

ESTIMATE: Better-than-average-series entry.

CAST: Allan "Rocky" Lane, Eddy Waller, Mildred Coles, Roy Barcroft, Tristram Coffin, William Phipps, James Craven, John Hamilton, Edward Cassidy, House Peters, Jr., Dale Van Sickel, Peggy Wynne, Ted Mapes, Black Jack. Produced by Gordon Kay; directed by Philip Ford.

STORY: Allan "Rocky" Lane is taking government orders to muster cavalry against raiders who have been keeping settlers from the Dodge City area. On the last lap of the relay, the courier carrying the papers is killed, and Lane attempts to find them, finally discovering that they have been handed to one of four passengers on a stage coach driven by Eddy Waller: Roy Barcroft, Tristram Coffin, William Phipps, and James Craven, who are later joined by Mildred Coles. When Lane attempts to stop at a deserted shack to search the passengers, and find the orders, he is fired upon, and the entire company forced to take refuge in the shack. After a hard fight, during which Phipps is killed, and Coffin is reunited with Coles, really his wife, Lane tricks Craven, in reality the leader of the raiders, into giving up the papers, and the homesteaders are saved in the nick of time by the cavalry.

X-RAY: As usual, this entry is fast and action-paced, and this time the plot is much better than usual. Even though Lane, Black Jack, his horse, Waller, and Craven are the only ones whose acting is up to par, the picture should satisfy most Lane fans.

AD LINES: "Who Was The Leader Of The Murder Band? . . . One Of Three . . . Which One?"; "How Does 'Rocky' Lane Discover The McBride Secret—And Save The Valley?"; "Action And Excitement Galore."

Sons Of Adventure (718)

MYSTERY
ACTION DRAMA
60M.

ESTIMATE: For the lower half.

CAST: Russell Hayden, Lynne Roberts, Gordon Jones, Grant Withers, George Chandler, Roy Barcroft, John Newland, Stephanie Bachelor, John Holland, Gilbert Frye. Produced by Franklin Adreon; directed by Yakima Canutt.

STORY: Ex-circus performer Gordon Jones is persuaded by his war buddy, Russ Hayden, to work as a stunt man in motion pictures. On the set during a gun-fight scene, Jones accidentally kills temperamental star John Holland. Jones is fired, and when Hayden finds a threatening note addressed to Holland, they figure it is murder, and start playing detective. Hayden is almost killed in a stagecoach stunt when the reins come apart. In a wagon-dynamiting scene, Hayden escapes death when he notices detonator man Gilbert Frye has been knocked out. Jones, Hayden, and his girl, Lynne Roberts, narrow down the list of suspects to four. At a party, Hayden receives a phone call, and is trapped into a gun battle on an old sound stage with the murderer. Hayden overcomes George Chandler, who admits killing Holland because of his bad treatment of Chandler's sister, and then jumps to his death. Jones is reinstated. Hayden is set to marry Roberts.

X-RAY: With plenty of action and competent performances, this will fit neatly into the lower half. The original screen play is by Franklin Anderson and Sol Shor.

AD LINES: "Hard Riding And Hard Shooting By The Hard 'Sons Of Adventure'"; "See The Stunt Men Risk Their Necks In 'Sons Of Adventure'"; "Dangerous Riding And Murder Don't Daunt The 'Sons Of Adventure', Stunt Men Of The Movies."

SCREEN GUILD

Harpoon (4805)

MELODRAMA
85M.

ESTIMATE: Whaling story has plenty of selling angles.

CAST: John Bromfield, Alyce Louis, James Cardwell, Patricia Garrison, Jack George, Edgar Hinton, Holly Bane. Produced by Danches brothers; directed by Ewing Scott.

STORY: In Alaska in the 1880's, John Bromfield, since childhood, has been taught by his father to hate Frank Hangney. When his father dies, Bromfield leaves the Alaskan interior, and comes to a coastal town where he learns that Hangney has passed on, but that James Cardwell is his son. Bromfield beats up Cardwell, and takes his ship and girl, Alyce Louis, who sings in a dance hall. Whaling, Bromfield is pulled overboard, and rescued by Cardwell's crew, which sets him adrift to die, but some Eskimos save him, and Jack George, a missionary, and daughter, Patricia Garrison, nurse him to health. Bromfield gets back to the coastal town, and Garrison follows him to tell him where whales are, and that the natives need the meat to live. Louis thinks Bromfield loves Garrison, and tells Cardwell of the whales. The rival crews fight for the whales, but Bromfield is victorious. Cardwell slips during a battle between the two, and is accidentally hanged. Bromfield marries Louis.

X-RAY: Made entirely in Alaska, this boasts of interesting whaling scenes, although it is short in the acting and production divisions. The outdoor scenes are the main forte, with the limited budget, etc., showing up in the other portions of the film. On the other hand, the title is saleable, and this is loaded with exploitation angles. The fact that a whaling film hasn't been seen around in some time should be in this film's favor. The picture is based on a screenplay by Paul Girard Smith and Ewing Scott. There is one song: "This Is Real."

AD LINES: "'Harpoon' . . . Life In The Raw In Rugged Alaska"; "They Knew No Law Except One . . . Fight To Live"; "She Belonged To The Man He Defeated, So She Became His By Force."

20th CENTURY-FOX

Jungle Patrol (848)

WAR DRAMA
72M.

(Seltzer)

ESTIMATE: Good dramatic entertainment packed with selling angles.

CAST: Kristine Miller, Arthur Franz, Ross Ford, Tom Noonan, Gene Reynolds, Richard Jaeckel, Mickey Knox, Harry Lauter, Bill Murphy, G. Pat Collins. Producer, Lewis J. Rachmil; associate producer Hugh King; directed by Joe Newman.

STORY: Called upon to intercept Jap bombers headed for Australian objectives, eight U. S. flyers stationed near Port Moresby have been causing heavy losses to the enemy forces. Miraculous escapes

from sure death traps and such unnatural happenings leave the young flyers convinced that their luck has been supernatural. Into this strange atmosphere comes Kristine Miller, a USO entertainer whose husband was killed at Dunkirk. One night, quite innocently, she hangs up their scoreboard showing their high record of air kills, and observes a feeling of impending doom settling over the flyers. Ross Ford, squadron leader, decides to take a vote, and all the flyers, cheered by Miller's enthusiasm, vote to allow it to remain in view. She puts on a swell show for the boys, after which she and Ford find that they love each other. Next morning, the squadron is ordered to intercept a heavy formation of Jap bombers and fighters enroute to Australia. With no help available from nearby squadrons, the boys are helplessly outnumbered. Listening from the ground to plane radios in operations, Miller and Ford crouch grimly listening to each flyer go to a flaming death. At the finish, their air base itself is undergoing an annihilating bombing by heavy Jap planes.

X-RAY: Without a name in the cast, but backed up by excellent direction, good performances, and high rating production, this is deserving of the best selling attention. It is long on entertainment even if short on marquee draw, but to the credit of producer Frank Seltzer, it must be said that he has come through with a film that should draw lots of favorable comment. The film is based on a play by William Bowers, with screen play by Francis Swann. While it will land on the duallers for the most part, it can be sold with confidence. One song is heard, "Forever And Always."

TIP ON BIDDING: Program bracket.

AD LINES: "A Hard Hitting Story About Hard Hitting Men"; "Machine Gun Action And Suspense Surround A Tender Love Story"; "Top Drawer Drama."

Unfaithfully Yours (850)

COMEDY
105M.

ESTIMATE: Name draw will make the difference.

CAST: Rex Harrison, Linda Darnell, Rudy Vallee, Barbara Lawrence, Lionel Stander, Kurt Kreuger, Edgar Kennedy, Julius Tannen, Alan Bridge, Torben Meyer, Robert Greig, Evelyn Beresford, Georgia Caine, Harry Seymour, Isabel Jewell, Marion Marshall. Written, directed, and produced by Preston Sturges.

STORY: Rex Harrison, famed English orchestra conductor, is married to Linda Darnell, much younger than he, and both are madly in love. Rudy Vallee, who is married to Barbara Lawrence, Darnell's sister, tells Harrison that he had taken Harrison's farewell words, before Harrison flew away on his last trip to Europe, "Keep an eye on my wife," seriously, and that detective Edgar Kennedy had found some evidence which made it appear that Darnell was unfaithful. Infuriated with Vallee, Harrison destroys the report without reading it. Then he goes to Kennedy, who gives him another copy of the report to tear up, but happens to mention part of it. Suspicious at last, Harrison, while conducting that evening, imagines three ways to handle the situation. After the concert is over, he comes home to set the stage for his plans to work. However, he bungles every attempt, and when Darnell comes home, she explains that she had been suspicious of her sister, and that on one occasion she had innocently placed herself in a position where her visit to the apartment of Kurt Kreuger, Harrison's personal secretary, might be misinterpreted. Harrison sees he has been jealous for nothing and they clinch.

X-RAY: Another one-man Preston Sturges job, this has some good moments and some very bad ones. For a while, this is amusing, aided by some well played symphonic music, but then it starts to falter, and loses much of the advantage it has built up. One sequence in particular, when Harrison tries to set into action some plans for handling his domestic situation, with disastrous results, is a waste of film, and the picture could have been cut to advantage. Harrison is his capable self, although he seems to overact in some sequences, Darnell is beautiful, and capable support comes from Vallee, Lionel Stander, Lawrence, and others. The class spots will probably like this best, with the show too verbal at times. Music includes numbers from the selected works of Rossini, Wagner, and Tchaikowsky.

TIP ON BIDDING: Worth most in class spots.

AD LINES: "Rex Harrison . . . Linda Darnell . . . Rudy Vallee . . . In The Year's Gayest Comedy"; "He Knew How To Handle An Orchestra . . . But His Wife Was Another Problem"; "What Would You Do If Somebody Said Your Wife Was 'Unfaithfully Yours'."

U.-INT.

Rogues' Regiment

MELODRAMA
86M.

ESTIMATE: Suspenseful meller.

CAST: Dick Powell, Marta Toren, Vincent Price, Stephen McNally, Edgar Barrier, Henry Rowland, Carol Thurston, James Millican, Richard Loo, Philip Ahn, Richard Fraser, Otto Reichow, Kenny Washington, Dennis Dengate, Frank Conroy, Martin Garralaga, James F. Nolan. Produced by Robert Buckner; directed by Robert Florey.

STORY: Military Intelligence, hunting for one of the few high-ranking Nazi officials still at large, assigns Dick Powell to Saigon in French Indo-China, where he enlists in the French Foreign Legion. Prior to his enlistment, and en route on the train, he meets Vincent Price, wealthy German merchant, masquerading as a Dutchman, and German Stephen McNally, the man sought, and of whom a photograph has never been taken. Arriving at their destination, Price, suspecting that McNally is a hunted SS man, offers to aid him in removing a telltale tattoo, figuring to use him later. Later, at a cafe, where Marta Toren, a French agent, sings, a sergeant, Henry Rowland, recognizes McNally, since he was once his assistant back in Germany. McNally warns him to keep quiet. Powell meets Toren after the show, and she reveals her identity. She is working on a different case involving Price, whom the government suspects of importing arms secretly for rebellious natives. Later, while a group of the Legionnaires are on patrol, among them Powell, McNally, and Rowland, they are ambushed. During the fighting, when no one is watching, Rowland tries to escape from McNally, and is shot. Wounded, he falls a prisoner. Reinforcements arrive and the attackers are taken prisoners. Powell identifies Rowland as McNally's assistant, and, determined to ask him to identify the wanted man, manages to get to the guerrilla's camp. Rowland, fatally wounded, puts the finger on McNally. The latter has concluded a deal with Price to supply him with money and a passport since he feels that things are getting too hot. Price, however, discovers his identity, and is killed. Powell arrives on the scene to capture McNally after a furious battle,

and he is hanged after a trial in Germany. Powell and Toren are married, and go to his farm to live.

X-RAY: Containing a goodly portion of action and suspense as well as the saleable French Foreign Legion angle, this should do better than average as far as returns and public reaction are concerned. Powell turns in a convincing performance, and the balance of the cast come off especially well, with Toren ably putting across two songs, "Who Can Tell (Not I)" and "Just For Awhile."

TIP ON BIDDING: Better than average program rate.

AD LINES: "He Joined The French Foreign Legion To Find A War Criminal, And Found Himself A Wife"; "Action And Adventure Follow Dick Powell As He Joins The French Foreign Legion"; "'Rogues' Regiment' Is Tough, Rough, And Ready For Action, Romance, Or Adventure."

FOREIGN

The Eagle With Two Heads DRAMA 90M.

(Vog)
(French-made)
(English titles)

ESTIMATE: Absorbing French import.

CAST: Edwige Feuillere, Jean Marais, Sylvia Monfort, Jean Debucourt, Jacques Varennes, Abdallah, Gilles Queant, Maurice Nasil, Edward Stirling. Produced by Georges Danciger and Alexandre Mnouchkine; directed by Jean Cocteau.

STORY: Queen Edwige Feuillere has been in mourning for her murdered husband for 10 years and, on the anniversary of the fatal wedding night, gives a ball. She does not attend but dines in her room, and enjoys the hovering storm and waltzes. Jean Marais, an anarchist sworn to kill her, enters her room by the window, injured. Jolted out of her shadow world by Marais' remarkable resemblance to the dead king, Feuillere hides him from the police. She has him nursed, fed, and clothed in the king's clothes, which causes an uproar in the castle. Meanwhile, Jacques Varennes, the chief of police, is in league with a palace group intending to depose the disinterested Feuillere, and knows of Marais' actions via a castle spy, Sylvia Monfort. Feuillere and Marais are in constant company, and the initial gross antagonism turns into a flaming love. Marais awakens in her a proper sense of ruling the kingdom with regard for the people, to defeat her enemies. He realizes, however, that his discovery in her company would create a great scandal, and that he is too closely watched by Varennes to escape. Her plans of getting rid of Monfort and other spies, arresting Varennes, and making a triumphal return to the palace are all set, and Marais takes a slow poison to smooth the path. Feuillere then despairs, and taunts Marais into killing her, and they die together.

X-RAY: Jean Cocteau has brought his own story to the screen with great power and good acting by Feuillere and Marais. An intriguing background score by Georges Auric, interesting photography by Christian Matras, and good production values heighten the film's effect. The story's previous appearance in the U. S. in play form should bring additional following.

AD LINES: "Edwige Feuillere And Jean Marais In The Greatest Love Story Ever Filmed . . . 'The Eagle With Two Heads'"; "It Was Her Destiny . . . A Love Greater Than All Royalty In 'The Eagle With Two Heads'"; "Now On The Screen Under The Author's Own Direction, Better Than The Play . . . 'The Eagle With Two Heads'."

Loves Of Casanova

ROMANTIC COMEDY MUSICAL
101M.

(Vog)

(French-made) (English titles)

ESTIMATE: Entertaining.

CAST: Georges Guetary, Aime Clariond, Jean Tissier, Helene Dassonville, Noelle Norman, Jacqueline Gauthier, Gisele Casadesus, Claudette Falco, Dinan. Directed by Jean Boyer.

STORY: Escaping over the French border from the Italian police, Georges Guetary comes to the aid of lovely Helene Dassonville. She takes him back to the chateau but the restless Guetary leaves for Paris. He loses in cards to Gisele Casadesus, but joins her in espionage. Next day, he finds her murdered but avenges her in a duel, and employs Dinan, Dassonville's servant, as a valet. Jailed in Paris, Dassonville's friend, Noelle Norman, gets him freed, and he vows to marry Dassonville. Norman is being blackmailed for gambling debts by Spanish spy Aime Clariond, but Guetary steals the notes with the unknowing aid of Clariond's love-stricken niece, Claudette Falco. Norman arranges with the king's minister to have Guetary run a lottery at personal gain, but Guetary spends lavishly, putting him in debt when the lottery is halted. He flees to Holland to arrange a loan with wealthy merchant Jean Tissier, and succeeds in gaining his wife's favor and love. The loan is cancelled in Paris by Clariond, who attempts to ambush Guetary, but Falco is killed, instead. Weary of travel, Guetary returns to marry Dassonville to discover she has become a nun. Guetary vows to become a monk, but rushes to aid a pretty damsel in distress, and is soon making love to her, etc.

X-RAY: European musical comedy favorite Guetary sings and romances his way through this somewhat overlong "Casanova," adapted for the screen by Marc G. Sauvajan from the "Memoirs Of Casanova." The songs by Rene Sylviano and Vandair and Rouzaud are infrequent, although pleasant enough not to interrupt the dashing Guetary. This should please the French addicts and the females in the art houses.

AD LINES: "Dashing Georges Guetary Stars With A Sword, A Song, And The Ladies In 'Loves Of Casanova'; 'Every Woman He Met Gave Him Her Heart In 'Loves Of Casanova'; 'No Woman Could Resist Him, No Woman Could Hold Him.'"

Marriage In The Shadows

DRAMA
90M.

(Gramercy)

(German-made) (English titles)

ESTIMATE: Impressive German entry.

CAST: Paul Klinger, Ilse Steppat, Alfred Balthoff, Claus Holm, Willi Prager, Hans Leibelt, Lothar Firmans, Karl Hellmer, Lotte Lieck, Gerda Malwitz. Produced by Herbert Uhlich; directed by Kurt Maetzig.

STORY: A group of theatre artists, including leading lady Ilse Steppat and leading man Paul Klinger, gather after the closing night of their play in Germany in 1933. They discuss the advent of the Nazi party, and decide to take vacations at the seashore. Hitlerism spreads to the resort town, and anti-semitic signs are posted. Actor Alfred Balthoff, Jewish, decides to leave for Vienna. Claus Holm, who becomes cultural director, is in love with Steppat, but she is a Jewess. She marries Klinger, an Aryan, and receives protection but social ostracism while Klinger continues acting. Steppat's uncle, Willi Prager, a doctor, works in an underground

when the pogroms start. Klinger awakens to the brutality on their fifth anniversary. Steppat desires a divorce, but stays. Five years later, Klinger is serving the army, and a terrified Steppat is working in a factory. Deportation of mixed-marriage Jews is rife, and her friends are taken or commit suicide. Balthoff escapes a concentration camp sentence, and is aided by Steppat. Klinger, discharged from the army, takes his wife to a premiere of his picture. She is recognized after being introduced to State secretary Lothar Firmans and culture leader Holm, who is forced to inform the Gestapo. Faced with a ban on his acting or a divorce and deportation of his wife, Klinger chooses the ban, and commits double suicide with Steppat.

X-RAY: There is a lot of power in this Kurt Maetzig scenario based on a novel by Hans Schweikart, which maintains interest throughout, despite blunt direction and technical deficiencies. Steppat and Klinger show to advantage. This should go well wherever racial problems are acceptable in foreign films.

AD LINES: "They Dared 'Marriage In The Shadows'; 'Their Love Resisted Nazi Hatred'; 'They Vowed Never To Separate Again.'"

The Merry Chase

ROMANTIC
COMEDY
75M.

(Superfine)
(Italian-made)
(English titles)

ESTIMATE: Amusing Italian entry.

CAST: Clara Calamai, Nino Besotti, Rossano Brazzi, Paola Borboni, Lauro Gazzolo. Produced by Ulderico Persca; directed by Giorgio Bianchi.

STORY: Clara Calamai, attractive wife, is out shopping on the avenue, and followed by suave Rossano Brazzi. She wants her husband, good natured Nino Besotti, to rebuke him. Brazzi says he is a First Secretary at the Sylvanian Embassy, and is interested only in breeding with Calamai's Pekinese. Calamai then confronts him, and he admits it is only a ruse, which enrages her, and she orders him to return that afternoon with a male Pekinese. Brazzi steals the dog from his superior's wife, and spends his time attempting to enamor her. Her actions parallel those of her dog, who rejects her suitor, and her in-laws worry about the situation. The crisis is reached when Calamai goes to his apartment, and is seen leaving the building by her suspicious father-in-law, Lauro Gazzolo. He is prevented from exploding by his subtle wife, Paola Borboni, who believes Calamai when she declares she did not keep the rendezvous. Brazzi returns for his woman and his dog but Calamai stays with the ever-loving, trustful Besotti so the diplomat philosophically shrugs, and accepts a transfer to another country.

X-RAY: Broad comedy on an age-old, universal theme comes through here, with many chuckles for those in the Italian areas. Good acting by the small cast and well-knit direction give this a sprightly pace, and, with proper exploitation, should go well with the Italian houses. The romantic interest is well served by Brazzi and Calamai.

AD LINES: "He Came To Mate The Man's Dog, And Stayed To Meet His Wife"; "The Merry Chase Led To Another Man's Wife"; "Once In Every Woman's Life, There Is 'The Merry Chase'."

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Private Life Of An Actor

COMEDY DRAMA
96M.

(Discina International)

(French-made) (English titles)

ESTIMATE: Stimulating French entry has the names to help.

CAST: Sacha Guitry, Iana Marconi, Marguerite Pierry, Pauline Carton, Jacques Baumer, Robert Seller, Maurice Teynac, Didier D'yd, Jacques Courtin. Produced and directed by Sacha Guitry.

STORY: The childhood of the father of Sacha Guitry is spent in memorizing great works of the theatre, and he is enthusiastically encouraged by his family. At 17, he debuts in a theatre operated by his parents. At 20, he goes to Russia, and establishes himself for nine years. Returning to France, he achieves one success after another. At the height of his career Lucien Guitry, as played by Sacha Guitry, dismisses his leading lady and mistress, Marguerite Pierry. An old friend, Jacques Baumer, visits Guitry with his lovely stage-struck ward, Iana Marconi. Baumer is convinced her infatuation for the great actor will disappear if she meets Guitry without make-up, and notices his age. Guitry turns on the charm, and conquers Marconi, taking her with him to the Riviera. On their return, Guitry is confronted by an angered Baumer who demands their marriage. Guitry consents, providing Marconi does, but, meanwhile, Marconi has decided to become an actress. Guitry realizes she cannot act. She forces him to choose between continuing her career and their affair or ending both. He continues alone. The climax comes with his playing Pasteur in a play written for him by his son Sacha, also portrayed by Sacha Guitry. The next play contains no role for him, and, on the night of its successful opening, Lucien Guitry dies from a heart attack.

X-RAY: Supposedly the biography of Lucien Guitry, this is at times highly amusing despite the slim story line and the roles written for Sacha Guitry by himself. Wit and fine acting by Guitry are contained in this vehicle, though the interspersed narration and underwritten roles of the rest of the cast slow things down.

AD LINES: "Guitry Returns In 'The Private Life Of An Actor'; 'This Actor Shared His Private Life With His Leading Ladies'; 'The Life And Loves Of A Guitry.'"

Ruy Blas

ROMANTIC DRAMA
87M.

(Discina International)

(French-made) (English titles)

ESTIMATE: Disappointing.

CAST: Danielle Darrieux, Jean Marais, Marcel Herrand, Gabrielle Dorziat, Alexandre Rignault, Giovanni Grasso, Paul Amiot, Ione Salinas, Gilles Queant. Produced by Jean Cocteau; directed by Paul Billou.

STORY: Student Jean Marais is on the road to Madrid to find a job when he meets a duke, Gilles Queant, and is sent to fetch a ransom when the latter is kidnapped. The leader of the bandits is dashing Jean Marais who has learned of the student's remarkable resemblance, and who makes a deal with Queant to have Marais, the student, be at a church in exchange for his freedom. In the interim, the student has been held, and has been signed as a domestic by police chief Marcel Herrand, cousin of the bandit, Marais. Herrand traps the bandit Marais, and sends him to the galleys, and then discovering his domestic Marais' former friendship with and deep love for the queen, has him masquerade as his cousin

at court. Danielle Darrieux, the queen, whose husband lives in isolation and indifference to her and Spain, falls in love with Marais, and promotes him rapidly to prime minister. Marais, the bandit, escapes, and, after avenging his imprisonment, warns the prime minister that Herrand intends to depose the queen. Herrand returns, and uses Darrieux's love for her diligent minister to lure her out of the palace at midnight. The trap succeeds, and Herrand informs the queen Marais the prime minister is really not his cousin but a servant. His further insults enrage Marais to kill him, and, when Darrieux refuses forgiveness for this deceit, Marais takes poison.

X-RAY: Adapted from the Victor Hugo play, "Ruy Blas," by Jean Cocteau, this slow-moving import will need selling in the art houses, though the names of Cocteau, Marais, and Darrieux should attract the French devotees. While the Cocteau sets and the Auric music are impressive, the film loses pace when the romance angle replaces the lusty adventure.

AD LINES: "The Love Of A Queen Brought A Kingdom To The Feet Of 'Ruy Blas'"; "Another Masterful Production Bearing The Stamp Of Jean Cocteau . . . Don't Miss 'Ruy Blas'"; "See Jean Marais And Danielle Darrieux As The Great Lovers."

The Shorts Parade

Two Reel

Comedy

BACHELOR BLUES. RKO—Leon Errol Comedies. 17m. Leon Errol comes home late on his anniversary night without a gift, and has a quarrel with wife, Dorothy Granger, about the name of the clergyman who married them. Checking his certificate at the office with old rival, Wally Brown, Errol discovers it was never signed, and believes he is not married legally. He starts to woo his wife again, but Brown is again a rival, so, while seeking solace at a bar, Errol finds a cigarette girl, who agrees to make his wife jealous. Overhearing the plan, Granger gives them her blessings, and brings back a judge to perform the ceremony. He discovers they are still married, and all ends happily for Errol as another quarrel ends with the cake in Brown's face. FAIR. (83704).

Novelty

THE TOY THAT GREW UP. AF Films. 17m. This picture, made in France, traces the invention of the present-day motion picture, especially the animated cartoon, back to the first conception of the idea. Using actors in period costumes, it explains the optical illusion necessary to make pictures appear to move. The narration, translated from French to English, and done by Tony Krabe, explains the details in simple language, never getting entirely mechanical. In several spots, the color changes from black-and-white to full color, further illustrating the processes that have led to today's animated cartoon. The settings, effective use of actors, and the few French words of dialogue that are heard add to the interest of the picture. EXCELLENT.

Serial

FEDERAL AGENTS VS. UNDERWORLD, INC. Republic serial in 12 chapters. Kirk Alyn, Rosemary LaPlanche, Roy Barcroft, Carol Forman, James Dale, Bruce Edwards, James Craven, Tristram

Coffin, Tom Steele, Dale Van Sickel, Jack O'Shea, Marshall Reed, Bob Wilke, Robert St. Angelo, George Douglas, Dave Anderson. Associate producer, Franklin Adreon; directed by Fred C. Bannon. Episode One, "The Golden Hands." 20m. James Craven, a professor, explorer and archeologist, disappears, and federal agent Kirk Alyn is assigned to the case. He learns that Carol Forman, international thief, is behind the disappearance, having discovered that Craven had found the priceless "Golden Hands of Kurigal," one of which Forman had later stolen, upon his last expedition to Abistahn. The matching hand had subsequently vanished, and she believes Craven's assistant, Bruce Edwards, has it. She attempts to capture him, but is foiled by Alyn and Craven's aides, Rosemary LaPlanche and assistant G-man James Dale. Alyn foils a second attempt upon Edwards, and meets up with Forman's henchman, Roy Barcroft, with whom he fights in an old warehouse, which is set afire, and which collapses after Alyn is knocked unconscious by Barcroft, who escapes. This follows usual serial lines. It has plenty of action with a good automobile chase and several fist fights in the first episode. Interest is maintained, and it gets off to an okeh start. GOOD. (891-13).

Sports

WORLD'S MIDDLEWEIGHT CHAMPIONSHIP FIGHT—ZALE VS. CERDAN. 24½m. Ringside Pictures. Photographed directly at the fight location, this gives an almost blow-by-blow account of the Zale-Cerdan match. The photography is only fair, but the impression of a ringside seat remains throughout. The third round is skipped, and so are several others of the more dull periods. The knockdown blow which resulted in the technical K. O. is rehashed in slow motion. FAIR.

Topical

BATTLE FOR GERMANY. 20th Century-Fox—The March of Time. Vol. 14, No. 15. 18½m. The German enigma is presented with much footage of Anglo-American Air Forces operating the airlift. The supply problem is clearly shown as stockpiles of coal, steel, and foodstuffs are taken off blockaded rail and ship lines, and transported by plane. An average German family is shown, and except for the very young, the German view remains predominantly Nazi. Notable in the footage is the contrast between the rubble and the new clothing, etc., as German industry is being revived. General Clay and Robert Murphy are shown, too. EXCELLENT.

FRIEND OF THE FAMILY. RKO—This Is America. 16m. Millions of people have pets, and in this average issue the care and feeding given these pets is depicted. Dogs, cats, goldfish, and birds are the most popular of pets, and whether their owners have wealth or not, there are many hospitals and food products now readied for them. For those who cannot go to the many pet shops and kennels, there are the many branches of the ASPCA, which take good care of the animals. GOOD.

One Reel

Color Cartoon

A-LAD-IN-HIS-LAMP. Vitaphone—Merrie Melodies. 7m. Bugs Bunny finds an Aladdin's lamp, brings forth a genii, who grants his request, and whisks him to Bagdad, where he tangles with the sultan, magic rugs, etc., until the genii gets tired of Bugs calling him up all the time. By the time the lamp is rubbed again, it is in the sultan's possession, and the genii knocks him out. Then, Bugs and the genii

make themselves comfortable in the harem. GOOD. (4711).

CAT NAP PLUTO. RKO—Walt Disney Cartoons. 6m. Although the milkman delivers the milk just as he awakens, Figaro, the kitten, is in a playful mood. Pluto just does manage to collapse on his bed after a pleasureable night but Figaro slaps him awake. Pluto's sandman comes, and puts him back to sleep, but Figaro tickles him awake. This continues with much annoyance to Pluto until his sandman calls Figaro's sandman, and they put Pluto, Figaro, and each other to sleep. GOOD. (94103).

THE FOGHORN LEGHORN. Vitaphone—Merrie Melodies. 7m. Henry Hawk is told by his papa that he is too small to go chicken hunting, and tries to scare him by telling him chickens are monsters, but he decides to go get his first chicken anyway, although he has no idea what they look like. He mistakes a dopey dog for a chicken. The dog tells him a rooster is not a chicken, but a snook. The rooster goes to great lengths to convince Henry he is a chicken, and, in the end, Henry says "Snook or chicken, you'll look fine on our table," as he lugs the big bird, knocked unconscious, home. GOOD. (4710).

HARE SPLITTER. Vitaphone—Bugs Bunny Specials. 7m. Bugs and a dopey rabbit rival are both in love with Daisy Lou, a cute gal bunny. Bugs poses as Daisy to outwit his dopey rival, and almost drives him nuts. Finally, the dope mistakes Daisy, upon her return home, for Bugs. After socking her one, she lets go with all the furniture, vases, etc., driving him out, and leaving the way clear for Bugs. FAIR. (4720).

HISS AND MAKE UP. Vitaphone—Merrie Melodies. 8m. The cat and dog seem to have difficulty getting along, and have to fight in secret and use tricks when the old lady lays down the law. The canary winds up the whole thing by having both of them blamed for damage to the house and furniture, with both of them winding up outside in the snow. The canary is in bad, however. He is sitting comfortably in the cat's mouth. FAIR. (4312).

INFERIOR DECORATOR. RKO—Walt Disney Cartoons. 6m. A bee drawing honey from flowers arrives at the Duck home where Donald is paper-hanging, and mistakes the paper for the real thing. Donald laughs at the bee's antics, and traps him in the glue pot. Angered at this, the bee attempts to sting the duck, but, though failing, manages to get Donald stuck to the ceiling, where he is a ready target for the vengeful bee and the swarm of friends he calls in. FAIR. (94104).

LUCKY DUCKY. MGM—Cartoons. 7m. The lake and the sky are black with ducks but when the duck hunting period begins at six a. m. they all fly away with the exception of one tough little baby duck, much to the hunters' disgust. The baby duck drives the hunters almost crazy with his antics, and leads them a nutty chase over lake and land until he holds up a stop sign. It is five p. m., and the period for duck shooting is over. The lake and the sky are again black with ducks. FAIR.

ODOR OF THE DAY. Vitaphone—Merrie Melodies. 7m. In Cinecolor, this relates the more or less humorless tale of a homeless dog, who seeks refuge from a wintry night in the house of a skunk. It's then a case of running away from the smell, until he catches cold, and can't smell any more. Finally, the skunk has to pose as a doctor and trick him in order to get him out. FAIR. (4709).

THE TRIAL OF DONALD DUCK. RKO—Walt Disney Cartoons. 7m. Donald Duck is in court on the charge of not paying his restaurant bill. His silver-tongued lawyer describes how a heavy downpour forced Donald to enter this swanky eatery with his lunch box and a nickel. He gets a demitasse and music, but no large cup of java so Donald spreads his lunch out after yelling at the waiter. Thus provoked, the waiter pads his bill, and in court the judge decides Donald must pay \$10 or wash dishes for 10 days. Donald breaks the dishes at the close while the waiter screams and cries. **GOOD.** (94102).

Educational

GET RID OF RATS. National Film Board of Canada. 10m. Rats, their living and dying, their habits and destructiveness, their places of habitation, and the results of their scavenging are demonstrated. Organized planning and careful attention to sanitary conditions in a community show how their expansion can be stopped, and various methods are utilized to rid the community of the pests, which account for more deaths than all the wars in history. When booking this for entertainment purposes, it should be noted that the dissection of a rat is shown briefly in the footage. **EXCELLENT.** (Available in 16mm. and 35mm.)

SCIENCE IN BLOOM. National Film Board of Canada. 10m. Montreal's Botanical Gardens are swept by the cameras, and time-lapse photography shows how flowers actually grow. In a few minutes, the full life cycle of a plant is revealed from seed to maturity, and different floral and jungle growing specimens are seen. **EXCELLENT.** (Available in 16mm. and 35mm.)

Musical

IT'S FUN TO SING. National Film Board of Canada. 10m. The Leslie Bell Singers in Canada have gained quite a reputation for themselves for the professional-type of presentation, yet all the girls sing for the fun of it, and have regular jobs during the day. They claim they like to sing under Bell's guidance even though he works them hard. There are some good comedy touches, and the whole production with its cast and presentation is reminiscent of some of the better Hollywood offerings. **EXCELLENT.** (Available in 16mm. and 35mm.)

Novelty

HOLLYWOOD HOLIDAY. Columbia—Screen Snapshots. 9m. Screen personalities Glenn Ford, his wife, Eleanor Powell; Sonny Tufts and his wife, and Charlie Ruggles fly to a western Montana ranch for a vacation, which includes fishing, outdoor picnics, and participating in Indian tribal dances, and being made honorary chieftains. **GOOD.** (1851).

Sports

DIVING CHAMPIONS. Columbia—World Of Sports. 9½m. Miami Beach, Fla., is the locale for practice and study of diving techniques by Pete Desjardins, Earl Clarke, and youthful Mike Copeland. First, the trio practice on the beach, and then they perform at the pool along with other fancy and burlesque divers in some interesting footage. Narration is by Bill Stern. **GOOD.** (1801).

STRIKES TO SPARE. RKO—Sport-scope. 8m. Bowling is the subject of this average series sport short. Teenagers and factory workers alike go in for bowling,

and even the children play the game. Trick shots by the best bowlers are shown in the footage as Andy Varipapa, Buddy Bomar, Joe Wilman, Ned Day, Catherine Fellmuth, and Jo Etien go through their paces. **GOOD.** (84313).

Travel

WINTER DAY ON A COLLECTIVE FARM. Artkino. 10m. Work and play on a farm in the icy winter is depicted in this short, with Yiddish narration. Milking cows, harvesting grain, and a horse drawn sleigh are seen, as well as agricultural students in the laboratory, tailoring, and at a social dance. Skiing and night skating after the day's work make for some picturesque footage. **FAIR.**

Topical

HIGHLIGHTS OF THE UNITED NATIONS. Siritzky International. 10m. The first United Nations screen magazine brings to the screen a resume of UN activities during the year, including the Palestine problem, the work of the various agencies such as the Food and Agriculture Organization, the International Refugee Organization, the World Health Organization, the International Children's Emergency Fund, etc. UN floor meetings of the organization are also seen. **GOOD.** (This will be released simultaneously in 16mm. by Film Program Services, 1173 Avenue of the Americas, New York City.)

SOVIET NEWSREEL 1948 No. 10. Artkino. 10m. This is apparently a typical newsreel of its kind. Women, as well as men, help build a tunnel under an ice-bogged river. Motorcycles have become popular vehicles since the war, and farm inspectors ride the roads on them. People from the many republics gather on a festive occasion to watch famed dancers perform, and large crowds watch the 1948 International Chess Matches. Humorous footage of circus cubs tight-rope walking end this newsreel, which has Yiddish narration. **GOOD.**

Too Late To Classify

Features

Leather Gloves

MELODRAMA
75M.

(Columbia)

ESTIMATE: Good entry for the duallers.

CAST: Cameron Mitchell, Virginia Grey, Jane Nigh, Sam Levene, Henry O'Neill, Blake Edwards, Bob Castro, Sally Corner, Stanley Andrews, Eddie Acuff, Ralph Volkie, and Walter Soderling. Produced and directed by Richard Quine and William Asher.

STORY: Cameron Mitchell, a top lightweight fighter prior to the war, arrives at a desert town, and begs the local fight promoter, Sam Levene, also the local saloon keeper, for a place on the card. After hesitating, he agrees to let him fight Blake Edwards. Mitchell intends to throw the fight, and make some money by betting on himself. Levine bets heavily on him to lose. During the period of training, Mitchell meets Jane Nigh, a waitress, who wants to marry Edwards and settle down with a good job on a nearby ranch. Edwards, however, thinks that he has a chance to go places in the fight game. Mitchell meets educated drunkard Henry O'Neill and Virginia Grey, a wealthy young widow, who likes to get away from New York to her ranch. Mitchell makes such a hit with her that she would like him to marry her, and remain there as boss. He falls in love with Nigh, but she sticks to Edwards. At the fight, Mitchell decides

to beat Edwards so that he will stay, and marry Nigh, and he does, showing up the poor ability of Edwards as far as the professional ring is concerned. Levine and his losing cohorts seek revenge, and Mitchell runs out of town fast with the aid of Grey, whose offer of matrimony and safety he turns down to wander on to other places.

X-RAY: An average entry with a good fight climax, this should find its niche on the duallers where it will round out the program nicely. Interest is sustained throughout, the performances are adequate, as are the direction and production. The film is based on a Saturday Evening Post story by Richard English.

TIP ON BIDDING: Lowest bracket.

AD LINES: "He Would Have Gained A Girl And Riches If He Lost But He Preferred To Keep His Honor, And Win"; "She Wanted Him To Lose So That She Could Win—Him"; "She Wanted Him To Win So That She Could Win—Another Man."

Hills Of Home

DRAMA
95½M.

(Metro)

(Color by Technicolor)

ESTIMATE: Okay "Lassie" entry for the family trade.

CAST: Edmund Gwenn, Donald Crisp, Tom Drake, Janet Leigh, Rhys Williams, Reginald Owen, Edmund Breen, Alan Napier, Hugh Green, Lumsden Hare, Eileen Erskine, Victor Wood, David Thuesky, Frederick Worlock, and Lassie. Directed by Fred M. Wilcox; produced by Robert Sisk.

STORY: Amid the mountains and glens of Scotland, there dwells doctor Edmund Gwenn, farmer Rhys Williams, and his recently purchased collie dog, Lassie, his son, Tom Drake, who has a hankering to be a doctor, and the latter's sweetheart, Janet Leigh, as well as a few other interested parties. Lassie is afraid of water, and Williams decides to palm him off on Gwenn in payment for money due him. Gwenn finds out and is angry but sets out to teach the dog to overcome his fear of water. Drake leaves his future up to Leigh, who decides for doctoring when Gwenn is instrumental in saving her mother's life, but convincing Williams is another matter until Drake is attacked by appendicitis. Gwenn saves him by the use of lately discovered chloroform, and, as payment, demands that Drake be permitted to go to medical school. As the years pass on, Gwenn begins to fail. One night, he insists on answering a night call in a severe snowstorm, and returning, is knocked from his horse into a snowbank. Lassie runs for help, even venturing into a swollen stream, but Gwenn dies, leaving his home, practice, and Lassie to Drake. Drake returns shortly to the girl and country he loves, and which need him and his knowledge.

X-RAY: Another "Lassie" entry, this has a better than average cast and a story that sustains interest pretty much throughout. The cast is capable, and gives a good account of itself, the direction is adequate, and the scenery in Technicolor is pretty, too. While it won't break any records, it should prove a good entry for family and neighborhood trade, where this type of show generally attracts. The film has been suggested by the Ian Maclaren sketches, "Doctor of the Old School."

TIP ON BIDDING: Program price.

AD LINES: "When The Country Doctor Needed Help, He Could Always Count On Lassie"; "He Cared For His People In The True Medical Tradition With The Aid Of Faithful Lassie"; "There's Romance, Drama, And Lassie In This Heart-Warming Story Of A Country Doctor At Work."

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ALPHABETICAL GUIDE To 103 Features Reviewed Since The Aug. 18 Issue

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NIGHT HAS A THOUSAND EYES—81m.—Paramount	2456
NIGHTTIME IN NEVADA—67m.—Republic	2478
NIGHT WIND—68m.—20th-Fox	2459
NO MINOR VICES—95½m.—MGM	2485
NORTHWEST STAMPEDE—75m.—Eagle Lion	2454

O	
OLYMPIC CAVALCADE—56m.—UA	2472
OLYMPIC GAMES OF 1948, THE—134m.—Eagle Lion	2477

ONE TOUCH OF VENUS—81m.—U-Int.	2461
OUT OF THE STORM—61m.—Republic	2471

P	
PEARL, THE—77m.—RKO	2456
PRAIRIE, THE—67m.—Screen Guild	2459
PRIVATE LIFE OF AN ACTOR—95m.—Films International	2488

Q	
QUIET WEEKEND—83m.—Distinguished	2473

R	
RACHEL AND THE STRANGER—93m.—RKO	2458
RETURN OF WILDFIRE, THE—79m.—Screen Guild	2459
ROADHOUSE—95m.—20th-Fox	2479
ROGUES' REGIMENT—86m.—U-I	2487
ROPE—80m.—Warners	2461
RUY BLAS—87m.—Discina International	2488

S	
SAXON CHARM, THE—88m.—U-Int.	2475
SEALED VERDICT—83m.—Paramount	2471
SECRET LAND, THE—71m.—MGM	2455
SHERIFF OF MEDICINE BOW, THE—54½m.—Monogram	2470
SINGIN' SPURS—61m.—Columbia	2485
SINISTER JOURNEY—72m.—UA	2472
16 FATHOMS DEEP—83m.—Monogram	2455
SMART GIRLS DON'T TALK—81m.—Warners	2480
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SONG IS BORN, A—112m.—RKO	2458
SONS OF ADVENTURE—60m.—Republic	2486
SORRY, WRONG NUMBER—89m.—Paramount	2456
SOUTHERN YANKEE, A—90m.—MGM	2455
STATION WEST—91½m.—RKO	2477
SYMPHONY PASTORALE—105m.—Films International	2480

T	
THREE MUSKETEERS, THE—125m.—MGM	2485
TRAIL TO LAREDO—53m.—Columbia	2475
TRIPLE THREAT—70m.—Columbia	2477
TWO GUYS FROM TEXAS—86m.—Warners	2461

U	
UNFAITHFULLY YOURS—106m.—20th-Fox	2487
URUBU—65m.—UA	2460

V	
VARIETY TIME—59m.—RKO	2458

W	
WE LIVE AGAIN—54m.—Jewish Films	2481
WHERE WORDS FAIL—63½m.—Lopert	2473
WALK A CROOKED MILE—91½m.—Columbia	2469

(The running times carried in these listings represent the latest corrected times of each feature.—Ed.)

Pictures in order of release, with principal players, are placed as close as possible to the actual date of release. All dates are subject to change. Westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information from various home offices.

	COLUMBIA	EAGLE-LION	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
SEPT 17	Black Eagle, The Story of A Horse W. Bishop, V. Parlon, G. Jones	In This Corner S. Brody, A. Show, J. Millican				(1948-49) The Velvet Touch R. Russell, L. Genn S. Greenstreet	Son of God's Country, W M. Hole, P. Hurst, P. Blake Desperadoes Of Dodge City, W A. Lone, E. Waller, M. Coles	S.O.S. Submarine (Semi- documentary)	(September releases) The Luck Of T. Power, A. Boxter C. Kelloway	Red River J. Wayne M. Clift, J. Dru, W. Brennan (Hawks)		
24	Singin' Spurs H. Hotshots, P. White, K. Grant (End 1947-48)	My Son, My Son B. Aherne, M. Carroll, L. Hayward (Reissue) International Lady G. Brent, I. Mossey, B. Rothbone (Reissue)		Ranger's Ride J. Wokely, D. Taylor, C. Lorson	(1948-49) Sorry, Wrong Number B. Stonwyck, B. Lancaster, A. Richards	Station West D. Powell, J. Greer		Harpoon J. Bromfield, A. Louis	Escape (Breakstone- Coplen) Olympic Cavalcade (Westport)	Urubu (Breakstone- Coplen) Olympic Cavalcade (Westport)		Rope J. Stewart, J. Dall, J. Chandler, (Transatlantic) (Technicolor)
OCT 1	Triple Threat (1948-49) R. Crane, G. Henry, Pro Football Stars Walk A Crooked Mile D. O'Keefe, L. Hayward, L. Albritton	Hollow Triumph P. Henreid, J. Bennett, L. Brooks	(September releases) A Southern Yankee R. Skelton, B. Donlevy, A. Dahl	The Sheriff Of Medicine Bow, W J. M. Brown, E. Pinley, R. Hutton		Rachel and the Stranger L. Young, W. Holden, R. Mitchum		Duke of West Point L. Hayward, J. Fontaine (Reissue)	Forever Amber L. Dornell, C. Wilde, R. Greene (Technicolor)	The Girl From Manhattan D. Lomour, C. Laughton, G. Montgomery (Bogeous)		
8	I Surrender Dear G. Jean, D. Street, D. McGuire	Adventures of Gallant Bass C. Mitchell, A. Long, P. Knight (Cinecolor)	Luxury Liner G. Brent, J. Powell, L. Melchior (Technicolor)	Smuggler's Cove Bowery Boys	Isn't It Romantic V. Loke, M. Hatcher, B. DeWolfe	The Pearl P. Armendariz, M. E. Marques (Mexican-made)	Moonrise D. Clark, G. Russell, E. Barrymore (Feldman-Grant)	The Mozart Story H. Holt, W. Markus	The Creeper E. Cionelli, O. Stevens, J. Vincent	Strange Gamble, W W. Boyd, A. Clyde, R. Brooks (Hopalong Cassidy)		Smart Girls Don't Talk V. Mayo, B. Bennett, R. Hutton
15	El Dorado Pass, W C. Storrett, S. Burnette, E. Verdugo	Behind Locked Doors R. Carlson, L. Bremer, R. Moore	Julia Misbehaves (October releases) G. Garson, W. Pidgeon, P. Lowford			The Best Years of Our Lives F. March, D. Andrews, M. Loy, T. Wright	Grand Canyon, Trail R. Rogers, A. Devine, J. Frazee (Trucolor)	Last Of The Wild Horses J. Ellison, J. Frazee, M. B. Hughes (Sepiotone)	An Innocent Affair F. MacMurray, M. Carroll, C. Rogers (Nosser)		(September releases) The Saxon Charm R. Montgomery, S. Hayward, J. Payne	
22	Rusty Leads The Way T. Donaldson, S. Moffett, J. Liel	The Count Of Monte Cristo (Reissue) The Son Of Monte Cristo L. Hayward, J. Bennett, G. Sanders (Reissue)	The Secret Land Admiral Byrd Adventure (Technicolor)	Outlaw Brand, W J. Wokely, C. Taylor, C. Lorson	Night Has A Thousand Eyes E. G. Robinson, J. Lund	Melody Time (Disney) (Technicolor)	The Denver Kid, W A. Lane, E. Waller, C. Gallagher	Stagecoach War, W W. Boyd (Reissue)	Apartment For Peggy J. Crain, W. Holden, E. Gwenn (Technicolor)	Plot to Kill Roosevelt (English-made) (Selected Films)	For The Love Of Mary D. Durbin, E. O'Brien, D. Taylor, J. Lynn	Johnny Belinda L. Ayers, C. Bickford
29	The Loves Of Carmen R. Hayward, G. Ford, R. Randell (Technicolor)		No Minor Vices D. Andrews, L. Palmer, L. Jourdan (Enterprise)	Incident J. Frazee, W. Douglas, J. Compton		Mourning Becomes Electra R. Russell, M. Redgrave, R. Massey	Drums Along The Amazon G. Brent, V. Rolston, B. Aherne	Mark Of The Lash, W L. Lo Rue, A. St. John	Night Wind C. Russell, V. Christine, J. Ridgely (Wurtzel)			
NOV 5	The Untamed Breed S. Tufts, B. Britton, G. Hayes (Cinecolor)		The Three Musketeers L. Turner, G. Kelly, V. Heffin (Technicolor)		Sealed Verdict R. Millond, F. Morly, J. Hoyt	A Song Is Born D. Koye, V. Mayo, B. Korloff (Goldwyn)			Road House C. Wilde, I. Lupino, C. Holm, R. Widmark (November releases)			
12	Leather Gloves C. Mitchell, V. Grey, S. Loverne			Gunning For Justice, W J. M. Brown, R. Hutton, E. Finley		Station West D. Powell, J. Greer			When My Baby Smiles At Me B. Grable, D. Douglas, D. Dailey, (Technicolor)	My Dear Secretary L. Doy, K. Douglas K. Wynn (Popkin)		June Bride B. Davis, R. Montgomery, F. Bointer
19	Racing Luck G. Henry, S. Clements, D. Bruce			Courtin' Trouble, W J. Wokely, V. Belmont, D. Taylor		Indian Agent, W T. Holt, N. Beery, Jr., R. Martin			Belle Starr's Daughter G. Montgomery, R. Comeron (Alperton)	High Fury M. Carroll, I. Hunter, M. Rennie (Rogers-Cohn) (Foreign-made)		
26	The Return of October G. Ford, T. Moore, J. Gleason (Technicolor)			Temptation Harbor R. Newton, S. Simon (English-made)		Tarzan's Fountain Of Youth L. Borker, B. Joyce A. Dekker			Bungalow 13 T. Conway, M. Hamilton, R. Cromwell			
				Kidnapped R. McDowall S. England, D. O'Hertly		The Boy With The Green Hair P. O'Brien, B. Hale, D. Stockwell (Technicolor)			Jungle Patrol K. Miller, A. Franz, R. Ford			

HOLIDAYS—SPECIAL EVENTS
Nov. 2—Election Day
Nov. 11—Armistice Day
Nov. 25—Thanksgiving Day

SELZNICK RELEASING ORGANIZATION
The Porodine Case—G. Peck, Volli, A. Todd
Mr. Blaming Builds His Dream House—M. Loy,
C. Grant, M. Douglas

FILM CLASSICS
Drums—(Technicolor) (Reissue)
Four Feathers—(Technicolor)—(Reissue)
Miraculous Journey—R. Calhoun, V. Grey, (Cinecolor).

Sofio—G. Raymond, S. Gurie—(Cinecolor)
Border Wolves—(Western Reissue)
Pony Post—(Western Reissue)

UNITED ARTISTS ANNOUNCES
THE EXPLOITATION **SCOOP**
OF THE YEAR!

*Ready for Release
OCT. 22nd*

" **The Plot to**

**Revealed for the first time!
NOT A DOCUMENTARY! IT'S FICTION BASED ON FACT!**

Kill Roosevelt "

FROM A STORY CIRCULATED BEHIND CLOSED DOORS FROM DOWNING STREET TO THE KREMLIN!



Sensational Accessory Line NOW Available at Your National Screen Exchange!

A Selected Films, Inc. presentation • Directed by WILLIAM FRESHMAN • Released thru UNITED ARTISTS

R A T I O N O

THE EXHIBITOR



SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE

OCTOBER 20, 1948



VOLUME 40
NUMBER 24

NOT SOLD

W. P. White, Southeastern Theatre Equipment Company, RCA's Jack O'Brien, S. A. Fineberg, Alexander Theatre Supply Company, Pittsburgh; "Stub" Schultz, San Francisco district manager, RCA Service Company, and Oakleigh Hill, Dallas manager, Southwestern Theatre Equipment Company, observe television at the TESMA-TEDPA St. Louis meeting.

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

IN THIS ISSUE: *Recent developments in the equipment field provide interesting highlights in*

PHYSICAL THEATRE

GREER GARSON • WALTER PIDGEON
in "JULIA MISBEHAVES" • PETER
LAWFORD • ELIZABETH TAYLOR
CESAR ROMERO • Lucile Watson • Nigel
Bruce • Mary Boland • Reginald Owen
Screen Play by William Ludwig, Harry
Ruskin and Arthur Wimperis • Adaptation
by Gina Kaus and Monckton HOFFE • Based
Upon the Novel "The Nutmeg Tree" by
Margery Sharp • Directed by JACK
CONWAY • Produced by EVERETT
RISKIN • An M-G-M Picture.



TWO BIG

A black and white photograph of a hand holding a dark glass bottle of Metro Cola. A tag is attached to the neck of the bottle. The tag contains text about the movie 'The Three Musketeers'. The bottle has a label that reads 'METRO COLA' and '100% VITAMIN M-G-M' with a small logo of a bear's head.

**THE THREE
MUSKETEERS**

COLOR BY TECHNICOLOR
WORLD PREMIERE SOON!

LOEW'S STATE

Broadway's Newest DeLuxe Show-case

**METRO
COLA**

100% VITAMIN M-G-M



M-G-M presents Alexandre Dumas' "THE THREE MUSKETEERS" starring LANA TURNER • GENE KELLY JUNE ALLYSON • VAN HEFLIN ANGELA LANSBURY • FRANK MORGAN • VINCENT PRICE KEENAN WYNN • JOHN SUTTON GIG YOUNG • Color by TECHNICOLOR • Screen Play by Robert Ardrey Directed by GEORGE SIDNEY Produced by PANDRO S. BERMAN

OPENINGS!

METRO-COLA, THE PEP OF THE INDUSTRY!

Now!
it's 9

months in
row for
20th
CENTURY-FOX

n Motion
Picture
Merald's list
f boxoffice
Champions...
The ONLY
ompany to
make the
st EVERY
MONTH to
ate in '48!

**SEPTEMBER BOXOFFICE CHAMPION
AND VARIETY SCOREBOARD HIT!**



BETTY GRABLE • DOUGLAS FAIRBANKS, Jr.
That **LADY IN ERMINE**

COLOR BY TECHNICOLOR • Produced and Directed by ERNST LUBITSCH

... CHAMPIONS COMING UP!



CRY OF THE CITY

VICTOR MATURE • RICHARD CONTE

Directed by
ROBERT SIODMAK

Produced by
SOL C. SIEGEL



IDA LUPINO • CORNEL WILDE
CELESTE HOLM • RICHARD WIDMARK

ROAD HOUSE

Directed by JEAN NEGULESCO
Produced by EDWARD CHODOROV



GREGORY ANNE RICHARD
PECK • BAXTER • WIDMARK

YELLOW SKY

Directed by
WILLIAM A. WELLMAN

Produced by
LAMAR TROTTI



JEANNE CRAIN • WILLIAM HOLDEN • EDMUND GWENN

APARTMENT FOR PEGGY

COLOR BY TECHNICOLOR
Directed and Written for the Screen by GEORGE SEATON
Produced by WILLIAM PERLBERG



BETTY GRABLE • DAN DAILEY
WHEN MY BABY SMILES AT ME

COLOR BY TECHNICOLOR
Directed by WALTER LANG • Produced by GEORGE JESSEL



REX HARRISON • LINDA DARNELL
RUDY VALLEE • BARBARA LAWRENCE

UNFAITHFULLY YOURS

An Original Screen Play Written, Directed and Produced by
PRESTON STURGES

... AND

World Premiere November 4, Rivoli Theatre, N.Y.

DARRYL F. ZANUCK presents



OLIVIA de HAVILLAND

THE SNAKE PIT

also Starring MARK STEVENS and LEO GENN

Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK and ROBERT BASSLER

SPYROS
P. SKOURAS
35th Anniversary
Celebration
SEPT. 26 to DEC. 25
INCLUSIVE

Smart Showmen Keep Company with the Company of Champions 20th
CENTURY-FOX



NOW it is being suggested that drive-in operators furnish individual warmers for cars to buck the cold weather. Up to now the sole method of heating has probably consisted of some car patrons burning because the quality of the entertainment has not always been what it should.

★

THE HANDS ACROSS THE SEA department reports that business must also be slipping in England. A theatre manager in Middlesbrough hired 30 girls to act as baby sitters. For one week, parents wishing to go to the movies could call the theatre, following which a cab delivered the sitter to the home, took the parents to the theatre, took them home after the show, and then took the sitter back to the theatre to wait for more calls.

★

COOPERATION is being asked of theatres in getting out the vote on Nov. 2. In view of what Election Day will do to normal business, it might be well for the trailer to read: "Vote during the day, and relax here at night."

★

A CONNECTICUT CITY is taxing television set owners because a television set comes under the municipality's personal property tax, and there isn't a moviemanager among the city lawmakers, either.

★

THE ECONOMY WAVE now current will probably prevent a junket being held for the world premiere of "Christopher Columbus" on an ocean liner, but it might have been a good idea.

★

THEY TELL the story of a manager who hadn't had a Saturday night off in years. He finally managed to fix things so that his assistant took over that night in order that he and his wife could have dinner at the home of friends. Following the dinner, the manager and wife were treated to a program of home movies.

—H. M. M.

I N D E X

VOL. 40, No. 24

OCTOBER 20, 1948

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THE EXHIBITOR

VOL. 40, No. 24



OCTOBER 20, 1948

A Note To Sir Alexander

SINCE British producer Sir Alexander Korda has been quoted as declaring that he will sell his features to American television stations unless he gets more revenue from the American market in the form of more playdates, it might be well to consider other angles of the situation.

MOST recent of Sir Alexander's presentations in this country are "Anna Karenina" and "Mine Own Executioner," neither of which is causing any 20th-Fox booker to work overtime in getting dates nor have they made American exhibitors—who played them feel more kindly toward British pictures. If we were to go back further in the Korda book, chances are the record would still be the same, a story which has often caused the U. S. theatre-men to declare: "How can he keep making them so unattractive for this side of the pond?"

WE DARE SAY that U. S. television stations would be glad to play the Korda pictures, at a price, of course. The television stations well know that reissues that they have been playing will run dry, and that it is still cheaper to run bad features over video than to use live entertainment without sponsors. Television stations are far from being profitable, so it becomes a question of "keep going" until the sponsors become more generous with their appropriations.

WHY SIR ALEXANDER or any British producer should avoid the main issue at hand is difficult to understand. British films have lagged on this side not because of boycotts or personal exhibitor preferences but simply because the great majority of them don't pull at the boxoffices of the nation. The records are available.

IF THE BRITISH wish to have their films subsidized by American exhibitors, that is another matter. In the long run, it would probably be far cheaper for exhibitors to set aside a sum of money, and call it a subsidy, than to play a run of British films, and lose more. We don't advocate a subsidy, but then at least the whole problem would be devoid of red herrings.

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AT THE ST. LOUIS MEETING, ED LEWEN DEMONSTRATES THE ELIZABETH IRON WORKS' NEW DRIVE-IN SCREEN TO D. STRAUSS, B. SUSSMAN

It Already Ranks With The Best

The TESMA-TEDPA Meeting In St. Louis Proves A New Idea Has Made Good

THOUGH one of the newest of trade meetings, the TESMA-TEDPA convention and trade show, first introduced a little over two years ago, has already taken its rightful place among more important industry conclaves.

The meeting this year, held in St. Louis, again proved that the Theatre Equipment and Supply Manufacturers' exposition and trade show, sponsored jointly by the TESMA and TEDPA, has the interest and attention of every branch of the industry.

The sessions exceeded all expectations. Sixty-nine companies, representing every branch of theatre equipment, exhibited the newest and most improved as well as familiar lines of theatrical accessories and supplies. Exhibitors from every part of the country came to watch the demonstrations, compare new designs and styles, and to take part in general in an affair originally designed mainly for architects, builders, decorators, and the like.



The Typhoon Company's packaged air-conditioning unit is shown being demonstrated by E. R. Garfield and Don Petrone, who represented the company at recent St. Louis TESMA-TEDPA meet.

Showmen from all over America wandered through the halls, stopped to watch demonstrations, and compared notes on what they had seen. There was scarcely a moment's let-up during the entire session.

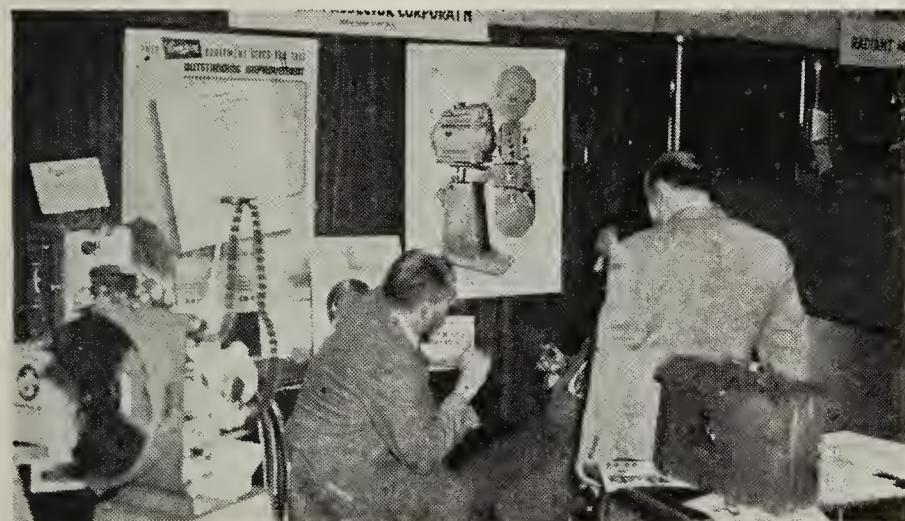
Demonstrators had to work overtime to satisfy all of those who wanted to see just how the equipment worked.

But all was not business. A mayor's luncheon became one of the memorable events of the get-together. The annual dinner again surpassed all estimates, and the cocktail parties also gave those attending a chance to become better acquainted. Numerous open house evenings provided an informal lighter side that made the 1948 show the largest and best yet.

On the pages that follow may be found many photos of booths, representative of the many which helped make the meeting one long to remember.



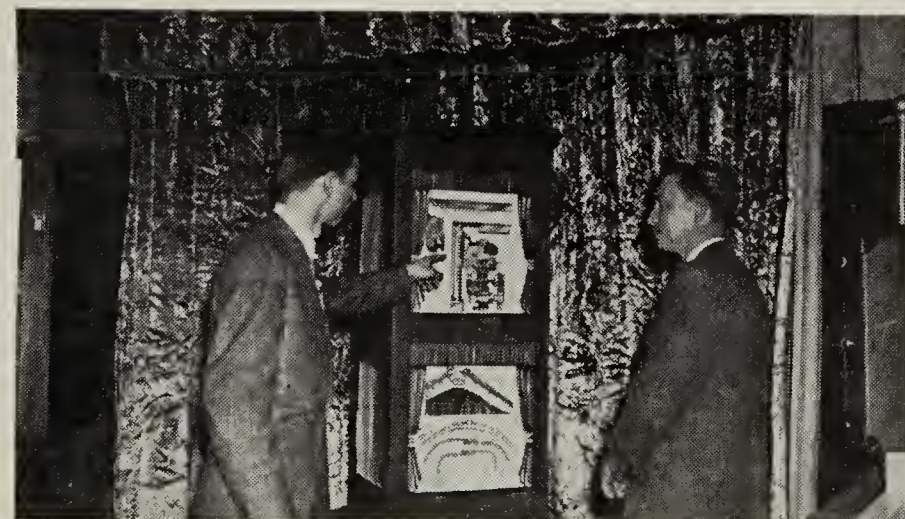
Interest in quickly and easily-built theatres was evinced by the exhibitors who came to see the Poblocki and Sons exhibit. Ben B. Poblocki and his son, Barney, showed visitors their line of a dozen or more styles of prefabricated theatres which are now being erected in many suitable locations.



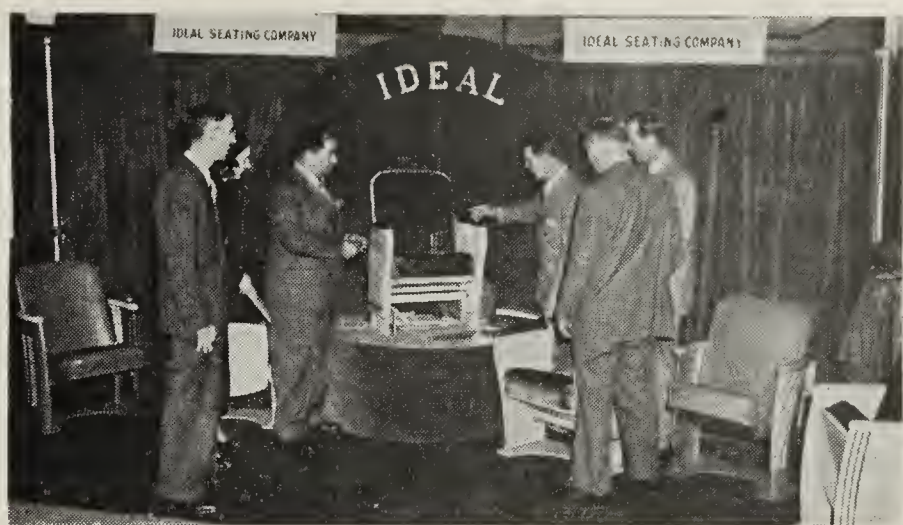
The parts inside motion picture projectors came out into the open at the Century Projector Corporation's exhibit, which featured many cutaways for ease in explaining new innovations. Interested exhibitors were hosted around the exhibit by Larry Davee, who explained the apparatus.



One pinnacle of elegance in theatre chairs was demonstrated to the customer by Bert Gage at the Heywood-Wakefield Company exhibit. The line of theatre chairs came in for very wide attention, and Gage had his hands full showing advantages of his equipment. J. O. Obey also attended.



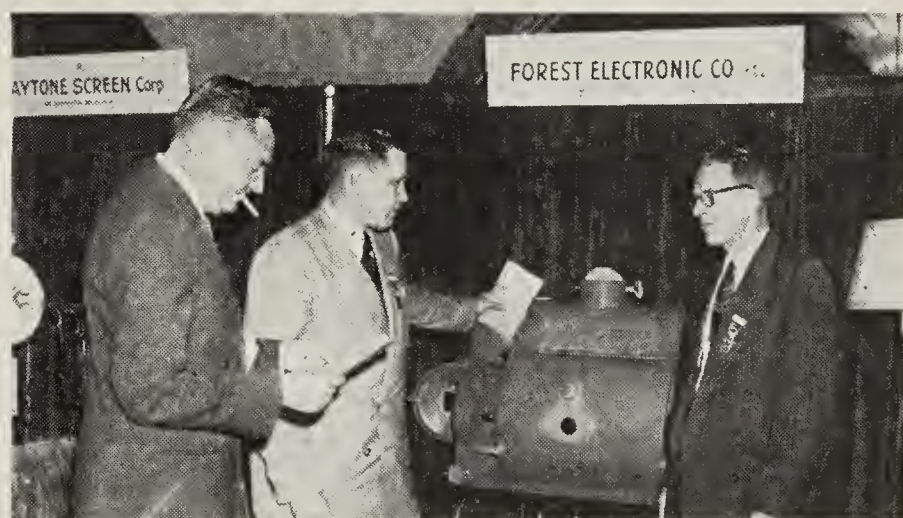
Curtain control equipment, as an essential part of any theatre, came in for a great deal of discussion as R. B. Vallen demonstrated the Vallen, Inc., equipment at its booth in the exposition hall. The demonstrations were staggered to give everyone a chance to look at everything interesting.



Featured at the Ideal Seating Company booth was Bill Gedris' demonstration of a new slide-back chair, which moved with such smoothness that a glass of water which was placed in the seat of the chair never even wobbled. That proved that the chair was really extremely noiseless.



A demonstration that went on practically from one end of the session to the other was the exhibit of General Register Corporation. Exhibitors kept Bill Stober and Larry Salerno busy showing them just how their issuing and stub-rod control system worked. As did most booths, this received attention.



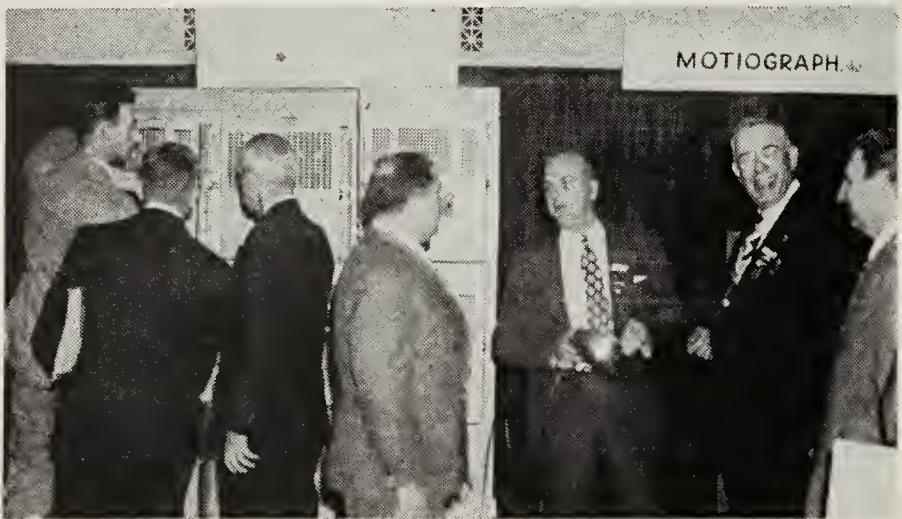
Much attention was given to a radical departure from the standard in projection lamps at the Forest Electronic Company's exhibit, where Jim Elderkin, who is shown demonstrating the equipment, had to explain the new machine over and over again to several batches of theatre-owners.



A new television projector adapted to many uses is shown as it is being demonstrated by RCA's Marty Bennett, Bernie Shultz, R. Q. Millar, and Dave Dewey. The location is the RCA booth which, as were almost all of the other booths, was filled to capacity most of the time.



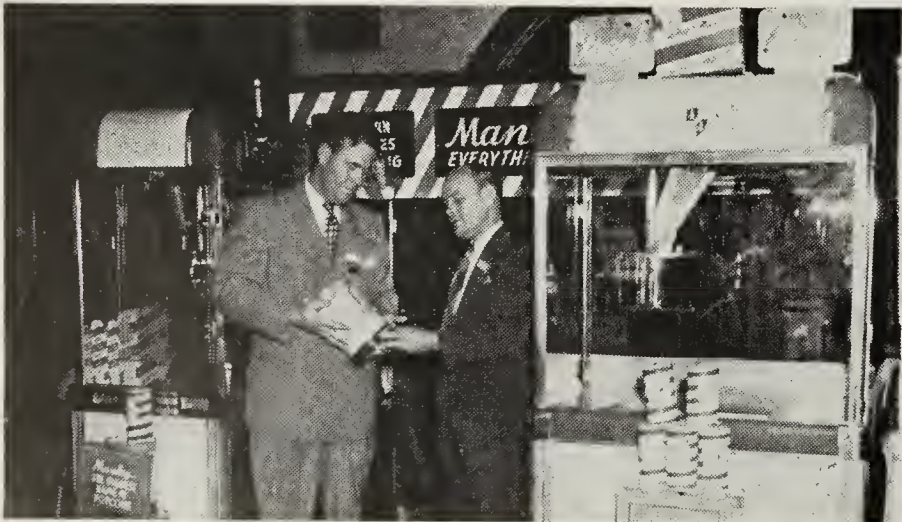
Barton Kreuzer, manager, RCA Theatre and Film Recording, explains the use of a new theatre television projector to George M. Burbach, standing, general manager, television station KSD-TV, St. Louis. The apparatus is more compact than previous ones, throwing a clear, bright, 20-by-15 foot picture.



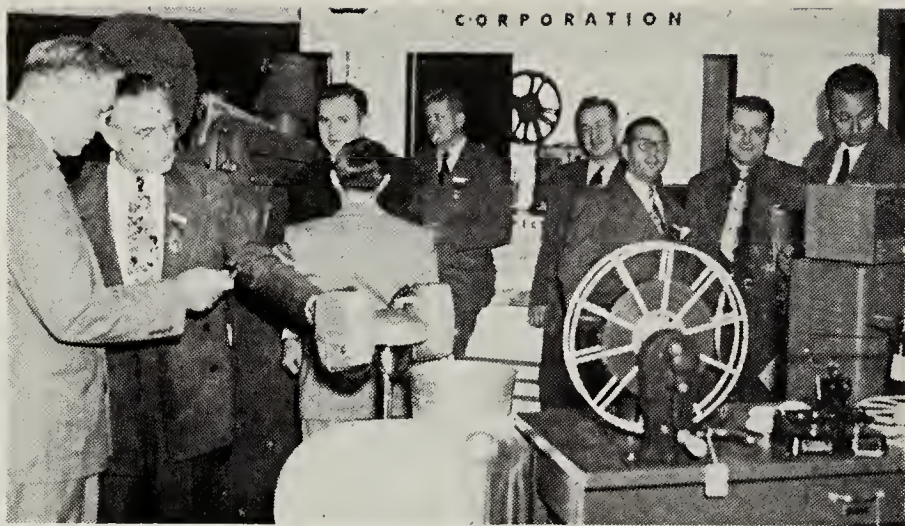
Fred Matthews and his brother, Thor Matthews, found that everyone was greatly interested in the Motiograph exhibit. This setup featured a new in-car speaker and amplifier designed for drive-ins, which Motiograph has been manufacturing. Many of the exhibits featured some change in design.



A full line of marquee and sign letters, including Adler's well-known third-dimensional letters, was shown at the Adler Silhouette Letter Company booth. Shown here are Dick Strauss and Ben Adler demonstrating a complete line already familiar to many exhibitors, for the interested comers.



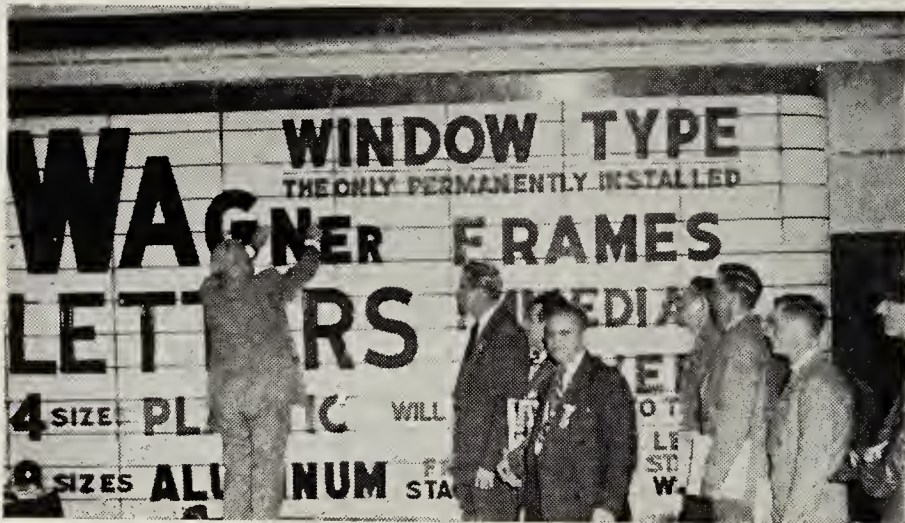
Much interest was shown in the Manley, Inc., exhibit, which featured a new type of canned popcorn. The Manley popping machines and warmers came in for their share of attention. The new corn is being demonstrated by R. D. Von Englen to Rule, Miss., exhibitor B. F. Jackson.



Among those seen at the DeVry Corporation exhibit were William C. DeVry, H. B. Engel, I. L. Fleming, and Bill Dute. The exhibit, which featured many new innovations, was considered one of the most attractive at the meeting. These men are looking over the latest in-car-speaker made by DeVry.



The Strong Electric exhibit featured a new spotlight which is being inspected by James F. Willard, H. E. Brown, A. J. Hatch, and Russel Ayling, who supervised the exhibit in general. The entire exposition was so arranged that visitors could go back and forth between exhibits and compare easily.



Interested exhibitors from all parts of the country kept Lou Sherman and Glenn Hennings at the Wagner Sign Service booth busy showing the many uses of the Wagner line of frames and letters. The letters and frames are built to accommodate as many possible combinations as any exhibitor wants.



One of the newest features at the exposition was the Drive-in Theatre Equipment Company's exhibit of an intercom system, which lets the patron call to the extra profits stand without leaving his car. The exhibit was presided over by smiling E. B. Brady, explaining the new equipment.

MEL KONECOFF'S NEW YORK

THE annual dinner-dance of the Paramount Pictures Club was held last fortnight in the Waldorf-Astoria's Grand Ballroom, and a swell time was had by all, even your reporter, who didn't walk off with a single prize in the drawing of valuable items held during the evening. The company's entire home office and exchange personnel gathered at the affair, which also signalized the conclusion of club prexy Monroe Goodman's administration.



The assemblage witnessed a 30-minute television show originating on the stage of the ballroom, which featured fashions from "Miss Tatlock's Millions," an interview with Mr. and Mrs. Barney Balaban, etc. Also seen were several acts from the Paramount's stage show, and from the latter we cribbed the following gags which we pass on here for use at smokers, lodge meetings, staff meetings, and gatherings of the Ladies' Afternoon Tea Club.

First Man: Can your wife keep a secret?

Second Man: Sure.

First Man: Okay. Then I'm safe. (That's all).

* * *

Mr. Bones: Didya hear about the fire in the church?

Mr. Rastus: Holy Smoke? (Waddya want, blood?)

MARX TIME DEPT.: The other day we were prevailed upon to interview Chico Marx in the board room of United Artists, and while we rested in the same chair that must have once held Mary Pickford, Charlie Chaplin, Ed Raftery, or Grad Sears, and waited on Marx's arrival, we wondered if he was as funny without costume as he was with. Some 20 minutes late, and apologetic, he showed up claiming he overslept with the aid of a sleeping pill. When the photographer present aimed his camera, he quick pulled his hat over his receding forehead, claiming that it would at least make him look a year younger.

It turned out that he was east to appear on a television show, as well as to discuss appearing on one of his own, negotiations for which are under way. He said he would love to do it but the only drawback was that he would have to live in New York, and this he didn't know if he was up to as he has gotten out of practice dodging cabs after having resided in California for some 20 years. He reported that he still has to do two more scenes for the Marx Bros.' latest, "Love Happy," a UA release, for which Ben Hecht scripted the screenplay. If this sounds queer, it turns out that Hecht has been a buddy of the brothers ever since he worked on a Chicago newspaper some 27 years ago, and he has always threatened to write a film for the boys. Lo and behold, it's come true, for a percentage of the profits, naturally.

Chico hoped that he and his brethren will get around to doing "The Life Of The Marx Bros." in the near future, also probably for UA release, and mayhap also for Lester Cowan.

It seems that Chico, Harpo, and Hecht own 50 per cent of "Love Happy," having bought out brother Groucho. Asked why he is always making personal appearance tours, Chico replied that Groucho likes his radio show, and Harpo likes his golf, but then again they're well off, and they don't play the horses, whereas he does, and, therefore, he has to work, and he thinks he has more fun.

The one disappointing thing about the morning was no piano for him to fool around on while we were gabbing. Well, you can't have your cake and music, too.

PROGRESS NOTE: If you are interested, one circuit contemplates dropping newsreels altogether once scheduled television lounges now under construction are completed. The newsreels are too late with most topical coverage, and the programs are too long to satisfy audiences. Could this be the start of a trend?

RECOMMENDED DEPT.: We saw something new in shorts the other day when 20th Century-Fox showed "Symphony Of A City," which has nary a word uttered, but relies instead on the blending of pantomime, images, and sound. It graphically depicts the candid actions and behavior of the people of a typical European city as they go about their daily pursuits. The camera work is excellent.

HATS OFF: Recently, we had occasion to view the latest Bowery Boys' entry, "Troublemakers," distributed by Monogram, and we think that a few words of praise is due producer Jan Grippo for the ever-improving quality of the series, which have proven popular with exhibitors and public alike. The latest should prove an audience-pleaser.

THE METROPOLITAN SCENE: A record was established recently when 20th Century-Fox sneak previewed "Apartment For Peggy" in six theatres in the area in one night. . . Dick Walsh, IATSE international prexy, announced his support of Harry Truman in the forthcoming election. . . . Walter Reade Theatres permitted free access to television sets for the world series games. . . . Another rarity has hit the Main Stem in the form of a woman manager. She is Margie McCarthy, and the house is the Rialto. The promotion climaxes a career in the biz which started eight years ago. . . . A better pressbook is out on "Apartment For Peggy." . . . Joe Bonomo, former strong man and onetime "King Of The Serials," is being interested in a television program to show how the body beautiful can be developed. . . . P. A. Myer Beck is happy over the fact that every seat has been sold every evening performance of "Symphonie Pastorale" since the French pic opened at the Paris. . . . Priscilla Morley, magazine cover model and wife of "Hank" Linet, eastern advertising manager for U-I, was recently hospitalized. . . . Norman Pader, Republic exploitation staffer, became the proud pappy of a boy. . . . During United Nations' Week, Oct. 18-Oct. 22, RCA Exhibition Hall scheduled special film programs daily, utilizing the UN theme.

Support Growing For "Vote" Idea

WASHINGTON—Cooperation for the Allied proposal to use the screens in a "Get Out The Vote" campaign was indicated in a bulletin from the organization last week. Nicholas M. Schenck, Loew's, indicated that the newsreels of his company would plug the idea, and Ned E. Depinet, RKO head, commended the plan.

In addition, Secretary of War James Forrestal praised the suggestion.

"Peggy" Strong In B'way Debut

NEW YORK—Business was just about average in the Broadway first-runs last weekend, with the Roxy and Radio City Music Hall out in front. According to usually reliable sources reaching THE EXHIBITOR, the break-down was as follows:

"JOHNNY BELINDA" (WB). Strand, with stage show, claimed \$32,000 for Friday, Saturday, and Sunday, with the third week expected to top \$65,000.

"ROPE" (WB). Globe did \$12,500 for Friday through Sunday, with the eighth week going to \$18,000.

"APARTMENT FOR PEGGY" (20th-Fox). Roxy, with stage show, opened to \$67,000 for Friday through Sunday, the first week sure to hit \$125,000.

"JULIA MISBEHAVES" (MGM). Radio City Music Hall, with stage show, garnered \$87,000 for Thursday through Sunday, with the second week heading toward \$136,000.

"MOURNING BECOMES ELECTRA" (RKO). Mayfair reported \$30,000 for the opening week.

"RED RIVER" (UA). Capitol, with stage show, announced \$49,000 for Thursday through Sunday, with the third week sure to reach \$72,000.

"NIGHT HAS A THOUSAND EYES" (Para.). Paramount, with stage show, claimed \$85,000 for the first week.

"HAMLET" (U-I). Park Avenue claimed \$16,000, or capacity business, for the third week of this road show, two-a-day, reserved seat engagement.

The National Release Date Guide, Which Is Always Found On the Inside Back Cover Of This Publication, Is the Most Authentic Service Of Its Kind.

H-63 Gets Certification

NEW YORK—The IATSE Motion Picture Home Office Employees Local H-63, AFL, were last fortnight certified by the National Labor Relations Board as the collective bargaining representative of UA home office white collar workers, thereby upholding the validity of the local's victory in last month's shop election at UA.

The election's outcome was challenged by UA employe Cecilia Schuman, who filed an appeal with the NLRB against certification of H-63 on the charge that the company "assisted" the union, but her appeal was denied.

Future Period Up In Dipson Action

BUFFALO—Both sides in the Dipson Theatres vs. Buffalo Theatres, Inc., and eight major distributors anti-trust suit were given until this week to prepare briefs after completion of the hearing last week.

The plaintiffs allege trebled damages in excess of \$5,000,000 from 1939 to 1949, basing their claim involving the future date on the allegation that because of the monopolistic practices of the defendants they lost two theatres which otherwise they would have been operating on lease to next year.

The defendants take issue on this entire period.

They claim that New York statutes limit the period during which such damages could have been incurred to six years prior to the date of filing suit, and that in no case can damages for a future period be allowed.

Republic Holds Eastern Meet

NEW YORK—Republic held a two-day regional sales meeting at the New York Athletic Club last week.

Branch managers attending were Frank Dervin, Boston; I. T. Sweeney, Pittsburgh; Merritt Davis, Atlanta; J. H. Dillon, Charlotte; Harold Laird, Tampa, Fla.; George H. Kirby, Cincinnati; Irwin H. Pollard, Cleveland; Jake Flax, Washington; Arthur Newman, Albany; Jerome Lewis, New Haven; Leon A. Herman, Buffalo, and William Murphy, New York.

J. R. Grainger, executive vice-president in charge of sales and distribution, presided, assisted by Edward L. Walton, assistant general sales manager, and Walter L. Titus, Jr., division manager, co-captains of the current "J. R. 'Jimmy' Grainger 10th Anniversary Drive."

Herbert J. Yates, Republic president, addressed the meeting at the closing session.

Mono. Dallas Franchise Sold

HOLLYWOOD—Steve Broidy, president, Allied Artists and Monogram, announced last week that his companies had purchased 100 per cent ownership of the AA-Monogram Dallas franchise formerly owned by Lloyd Rust and E. Blumenthal. Acquisition brings a total of nine domestic exchanges owned entirely by the companies, plus two in which they have 50 per cent ownership.

Rust and Blumenthal will devote all their time to the expansion of their theatre holdings.

Tele. At SMPE Meeting

NEW YORK—Leaders in the field of large-screen television development for the industry will reveal major advances in research and equipment engineering during the past few months at the 64th semi-annual convention of the Society of Motion Picture Engineers at the Hotel Statler, Washington, D. C., Oct. 25-29, it was announced by Loren L. Ryder, president, last week.

Arthur Mayer Honored

NEW YORK—Arthur Mayer last fortnight accepted appointment as chief of the film branch for the Office of Military Government for Germany.

Truman, Dewey Given Newsreel Coverage

NEW YORK—As a public service in the direction of helping the voters of America choose their next president, 20th Century-Fox will present in forthcoming issues of its Movietonews special subjects on President Truman and Governor Dewey, it was announced last week by President Spyros P. Skouras.

The "Dewey Story" was scheduled for the Movietonews issue of Oct. 14, and the pictorial highlights of President Truman's career were carried on Oct. 18.

This step is in keeping with the company's long established policy of providing special service whenever this service can be provided in the national public interest, Skouras explained.

Paramount News announced also that as a public service and in cooperation with the Democratic and Republican parties it would issue special newsreel stories on the two principal candidates, Dewey and Truman. Each of the stories ran approximately 900 feet, and went out in addition to the regular current newsreels.

Warner Pathe News also announced that it would issue added footage on both Truman and Dewey as a special public service political feature, as did News of the Day and Universal Newsreel.

G. S. Eyssell Honored

KANSAS CITY—Motion picture industry leaders from both the east and west coasts converged here last week to attend a testimonial dinner honoring G. S. Eyssell, executive manager, Rockefeller Center, and president, Radio City Music Hall, New York City. Eyssell, a native of this city, was honored on the occasion of the 30th anniversary of his entrance into show business.

Local film leaders sponsored the dinner held at the Hotel Muehlebach. Chairman of the committee was Elmer C. Rhoden, president, Fox Midwest Theatres, with Ben Shlyen, Arthur Cole, and Senn Lawler, co-chairmen.

Fred L. Lynch, Music Hall director of advertising and publicity, accompanied Eyssell to the event.

Wolfson Heads TOA Tele.

NEW YORK—Arthur H. Lockwood, newly elected president, Theatre Owners of America, last week named Mitchell Wolfson, Miami, Fla., as chairman of TOA's television committee.

Mono.—AA. Report Shows \$497,696 Loss

HOLLYWOOD—Steve Broidy, president, Monogram and Allied Artists, last week reported for the fiscal year ended on July 3, 1948, a consolidated net loss of \$497,696, after a net tax refund of \$480,414 available under the loss carryback provisions of income tax laws. This compares with a net profit after taxes of \$375,896 in the fiscal year ended on June 28, 1947.

Gross income increased to \$9,030,906, a gain from the \$8,100,206 reported in the 1947 fiscal year. Allied Artists' product accounted for this 11.5 per cent rise, but the release of initial high budget features under this program coincided with a period of declining theatre attendance in this country and increasingly difficult distribution conditions abroad.

For example, foreign rentals were 5.5 per cent higher, but accounted for 21 per cent of gross income, as compared with 22.9 per cent in the preceding year. Only one AA picture was exhibited in Great Britain last year because of the ad valorem tax. Total operating expenses in 1948 increased to \$10,009,016 from \$7,507,938, or 33.3 per cent.

As of July 3, 1948, Broidy's report continued, consolidated current and working assets totaled \$6,499,672. Current liabilities aggregated \$4,412,120, including notes payable to banks of \$2,585,000, which subsequently have been reduced by \$295,000. Frozen funds on deposit in foreign countries approximated \$262,000 at current exchange rates, but will not be included in assets or earnings until converted into U. S. dollars.

"Skouras Drive" Aides Named

NEW YORK—Special advertising and publicity representatives have been appointed to handle campaign promotions and events for each sales division in the "Spyros P. Skouras 35th Anniversary Celebration," Charles Schlaifer, 20th Century-Fox's director of advertising and publicity, announced last week.

Chosen to serve in an advisory capacity in general sales manager Andy W. Smith's home office cabinet are Rodney Bush, exploitation manager, advisor to the eastern division; Stirling Silliphant, executive assistant to Schlaifer, advisor to the southern division; Christy Wilbert, advertising manager, advisor to the central division; Sid Blumenstock, assistant exploitation manager, advisor to the western division, and Jonas Rosenfield, Jr., assistant advertising manager, advisor to the Canadian division.

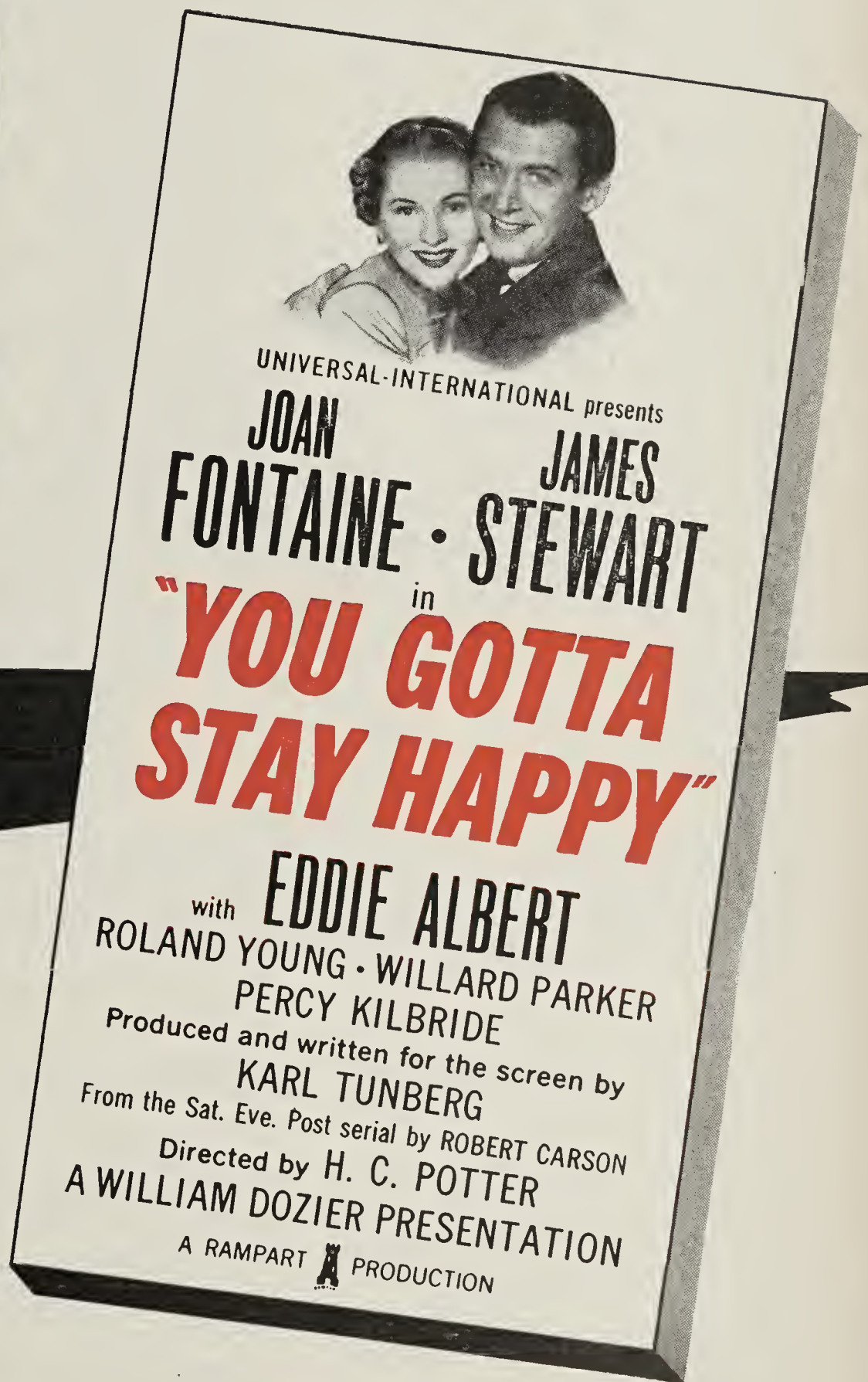
Toddy Buys 11 Westerns

NEW YORK—Toddy Pictures Company last week announced the purchase of 11 western feature negatives. These features will have a first reissue release this year, and will be released nationally by Toddy through its own exchange.

The titles are: "Under Western Skies," "Riders Of The North," "Law Of The Rio Grande," "Sons Of The Plains," "A Man's Country," "West Of Cheyenne," "Phantom Of The Desert," "Westward Bound," "Lonesome Trail," "Code Of Honor," and "Beyond The Law."



*... on its way to
Radio City Music Hall*



A WONDERFUL COMEDY FROM U-I

*to take its place
with the great comedy hits
of all time!*



P E O P L E

NEW YORK—William J. Ganz, head, William J. Ganz Company and the Institute of Visual Training, announced last week the appointment of William J. Healy as promotion manager for both organizations. Healy, since his army service, has been a member of the public relations division of the N. W. Ayer Advertising Agency and assistant to the vice-president and general counsel, Paramount. Ganz has been a producer and distributor of motion pictures and slide films since 1919. The Institute of Visual Training is the distributing affiliate of the Ganz Company.

NEW YORK—At a meeting of the directors of Westrex Corporation, a subsidiary of Western Electric Company, last week, T. K. Stevenson resigned as president and director. F. R. Lack, a member of the board of directors, was elected president succeeding Stevenson. G. L. Best was elected a director to fill the vacancy on the board caused by Stevenson's resignation. Westrex Corporation serves motion picture theatres and studios in all countries of the world except the United States, Canada, and Newfoundland.

CAMDEN, N. J.—The appointment of Samuel E. Ewing, Jr., as general attorney for the RCA Victor Division, Radio Corporation of America, was announced last week by J. H. McConnell, vice-president in charge of law and finance of the division. Prior to his new appointment, Ewing, who joined the company's legal department in September, 1947, had been supervising legal matters for the RCA Engineering Products Department within the division.

NEW YORK—William T. Keith, United Artists' New Orleans branch manager, has been upped to the newly created post of mid-continent district manager, it was announced last week by Fred Jack, UA's western sales manager. Keith assumed his new duties, acting as district manager for the St. Louis, Kansas City, Omaha, and Denver branches.

NEW YORK—Frederick N. Polangin was last week named director of west coast motion picture operations for Buchanan and Company, succeeding Paul Radin, who resigned to become vice-president of William Kister and Company.

WASHINGTON—James P. Clark, Highway Express Lines, Philadelphia, was reelected chairman of the Film Carriers Conference of the American Trucking Association at a meeting last week. John Vickers, Charlotte, was named vice-chairman.

NEW YORK—The appointment of Norman Silverman as Philadelphia branch manager, effective on Nov. 1, was announced by James R. Grainger, executive vice-president in charge of sales and distribution, last week.

CHICAGO—Abe Fischer was last week named Republic branch manager. He had been acting manager after the late Will Baker had relinquished the post because of illness.

ST. LOUIS—Joe F. Woodward resigned last week as Eagle Lion branch manager to accept the post of booker and buyer for Delft Theatres, Inc., with headquarters at Marquette, Mich.

Jenkins Commends Aid For The Blind

AUGUSTA, GA.—As the result of an essay contest sponsored by the Miller and The Augusta Chronicle, the Ways and Means for the Blind, Inc., announced last week that an anonymous donor had given a \$10,000 service bond to provide a blind person with a guide dog each year.

William K. Jenkins, Atlanta, president, Georgia Theatre Company, which operates the Miller, commented, "This outgrowth of a publicity stunt is a development which goes straight to the heart. I am humbly proud that our company could have had a part, however small, in inspiring such a boon to the handicapped. This is another on the long list of shining instances where the motion picture industry has contributed both directly and indirectly toward the welfare and happiness of the human race."

The contest, arranged by P. E. McCoy, city manager, required that youngsters write an essay on "Why I Like Dogs," and the winner of the collie puppy prize was a 10-year-old whose father is connected with Ways and Means for the Blind, Inc. Non-negotiable, the bond earns two per cent yearly. In perpetuity, the income will be used for purchasing the dogs. Blind recipients will be determined from those recommended in applications to Lions Clubs throughout the nation.

Palmer, Mass., Exhib Sues

BOSTON—Donald B. Holbrook, owner, Five Star, Palmer, Mass., last week filed a \$750,000 damage action in U. S. District Court charging restraint of trade, conspiracy, and monopolization of interstate commerce in films, against Ralph E. Snider, Palmer Theatre Corporation, Western Massachusetts Theatres Corporation, M and M Theatres, New England Theatres, Warner Theatres, Columbia, UA, U-I, Warners, Paramount, MGM, RKO, 20th Century-Fox, Republic, and Monogram.

Snider operates the Strand and Three Rivers, Palmer, while the others named operate in Springfield, Mass.

NEW YORK—Sid Weiner last week joined Film Rights International in a sales department capacity. He was formerly with FC in a similar post.

Companies' Proposals Seen As "Inadequate"

WASHINGTON—The Department of Justice last week was reported as having rejected the first proposal of the defendants in the Paramount case for a consent decree, with officials terming them as "inadequate."

The proposals were said to have been discussed, although never formally submitted as a proposed decree, at a conference between U. S. Assistant Attorney General Herbert Bergson, in charge of the anti-trust division, and a defense legal delegation headed by 20th Century-Fox counsel James F. Byrnes.

Plans Progressing For Allied Meeting

NEW ORLEANS—It was reported last week by W. A. Prewitt, Jr., convention chairman, that unusual exhibitor interest was being manifested in the forthcoming National Allied convention to be held here on Nov. 29-30-Dec. 1. at the Roosevelt Hotel.

Slated for discussion at the meeting are the events of the past year, including the U.S. Supreme Court decisions in the different anti-trust cases, the ASCAP court rulings, the advance of television, and declining boxoffice receipts. The shaping of policies that will secure a maximum of protection for independent exhibitors will be the most important of the work to be accomplished.

Arrangements have been also completed for the social end of the program. The annual banquet, informal, will be held on the evening of Dec. 1.

So. Body Considers Plan

MEMPHIS—It was indicated last week that the MPTO of Arkansas, Mississippi, and Tennessee may be the first TOA affiliate to consider the Smith Conciliation Plan when the announcement was made that Andy W. Smith, 20th Century-Fox general sales manager, would speak at the Tri-States convention at the Chica Hotel on Oct. 25-26. Other speakers listed for the two-day meeting are Robert Mochrie, RKO; H. M. Richey, MGM; Sam Shain, 20th-Fox, and Earl Hudson, Ted Gamble, Gael Sullivan, and Herman Levy, TOA.

More Fire Experiments Likely

WASHINGTON—Government and industry fire prevention experts last week announced that further experiments will be conducted here in methods of further reducing film vault fire losses. A recently completed series of experiments indicated that possibility of dropping fire losses to a minimum of about two per cent. Working on the problem are John McCullough, Motion Picture Association; Henry Anderson, Paramount; Alan Cobb, Eastman Kodak, and others.

"Station" In Chicago Bow

CHICAGO—The world premiere of RKO's "Station West" at the RKO Palace this week had a contingent of Hollywood stars. Jane Greer, Lucille Ball, Agnes Moorehead, Ellen Drew, "Big Boy" Williams, Gordon Oliver, and Jack Paar, all of whom were to participate in a mammoth stage show planned by Roy Topper, columnist of The Herald American, whose benefit fund received the first night's receipts.

SCTOA Asks Payment Delay

HOLLYWOOD—The Southern California Theatre Owners Association last week advised its members to withhold the next quarterly payment for ASCAP, and to hold the money in reserve against possible future developments.

Allied Discusses Product

BALTIMORE—Current Hollywood product was classed as inferior and blamed for the present business let down by delegates attending the eastern division Allied States meeting here last fortnight.



He keeps the action in character...



THE STAR makes his getaway. In his wake "confusion" reigns . . .

This background action, however, is far from helter-skelter; the assistant director has controlled it carefully to keep it characteristic of the scene.

But handling supporting actors is only one of many ways the assistant director daily demonstrates his sense of the dramatic and his organizing skill. He is liaison man between his director

and the cast and crews. He prepares shooting schedules . . . assigns calls . . . anticipates every need that might arise.

Thus the difference between efficient picture making and a film that goes beyond its schedule and budget often rests with him. Yet heavy as his responsibility is, it's lightened not a little by the faithful performance of a "partner" in efficiency—the famous Eastman family of motion picture films.

EASTMAN KODAK COMPANY

ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

Decision Reserved In Washington Tilt

WASHINGTON—Argument on the attempt by K-B Amusement Company to force the Stanley Company, Warner subsidiary, out of the MacArthur was postponed until Oct. 25 last week by Judge James W. Morris. Stanley has moved to dismiss the case, while K-B has asked for summary judgment.

In a brief filed with the court, K-B contended that the fact that the Paramount case was pending in New York District Court was not a bar to action on its suit here, as Warners maintained, there being a fundamental distinction between a law suit by the government and the public interest and a private law suit.

K-B also argued that while no time limit had been set by the New York court for divestiture, this need not bar earlier divestiture sought by a private litigant.

16mm. Misuse Revealed

NEW YORK—Further misuse of 16mm. prints furnished the armed services during the war years was disclosed last week. Based upon a Copyright Protection Bureau investigation resulting from a tip from Omaha that 16mm. features of major companies with spurious titles were circulating out of Springfield, Ill., the data was turned over to the Federal Bureau of Investigation for further action. The FBI recently recovered prints of 20 features of four of the major companies, most of which had been furnished to the armed services during the war years for entertainment purposes overseas.

The FBI has delivered the prints to the Army Motion Picture Service, which turned them over to Sargoy and Stein, special counsel for the picture companies in copyright matters, for distribution to the copyright owners.

Stars Aid VA Time

HOLLYWOOD—The Hollywood Coordinating Committee for Veterans Hospital Camp Shows, official USO agency for Veterans Administration and military hospital entertainment, announced last week that Eddie Bracken, Janis Carter, Nina Foch, Burl Ives, Lon McAllister, Edmond O'Brien, Virginia O'Brien, Danny Thomas, Marie McDonald, George O'Brien, Charles Ruggles, Edgar Buchanan, Audrey Totter, Clifton Webb, and opera star Dorothy Kirsten were among the volunteers covering the VA "time."

Para. Adds To Stock Buy

NEW YORK—It was revealed last week that Paramount had increased open market purchases of its own stock during September, bringing total holdings up to 665,000 common shares by acquiring 32,500 more shares. Paramount's total market value of its holdings is now close to \$14,000,000.

Henderson Discusses India

NEW YORK—Loy Henderson, Ambassador-Designate to India, last week discussed with film company foreign department executives their problems in India at an informal meeting at the offices of the Motion Picture Association of America.

Okla.-Kans. Exhibitors Protest To Committee

OKLAHOMA CITY—At a hearing last fortnight before the House Small Business Committee, Oklahoma and Kansas theatremen charged film distributors with discriminating against small houses and independents.

Charles E. Dierker, Home, Oklahoma City; Haro'd Brauch, co-owner, Home; Robert B. Busch, manager, Villa and Uptown, Oklahoma City, and O. F. Sullivan, Wichita, Kans., owner of the Northwest Highway Drive-In here, the Civic, Wichita, and a drive-in at Muskogee, Okla.

The exhibitors told the committee that they were unable to get sufficient first-run product, some distributors refuse to accept bids on product, others won't disclose the amounts of successful bids, that secrecy rules out competitive bidding, that circuits were getting preferential treatment because of "large buying power," that distributors can virtually set admission prices by withholding films unless houses conform to their scales, and that distributors actually take less for product from certain towns in order to do business with big circuits.

It was stated that the federal courts have brought "tremendous amount of relief from alleged circuit practices" but that discrimination is not yet ended.

WB Stockholders Sue

NEW YORK—Two separate actions were filed in federal court last week by minority Warner stockholders charging conspiracy to benefit United States Pictures and its officers, and seeking to void the 1945 production deal between Warners and United States Pictures. Anna Kassner and Irving Mencher filed the suit, naming as defendants Jack L. Warner, Harry M. Warner, Milton Sperling, Joseph Bernhard, Morris Wolf, Robert W. Perkins, and the two companies.

TESMA Allowing Associate Memberships

ST. LOUIS—Theatre Equipment and Supply Manufacturers Association last fortnight amended its by-laws to enable the acceptance of associated memberships in TESMA. These memberships will be open to firms and individuals associated with the theatre industry, but not to manufacturers. Architects, builders, export agents, advertising agencies, and financial companies were cited as examples of eligible units for associated memberships by Roy Boomer, TESMA secretary.

At the same time, the Theatre Dealers Protective Association voted to eliminate the word "Protective" from its title, and will hereafter be known as Theatre Equipment Dealers Association. Ray Colvin, TEDA president, announced that the 1949 convention will be held at the Stevens Hotel, Chicago.

Film Men Active In Telespots Unit

NEW YORK—Announcement of a new television company, Telespots, Inc., was made last week by Ralph Cohn, president of the organization, who stated that the activities of the firm embrace production, distribution, and sales of both live and filmed product. The accent of the production schedule will, however, be placed on package commercial announcements.

Associated with Cohn are leading industry representatives. Representing production, sales, and distribution phases are Jules Bricken, formerly in production capacities with David O. Selznick, William LeBaron, Boris Morros, and Dwight Wiman; Lewis Reid, formerly program manager of WOR; David Elman, creator of "Hobby Lobby"; Sam Dembow, Jr., Arthur L. Mayer, Robert Gruen, industrial and theatrical designer and decorator; Allan Robbins, National Screen Service, and Samuel Spring, Spring and Eastman, television and motion picture attorneys.

Telespots, Inc., has already produced five series of 60-second films which have been constructed on the same basis as radio open-end transcriptions. Each "Telespot" is made on the theory that the most effective advertising is that which renders an informative service to the televiewer, while presenting the commercial message of the sponsor. The first five series of spots already produced are "Better Living," "Easy Does It," "Nifty Thrifties," "Telexercises," and "Minute Menus." Each series is available in 10, 13, 20, and 26-unit packages.

Telespots, Inc., maintains offices at 18 East 48th Street, and, through arrangement with Samuel Goldwyn, Hal Roach, and General Service Studios in Hollywood, produces on the coast. New York production facilities are available through Fox and West Coast Sound Studios.

Kentucky Setting Plans

LOUISVILLE, KY.—The Kentucky Association of Theatre Owners last week announced the program for the annual convention to be held at the Seelbach Hotel on Oct. 27-28. The first day will feature a directors' luncheon, an open business session, and a "howdy" party in the evening. The second day will have closed business meeting and business luncheon, a cocktail party, and the annual banquet, floor show, and dancing in the evening.

At the business sessions, and other meetings, it is planned to have prominent celebrities present. Invited as guest speakers are Governor Clements and Kentucky Commissioner Clyde Reeves; Ted Gamble, and Gael Sullivan, TOA; Eric Johnston and Arthur DeBra, MPAA, and Bob O'Donnell, Chief Barker, Variety Clubs International.

Poulos Files Suit

CHICAGO—Peter Poulos, Hammond, Ind., theatre owner, last week filed suit against 14 motion picture producers and distributors contending a conspiracy to prevent him from getting product for his Ace until long after other theatres in Hammond. Poulos asked an injunction restraining the alleged conspiracy and unfair contracts and an order barring waiting periods for the exhibition of pictures.

The BEST in SOUND

was none too good for

JOAN OF ARC



Ingrid Bergman
as
Joan of Arc

RECORDING *Joan of Arc* on Western Electric's new deluxe "400" type sound equipment was in accordance with the producers' conviction that only the best would do for Ingrid Bergman's newest starring film.

Because it gives unexcelled sound quality...because it is extremely versatile and adaptable...and because of its *automatic* operation...the Western Electric "400" is now setting the pace in motion picture sound recording.



*Recording and re-recording
equipment at Hal Roach
Studios used for Joan of Arc*

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED

233 BROADWAY, NEW YORK 7, N. Y.
Hollywood office—6601 Romaine St.

Sierra Pictures Presents
JOAN OF ARC
Starring Ingrid Bergman
A Victor Fleming Production

Producer Walter Wanger
Director Victor Fleming
Recorded by Hal Roach Studios
Recordist William Randall
Released by RKO Radio Pictures
Sound by Western Electric

Decree Case Date Now Set As Nov. 8

NEW YORK—Federal Judge Augustus N. Hand last week indicated displeasure with continued delays in the government anti-trust action, and, as he adjourned argument in the case until Nov. 8, suggested that the case might be turned over to a Special Master for hearings. The Department of Justice did not oppose the postponement. Sitting on the three-judge Statutory Court, in addition to Judge Hand, were Judges Alfred J. Coxe and Henry W. Goddard.

During last week's brief session, lawyers for Loew's filed a memorandum setting forth the company's views as to the nature of the further proceedings called for in the opinion of the U. S. Supreme Court.

Meanwhile, it was confirmed that RKO had submitted proposals for a consent decree to the Department Of Justice, with the belief current that such a plan would be in line with the report that the RKO Theatres would be sold, with some exceptions.

Reports also circulated that Paramount, WB, 20th-Fox, and Loew's also had had negotiations with the Department Of Justice on decree forms.

The Servisection Is the Only Service Of Its Kind Giving A Full Coverage, Listing and Reviews Of All Features and Shorts Released In the Domestic Market.

Kusell Leads SRO Meeting

NEW ORLEANS—Milton S. Kusell, vice-president in charge of domestic and Canadian sales, SRO, presided at a southern divisional sales meeting at the Jung Hotel last week.

Seek Bigwigs Presence In Detroit Action

DETROIT—Argument in federal court was set for this week upon the request of the defendants, United Detroit Theatres and Earl J. Hudson, in the SIMPP anti-trust action that the plaintiffs be called here on Oct. 19 for a general examination before a notary. The defendants sought the presence of David O. Selznick, Samuel Goldwyn, Walt Disney, Edward Small, Hunt Stromberg, William Cagney, Walter Wanger, Benedict Bogeaus, and others, claiming they are entitled to such pre-trial appearance under federal court practice.

The SIMPP filed a reply stating that the persons named, except Marvin Faris, SIMPP executive secretary, are actively engaged in Hollywood activities, and their presence here would entail economic losses.

It was indicated that if the court allows the motion of UDT for an examination of producer plaintiffs, SIMPP attorneys will seek to have it done by deposition in Los Angeles, or alternatively by means of interrogatories.

Col. Declares Preferred

NEW YORK—Columbia last week announced that the board of directors had declared a quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock of the company, payable on Nov. 15, 1948, to stockholders of record on Nov. 1, 1948.

To Keep Up With the Latest Developments In Television, Read the Regular Column Appearing In THE EXHIBITOR.

British Exhibs Ask Cut In Quota

LONDON—Due to alleged bad business suffered through the presentation of British-made films, the General Council of Britain's national exhibitor organization, the CEA, last week endorsed the forming of a fact-finding committee and the personal protesting of its members to members of Parliament with facts and figures so that when a renewal of the 45 per cent quota comes up, the members will argue for a sharp cut in the percentage.

The group is now at variance with J. Arthur Rank, who originally called for a still higher quota, and who only recently told the shareholders in his enterprises that he firmly supported the 45 per cent level.

Meanwhile it was indicated that the British government plans to extend loan privileges directly to producers in the near future.

Corwin, Lesser Add Houses

SAN FRANCISCO—The growing west coast circuit established by Sherrill Corwin and Sol Lesser added two more San Francisco downtown houses, the Orpheum and Esquire, to their expanding group last fortnight. The deal was made with Joe Blumenfeld, who recently sold them the United Artists with four Music Hall theatres in Los Angeles.

Cliff Giesseman, former Los Angeles Blumenfeld manager, was named district manager for the local units, which will be under the corporate name of North Coast Theatres, Inc. Leases taken over by Corwin and Lesser give them control of each property for approximately 20 years.

Pa. Drive-In In Union Tiff

PITTSBURGH—Five AFL trade unions were named in federal court last fortnight in an alleged boycott suit involving work stoppage on El Rancho Drive-in, Bridgeville, Pa.

The NLRB petition charged that the Dill Construction Company hired CIO electricians, and AFL members of five other unions walked out on the job. NLRB claimed jurisdiction since interstate commerce was involved as equipment for the theatre was shipped from Illinois and Ohio.

Texas Theatres Shift

ODESSA, TEX.—H and H Theatres of West Texas, owned mainly by the H. T. Hodge family, last fortnight purchased the interest held in 11 theatres in five Texas towns by Theatre Enterprises. The houses are the Lyric, Plaza, and Texas, Odessa; Texas and Palace, Ballinger; Owen and Texas, Merkel; Grand and Palace, Stamford, and State and Queen, Winters. H and H takes over on Oct. 30.

"Belinda" In Gala Bow

LOS ANGELES—Warners' "Johnny Belinda" got a star-studded Pacific Coast premiere last week at Warners' Hollywood. Proceedings were broadcast by KFWB, with Joe Yocum announcing, Harry Crocker as m.c., and Marcia Walton describing gowns of stars and notables present. Bleachers accommodating 2,000 spectators were erected.



Clarence Kaimann,
president,
Kaimann Theatres, Inc.,
St. Louis, Mo., says:

"WE THINK OF ALTEC AS A FRIEND OF OUR BOX OFFICE"

"Not one out of a thousand of our patrons even remotely realizes the investment we have made to give them high quality sound and complete listening satisfaction. To safeguard that investment, the Altec engineer's regular visits to our theatres are a good investment in themselves, and we are aware that we are getting even more than his personal know-how. We know the value to us

of the constant Altec research work in improving methods to make our equipment do a better job of entertainment, and operate economically. We think of Altec as a friend of our box office."

Altec Service, known for its "service over and above the contract," is a vital ingredient of your theatre's ability to meet successfully the competition of other forms of entertainment. An Altec Service contract is the soundest long-term investment an exhibitor can make today.

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161 Sixth Avenue
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THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

D. of J. Asks That Schine Sell Houses

BUFFALO—The Department of Justice last weekend filed a request for a court order in U. S. District Court requiring that Schine Chain Theatres, Inc., of New York sell most of its theatres in six states.

The government won an anti-trust action against Schine and five affiliated corporations in 1946. The judgment of monopolistic practices was upheld by the Supreme Court last June, and was returned to the Buffalo Court for the carrying out of penalties.

The department proposed to the court that this final judgment in the case should order Schine's operations cut from 148 motion-picture theatres in 76 towns in New York, Ohio, Kentucky, Maryland, Delaware, and Virginia to its theatre holdings in Buffalo, Rochester, and Syracuse, N. Y.

The department asked that the final judgment also prohibit Schine:

From obtaining for five years more than 60 per cent of the feature films released by major distributors in any season for first-run exhibition in a town where Schine has competition.

From obtaining any feature film where a competitor has not been given an opportunity to negotiate for the same run.

From cutting admission prices "for the purpose of eliminating, preventing, or restricting the competition of independent competitors."

From selling or acquiring any theatre interests without an order of the Buffalo court.

In addition, the government asked that Schine be required to sell all real estate available for theatre purposes in towns where it now has theatres.

Loren Ryder Honored

HOLLYWOOD—Loren L. Ryder, head, Paramount studios sound department, was last week presented a Presidential citation "for outstanding contribution to the war effort." Presentation of the War-Navy Certificate of Appreciation was made on behalf of President Truman by Brigadier General Leroy H. Watson and Rear Admiral Paul Hendren in a ceremony at Royce Hall, University of California. Ryder is president, Society of Motion Picture Engineers.

Youngstein Appoints Aides

NEW YORK—Max E. Youngstein, president, AMPA, last week announced the appointment of chairmen and co-chairmen of six committees for the organization. Serving for the 1948-1949 year are: Charles Alicote, Jack Kopstein, Ray Gallagher, and Abe Dash, relief fund; Gordon White, delinquents and dues; Harry Blair, publicity; Chet Friedman, ticket; Lige Brien, special events, and Herman Schlier, entertainment.

Rulings Aid Censor Fights

NEW YORK—It was indicated last week in a report of the American Civil Liberties Union that various court rulings giving motion pictures the same constitutional rights as speech and press might lead to suits to end the seven existing state censor boards and the numerous municipal censors.

Children's Shows Plugged By Loew's-Int.

NEW YORK—It was revealed last week that Metro-Goldwyn-Mayer is giving wide international distribution to a working manual entitled, "Promoting Extra Revenue Through Special Children's Shows."

As a companion piece to the printed brochure issued about a year ago, "Special Children's Shows—Why and How," the manual was prepared under the supervision of David Blum, director of advertising and publicity, Loew's International Corporation. The content outlines the experience of one theatre from the very beginning of planning to the smooth running of children's shows on a regular weekly basis.

How this works out in practice is explained on the basis of the experience of the Metro, Bombay, India, where, despite unsettled political conditions and religious problems, children's shows were instituted, and a "Metro Cub Club" organized with great success. Copies of "Promoting Extra Theatre Revenue Through Special Children's Shows" may be had by writing David Blum, director of advertising and publicity, Loew's International Corporation, 1540 Broadway, New York 19, New York.

TELEVISION

NEW YORK—The board of directors of the Television Broadcasters Association, Inc., has set Dec. 8 as the date for the annual meeting of official representatives of the Association, and as the date for a one-day Television Clinic. The sessions are to be held at the Waldorf-Astoria Hotel beginning at 10 a. m., and continuing all day. E. P. H. James, vice-president, Mutual Broadcasting System, has been elected general chairman in charge of arrangements. A luncheon session, at which the annual TBA awards of merit will be presented, will highlight the day's activities.

A course of six lectures surveying recent technical developments and important problems in television engineering are being held by the New York section of the American Institute of Electrical Engineers in cooperation with IRE at the Engineering Societies building, 33 West 39th Street, New York, room 502. . . . A course in television studio production techniques is to be offered this year at the University of Pennsylvania. . . . The Television Workshop has moved its local quarters from 11 West 42nd Street to 1780 Broadway.

PRODUCTION

HOLLYWOOD—UA announces that "Dan Patch," the story of one of the greatest of all race horses, would go before the cameras toward the end of October. . . . Two pics go under the lights at AA within two weeks, the first, "Stampede," about ready to roll, and "Bad Boy," the meller sponsored by VC International, and starring Audrie Murphy. . . . SRO has borrowed Jennifer Jones from MGM to play the title role in her next, "Madame Bovary."

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. . . at lower cost
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MISCELLANEOUS

IN ALL FIVE:

Boston: Cleveland wins world series.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 82)
Washington: Marshall arrives from Paris.
England: Churchill speaks. Holland: Juliana decorates heroes. Tokyo: Emperor meets Allied press. New Jersey: Truman speaks. New York: Dewey breaks ground. Champaign, Ill.: Army vs. Illinois.

NEWS OF THE DAY (Vol. XX, No. 212)
England: Churchill speaks. New Jersey: Truman speaks. New York: Dewey breaks ground. Paris: Fashions. Champaign, Ill.: Army vs. Illinois. Evanston, Minn.: Northwestern vs. Minnesota.

PARAMOUNT NEWS (No. 15) Washington: Marshall arrives from Paris. England: Churchill speaks. Champaign, Ill.: Army vs. Illinois.

UNIVERSAL NEWSREEL (Vol. 21, No. 186)
Paris: U. S. delegate tells UN that U. S. stands firm. Champaign, Ill.: Army vs. Illinois. Los Angeles: USC vs. Rice.

WARNER PATHE NEWS (Vol. 20, No. 17)
Los Angeles: USC vs. Rice. Evanston, Ill.: Northwestern vs. Minnesota. England: Churchill speaks. New York: Dewey breaks ground. New Jersey: Truman speaks. Washington: Marshall arrives from Paris.

IN ALL FIVE:

Boston: World series games.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 81) Paris: Russia on trial before UN. Cuba: Hurricane damage. Florida: Air rescue. Philadelphia: Truman visits (only Philadelphia). Philadelphia: "Youth Month" marked (only Philadelphia). Santa Monica, Cal.: Airliner christened (only Atlanta, Los Angeles). Springfield, Mo.: Horse show (except Philadelphia, Atlanta, Los Angeles). Pittsburgh: Notre Dame vs. Pitt. England: Auto racing.

NEWS OF THE DAY (Vol. XX, No. 211)
Cuba: Hurricane damage. Washington: Cripps hails ERP. Philadelphia: Truman visits. England: Auto racing. Pittsburgh: Notre Dame vs. Pitt.

PARAMOUNT NEWS (No. 14) Florida: Air rescue. Israel: Report on Palestine.

UNIVERSAL NEWSREEL (Vol. 21, No. 185)
Philadelphia: Truman visits. Cuba: Hurricane damage. Huntsville, Tex.: Prisoners' rodeo.

WARNER PATHE NEWS (Vol. 20, No. 16)
Florida: Air rescue. Berlin: Candy for kids. Philadelphia: Truman visits. Washington: Cripps hails ERP. Paris: Russia on trial before UN

TELENEWS DIGEST (Vol. II, No. 41) Jersey City, N. J.: Truman campaign warms up. Washington: Secretary of State Marshall confers with President Truman. Chicago: "Not Guilty," lie detector says 14 years later. New York: Dewey honors predecessor. New York: Swim suits. Danbury,

Longer Runs Approved By Windy City Judge

CHICAGO—Federal Judge Michael L. Igoe made it clear last fortnight that first-runs will not be limited to two weeks playing time in the Loop, as fixed by the Jackson Park decree, in cases where pictures are entitled to "special considerations" and where the producers of especially high cost films are entitled to "make their money back." The judge made these interpretations of the decree when he gave U-I's "Hamlet" unlimited playing time at the Apollo and 20th-Fox "The Snake Pit" eight weeks at the Garrick.

Miles G. Seeley, attorney for U-I, read to Judge Igoe reviews of critics according "Hamlet" high acclaim, and stated that the New York Board of Education and parents' magazine had given it high praise.

Thomas Dodd Healy, appearing for 20th-Fox, told the court "The Snake Pit" cost \$2,600,000, and that producers should be encouraged in producing films of this character, since they are educational.

Thomas C. McConnell, Jackson Park attorney, strongly opposed the petitions for extended runs.

During the proceedings, Judge Igoe remarked that he understood theatres and producers are making more money than prior to the decree.

Conn.: Speed boat race track. Czechoslovakia: Congress of lawyers in Prague denounces Franco. Turkey: U. S. continues aid. USSR: President Shvernik celebrates 60th birthday. Israel: President Chiam Weizmann honored upon return. Amsterdam, Holland: Steamer transferred to Israel Shipping Company. Indonesia: American companies in Dutch East Indies sign oil trade agreement with Israel. Venezuela: South American nation's solution of DP problem. Havana: Cuba's new president. London-Paris: World speed record for air mail. Germany: Ex-GI renounces his citizenship to help rebuild the country he helped destroy during wartime bombings. Football: Dallas—Oklahoma U trims Texas.

ALL AMERICAN NEWS (Vol. 7, No. 312)
Atlanta: Daily World makes progress. Lexington, Ky.: Master cabinet maker instructs at trade school. Chicago: Billiard experts compete in annual meet. East St. Louis, and Chicago: Political tempo increases as election nears. Brooklyn, N. Y.: "Alley Cat and Bop" fashion parade for men.

NATIONAL LEGION OF DECENCY

Oct. 14, 1948

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Rusty Leads The Way" (Col.); "Son Of God's Country" (Rep.). UNOBJECTIONABLE FOR ADULTS: "Bungalow 13" (20th-Fox); "Rogues' Regiment" (U-I); "Unfaithfully Yours" (20th-Fox). OBJECTIONABLE IN PART: "Die Fledermaus" (Artkino); "The Red Shoes" (Rank-EL); "Road House" (20th-Fox); "A Song Is Born" (RKO); "Symphonie Pastorale" (French) (Films International); "The Three Musketeers" (MGM).

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

WB

"June Bride"—High rating comedy.

NCA Hits Distrib. Practices

SIoux FALLS, N. D.—Various problems were discussed last week at the regional meeting of North Central Allied at the Carpenter Hotel. MGM's alleged policy of taking certain pictures out of the sliding scale formula and putting them in a 40 per cent bracket was vigorously attacked.

President Ben Benger stressed the importance of submitting complaints to the NCA grievance board of any practices by 20th Century-Fox "or any other company" which do not comply with the consent decree. He asked for evidence of forced sales, and indicated that a number of forced selling suits will soon be filed. He also urged that the independents take "a stronger hold on organization or face the consequences of more and greater unconscionable rentals and other demands by film companies."

NCA executive Stanley Kane outlined the U. S. Supreme Court's Paramount decision, and also warned of "growing dangers" from tax-minded municipalities.

"Vote" Idea Gets Approval

WASHINGTON—Further endorsement of Allied's "Get Out The Vote" plan via newsreels, etc., came last week from U. S. Attorney General Tom Clark, Spyros Skouras, president, 20th Century-Fox; the Acting Secretary Of The Interior, U-I's Nate J. Blumberg, and others.

Monogram To Elect

HOLLYWOOD—Monogram stockholders will meet here on Nov. 10 to elect a board of 10 directors for the coming year, it was announced last week. Board chairman W. Ray Johnston, Steve Broidy, president, and eight other incumbents come up for reelection.

NATIONAL BOARD OF REVIEW

Oct. 9, 1948

STARRED SELECTED FEATURE: "Symphonie Pastorale" (Film Rights International); SELECTED FEATURE: "Rogues' Regiment" (U-I).

FOR SALE: AN OPEN-AIR THEATRE IN CITY OF 25,000 POPULATION, 250 CAR CAPACITY. SPACE FOR ADDITIONAL 82 CARS. EXCELLENT BUSINESS; REASONABLE.

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30th ANNIVERSARY
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November 24
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Watch For It!

PHYSICAL THEATRE



*Devoted Exclusively to the
THEATRE STRUCTURE
—its Design, Construction,
Furnishings, Maintenance
and Specialized Equipment*

VOL. III, No. 11 OCTOBER 20, 1948

October to most theatres means housekeeping, a thorough check of the heating system, a check of all maintenance work, and the doing of a great many little odd jobs, which may range from the smallest repair to a painting job. No exception to this rule is the Towne, Allentown, Pa., having the front refurbished in plenty of time for a winter "New Look".

IN THIS ISSUE :

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GLASS AND ART.....	Pages 6, 7
A WELL MAINTAINED THEATRE	Page 8
DESIGNERS' FIRST DECISION	Page 10

**FROM
CAN OPENERS
TO CARS**

— almost everyone con-
siders much of today's
manufactured goods

INFERIOR TO THAT OF

1941!

There are exceptions, of course,
a notable one being

WAGNER LETTERS
AND
SIGN DISPLAY
EQUIPMENT

which are recognized to be

**FAR SUPERIOR TO EVEN
THE HIGH 1941 STANDARDS**

- WAGNER Shock-proof, Translucent Plastic Letters are now 60% stronger—practically unbreakable!
- WAGNER Stainless Steel Frames embody many improved features. (See our new catalog.)
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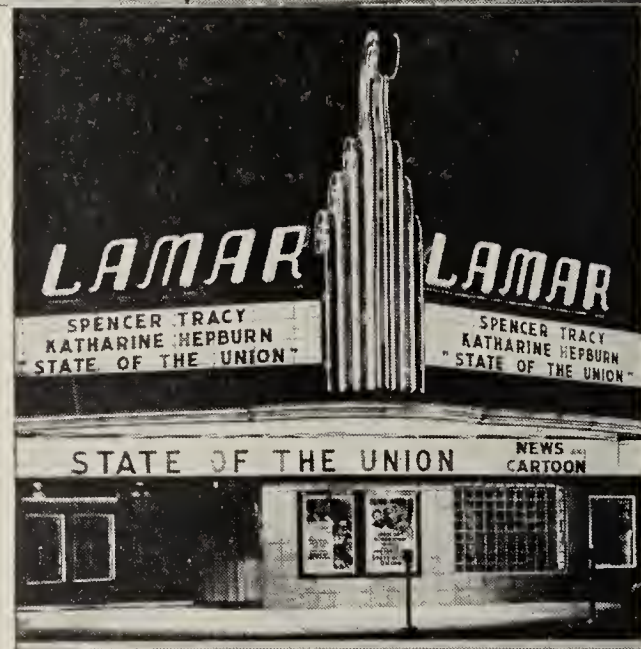
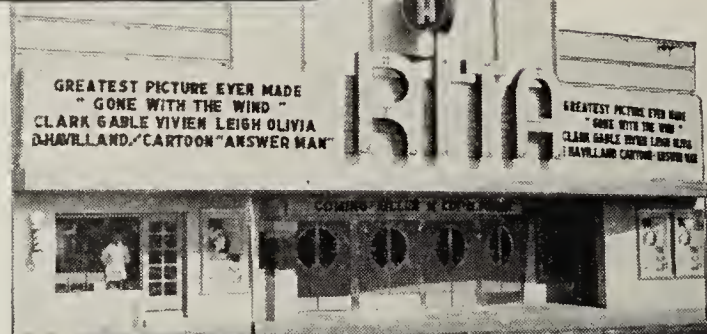
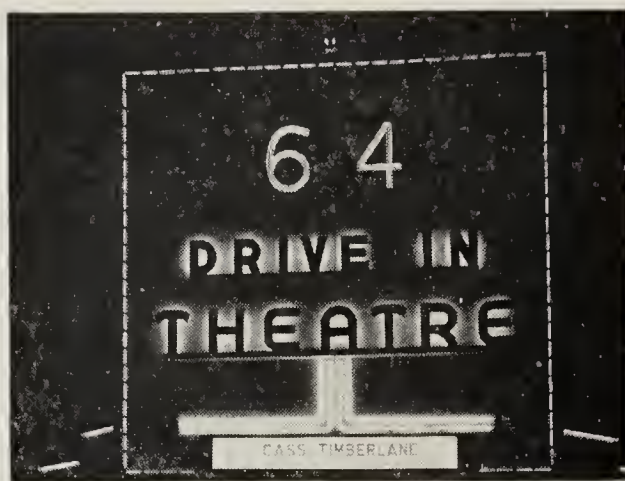
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display equipment, the largest line in the world.

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STREET.....
CITY AND STATE.....



We suggest, however, that you lose no time in
filling all your requirements, for further
advances in labor and materials costs are
certain to necessitate increases over the present
low prices.

Wagner Sign Service, Inc.

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LAYING IT

On The Line

Is "Captive" Television The Theatre Answer?

OUT at the TESMA convention, the RCA demonstration of large screen (15 x 20 foot) television proved to have a focal and light quality that would be acceptable to paying audiences in the picture it conveyed was one in which they had interest.

EVEN competitive manufacturers agreed to that.

BUT even RCA didn't seem to have the answer to the question of its commercial application. Where was the interesting picture coming from? How could it be scheduled into a normal two-hour show? And how could a theatre charge a 25-30 cent admission for the same picture that could be seen at the corner bar tree with a 10-cent beer? Here is that rare case where the engineers are so far ahead that we have a finished automobile with no roads on which to travel and no gasoline to move it.

OUT of a welter of ideas that have come to our attention there is one that seems to be constantly rephrased with increasing merit.

SPOT news events, such as political conventions, Presidential elections, public parades, and boat launchings are certain to go out over the air to the millions of home sets, with resulting small theatre value. Advertiser-sponsored programs of relative merit will also go out but their value will be further minimized by the objectionable commercial credits. But what about a network of captive lines radiating out from the cities where admission-charged sporting events, pageants, plays, and fashion shows take place, connected to a series of theatres at distant points where special, high admissioned, reserved seat shows have been scheduled?

It certainly seems the right of any sports promoter to sell the television rights to his event just as he now sells the radio and movie ones. Through the captive network he could refuse to sell television rights in his immediate drawing area where reproduction might affect his boxoffice, but could get a percentage of the gate for his particular event at 1,000 or more theatres throughout the country which couldn't possibly be considered as competition, and whose total seating capacity would dwarf into insignificance the largest stadium. The theatre, in turn, would get some mighty big matinee or evening grosses that might warrant forgetting the normal film program. When a heavyweight fight can scale up to \$100 for a ringside folding chair seat at Madison Square Garden, it isn't impossible to imagine an audience in St. Louis that is willing to pay \$1.50 for a ringside upholstered chair seat at the same fight in the local first-run.

As a matter of fact, some events might warrant a network of one theatre in each city of 25,000 or more, and 15 or 20 theatres in the larger cities such as Philadelphia, Chicago, Los Angeles, Detroit, etc.

CERTAIN it is that over either air or wire the equipment for theatre television exists.

Is "captive" television the theatre answer?

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Why West-Clean Washrooms are Golden Assets!

When it comes to washrooms, theatre patrons are sensitive people! Clean washrooms count with them as well as "money's-worth" pictures. It adds up to good "box-office" for you when these washrooms are *fully clean*—not just *partly so*!

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Close to 500 trained West Representatives—from coast to coast—are ready to explain the merits of this superior service in full detail. For quick solution to your washroom problem, contact us at once.

FREE!



A handsomely illustrated brochure is now available upon request. Just fill in the coupon below to discover how your washroom maintenance costs can be greatly reduced — and how you can obtain the Free services of trained West service men.

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WEST Company

DEPARTMENT A

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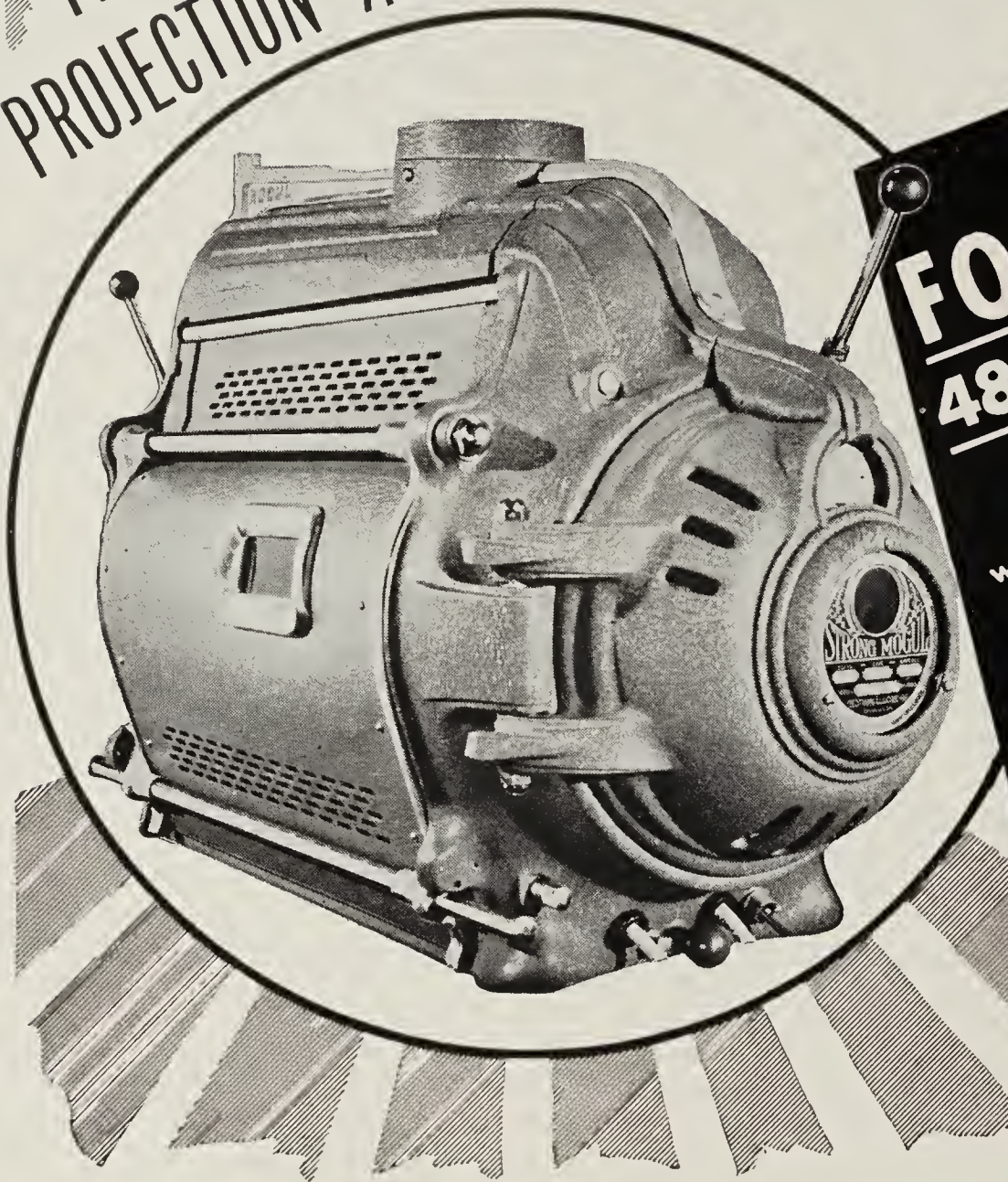
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**PROJECTS
15,000 lumens**

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*When the lamps are **STRONG** the picture is bright!*

As the only lamps produced complete
within one factory, Strong projection arc
lamps can be so engineered as to obtain
the finest screen results.

Strong lamps assure longest life, some built
25 years ago are still working every day.

PHYSICAL THEATRE

VOLUME III

NUMBER 11

October 20, 1948

AS a forward looking proposal for the nations' third largest industry, the so-called Wagner Plan was probably the most important of the many innovations introduced at the recent TESMA-TEDPA convention in St. Louis last month.

Introduced by Erwin Wagner, Chicago, and widely discussed by the assembled equipment manufacturers, supply dealers, theatre owners, architects, members of the trade press, and others, the plan deals with one gigantic trade show each year, to attract all branches of the industry.

Under it, an effort would be made to have national exhibitor organizations, the Variety Clubs International, IATSE, the equipment and supply manufacturers' association, the independent supply dealers' association, National Theatre Supply Company branch managers, the Society of Motion Picture Engineers, the Academy of Motion Picture Arts and Sciences, and all other theatre industry groups arrange a common date in a mutually agreeable convenient city with adequate facilities for one gigantic annual convention meeting.

In practice, each individual organization would have separate quarters and meeting rooms in different hotels, but would enjoy a number of joint meetings on matters of common interest, joint luncheons, and an annual banquet that could attract international figures and wide public interest.

Modelled after some of the larger annual conventions of contemporary industries and professions, it is reasoned that it would not only be a time saver for busy industry executives who must now travel to eight or 10 different meetings and conventions each year, but, because of its numerous and divergent interests, it would attract larger segments of each industry branch than now attending any one smaller group convention. It is also pointed out that much constructive industry good would result. Both the public, the public press, and national and local governing bodies would get a better idea of the many facets needed for the successful showing of that picture on the nation's screens, which seems so simple to them, and better industry public relations must result.

Being gathered together, and, therefore, available for discussion and arbitration of any industry problem or grievance quickly and thoroughly, better industrywide poli-



Seen at the recent TESMA convention in St. Louis were, left to right, Tommy Jones, Chief Barker, St. Louis Variety Club, also an exhibitor; Ray Boomer, secretary-treasurer, TESMA; Mayor A. P. Kaufman, St. Louis; Ray G. Colvin, president, TEDPA, and Joseph M. Holland, St. Louis civic leader, who also acted as toastmaster.

TESMA Scores Again

The Wagner Plan For An All-Industry Trade Show Deserves Encouragement

cies could be formulated, particularly when competition from such nationally organized contemporary industries as radio and television could prove acute.

Should such a joint annual trade show and convention draw sizeable quantities of theatre executives and allied trades under one roof, it is reasoned that even Hollywood might cooperate with glamour, rushes from shooting, and trade screenings of important shows.

The annual Variety Clubs International "Humanitarian Award" dinner could boast of the largest attendance of any held anywhere in the world, 5,000 is not impossible, and probably the most important dais ever assembled.

With added features, of Hollywood, Variety Clubs International equipment show, and joint industry action, the individual exhibitor organizations should hit new highs in their particular national conventions. Distribution would go out of its way to entertain, and interest, such an outstanding group. Even the IATSE would benefit by bringing its organization closer to the employers of the industry on an even footing of mutual respect and understanding.

All of this and more is said for the Wagner Plan, and much of it seems to have merit.

Theatre Television

In dramatic style, RCA put on a demonstration of theatre size television, 15x20 feet, in the main ballroom of the Jefferson Hotel that gave promise of early acceptance. Received over the air and off the regular public program from a broadcasting station several blocks away, an audience of over 1000 saw a flawless picture that, while it lacked some of the focal and lighting perfection of motion picture projection, should be quite acceptable to a paying audience.

Barton Kreutzer and J. F. O'Brien, executives of RCA, termed the demonstration a "progress report", and, through a series of slides, illustrated the several methods of accomplishing theatre television and the transitions in equipment which have evolved into the current set.

The rather hard shelled theatre and equipment veterans which made up most of the audience were loud in their praise and applause, although the commercial adaptation to theatre program scheduling as now constituted was an admitted problem.

A Lesson in Carbon Arcs

The same audience which assembled for the television demonstration was treated to a delightful surprise in the
(Continued on page 17)



GLASS BLOCK PANELS FLANKING THE HILAND'S SIGN SPARKLE BRIGHTLY NIGHT AND DAY.

Glass and Art

Glass Blocks Are Adaptable To Modern Or Traditional Settings

FOR years, glass blocks have made sock decoration for night clubs and other commercial spots requiring a modern touch. They have been the rage and are now an institution.

Though hardly news anymore, glass blocks are still revolutionary manifestations of the times. Employed with imagination and taste, panels of them can create little pools of aesthetic warmth in the chilliest, old barn of a theatre.

Witness the effectiveness of the decorative compositions on these pages, for instance. The charm of graceful stairwells is enhanced by this architectural ingredient; a corner is made more reposeful by it; and the facades of three theatres fairly sparkle with the stuff.

The blocks commend themselves not only as artful sun and artificial light transusers but also as compositions that combine strength (panels have a minimum crushing resistance of four to six hundred pounds per square inch), sturdiness, and

an easily cleaned surface—with high insulating qualities. They are hollow. Hence outside noises are kept down and comfortable temperatures preserved.

Camouflage

The claim of the Pittsburgh Corning Corporation, makers of PC glass blocks, that their product can camouflage an unfortunate view is something of an understatement, since only one of their ten patterns permits anything like clear vision.

This number, called Vue, employs clear glass surfaces "to permit sufficient vision of large objects or movements beyond the panel to prevent the 'shut-in' feeling. However, visibility of sharp details is not possible under most conditions." Its light transmission value is eighty-five per cent. Values of the remaining blocks range eighty to fifty per cent.

As compared with ordinary windows, the use of glass blocks for light transmission results in a reduction of heat gain.

This factor is a help in spots with air-conditioning setups. Pittsburgh Corning has elaborate data to prove that this is so.

"Suggested figures for design computations," they report, "are a maximum hourly rate of forty-one B. T. U. and maximum daily rate of two hundred-and-fifty B. T. U. total heat gain per square foot of glass block panel on south exposure, forty degrees north latitude, for August 1."

Adaptable

As already indicated, these blocks are agreeably adaptable to either modern or traditional settings. Should they please your fancy, you might employ them to light up a dark area like a surgical amphitheatre, and so dispell any atmosphere of gloom that might be afflicting your place of business.

Actually, panels of diffused light are modest bits of reconstruction and embellishment, requiring only a minimum of alteration. The manual labor includes the setting of the blocks in a heavy coat of PC asphalt emulsion, and the putting in of PC expansion strips at side and head jambs, of PC wall anchors (in supporting panels up to one hundred square feet), and of PC wall ties in horizontal joints of panels.

The blocks' edge construction forms a so-called keylock mortar joint. This is said to provide for a full bed of mortar, while allowing a visible joint of about a quarter of an inch. As a result, the panel is trim in appearance.

All mortar edges of the blocks have special grit-bearing, moisture and alkaline-resisting plastic coatings. The claim here is that these "insure a complete and permanent bond between the glass and the cement mortar and provide a panel construction having a high degree of wind resistance and water tightness."

Aspects

Another interesting aspect of the product is that it rarely permits condensation on the room side of the block. Thus prevented is the formation of water on window sills.

The blocks are made at high temperatures with fused seals. The tight seals insure dry, dead-air spaces within the units. Hence the blocks are relatively free of entrapped water vapor.

There are square blocks, corner blocks, and radial blocks ranging in size from five and three-quarters to seven and three-quarter inches. There are those designed with parallel flutes (utilitarian), with reeds (irregular effects), and with an asymmetric composition (decorative).

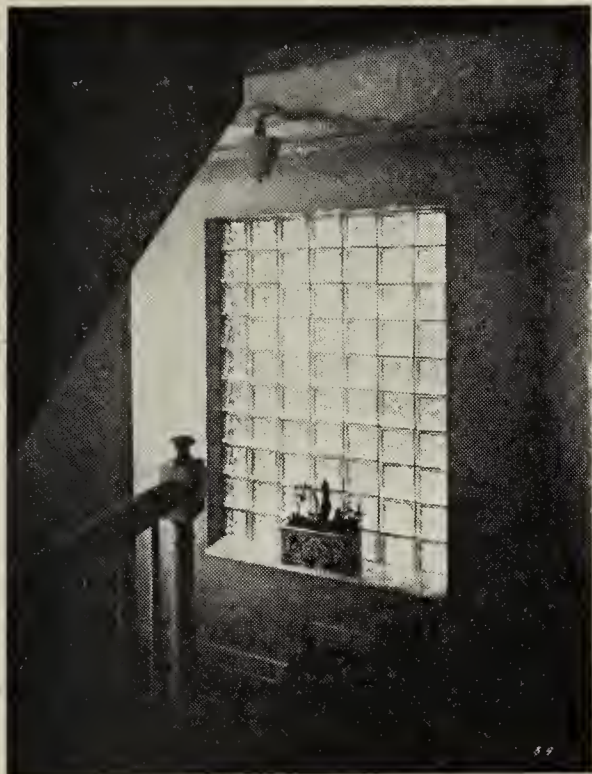
Last but not least, glass blocks seldom—if ever—require repairs or replacement.

Two popular incidental uses of glass blocks in theatres are in standee railings and candy stand counters.

In the former, a panel of them frequently is put in to denote aisle openings, at the extreme ends of railed sections. More often than not, these light up in subdued colors.

Their employment as supports for candy stands is traditional. Here, too, the panels light up colorfully. The effect is almost convivial, certainly festive, and in keeping with the other gay trappings of the stand.

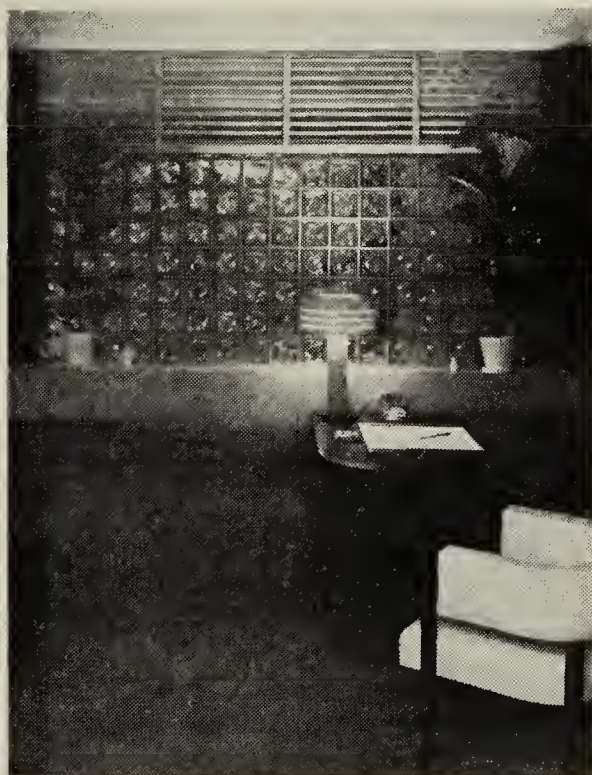
For those whose fancy is captured by them, glass blocks are still sock decoration.



A forbidding, dangerous stairhead has been altered into something very easy to live with.



The charm of a graceful stairwell is enhanced and an unfortunate view shut out by the glass.



Blocks of decorative glass give exactly the right touch of sophistication to the above nook.



This kind of construction is routine in the old world, especially in the Netherlands. Here the theatre is built around glass blocks. Appropriate and handsome, the job lights up inside like a surgical amphitheatre.

One side of the Auburn's facade has been executed in two huge panels of glass blocks. These are hard to beat for any purpose requiring light and privacy. Their resistant quality helps preserve temperatures.



THE OUNCE of Prevention

By "GENERAL MAINTENANCE"

A Well-Maintained Theatre Is A Help Toward Big Grosses

Doing The Job Right Saves Money And Also Proves A Time-Saver

THEATRES are kept clean and well-maintained only by constant inspections and the correction of defects found in the course of these inspections. A theatre that is clean and well-maintained is a safe theatre, free from all dangers, and especially free from fire hazards.

Along with a good show we should sell service, comfort, and pleasant surroundings, done in a safe manner. One needs only to get as far as the front lobby to detect the outward signs of a careless operation: gum and candy crusted carpet, dirt-laden drapes, dirty and torn advertising copy, half-civvy, half-uniformed and surly help, dingy lighting, and many other indications. On the inside, we find more dirty, worn carpet, loose seats, torn wall covering, lightless exit signs, and poorly lighted stairways and toilet rooms.

Even though housekeeping is not my specialty, I can't help but get the creeps when I walk into a house that has the "I don't give a damn, they'll come in anyway" look, because I know that the two areas which are potential fire sources, the booth and the boiler room, are usually in worse shape than the rest of the house. The fault may be the manager's or the owner's, or both, and it is my experience that the effort expended to be safe is only as great as the intelligence used to operate the house.

I HAD a front seat at an example of this type of operation not so long ago, when a friend of mine, an engineer, invited me to an opening of an 800-seat western-type house on a Friday night. The kids lined up on the outside, and really surged in when the house opened. As luck would have it, the popcorn machine started to spew corn over the floor and the candy machine jammed. As a result, the narrow lobby was jammed tight with kids fighting to get in, fighting for their nickels, and slipping on popcorn. The manager and the rest of his help (two inexperienced ushers), plus my friend and myself, really had a time straightening the panicky kids out. Fortunately, no one was hurt. This trouble could have been avoided by additional help and a better

location of the vending machines. At this date, the machines are still in their original hazardous location.

In this same house, my friend informed me, in late spring, the manager turned his air-conditioning plant on in the daytime and his oil burner at night.

PAMPHLETS by the hundreds have been issued by local, state, and governmental agencies concerning the storage of fuel, both coal and oil, and the handling of

ashes. Every manager should know that combustible material, such as paint and highly volatile cleaning fluid, should be stored outside the building in a fireproof container.

If it isn't, you'll find that your insurance premiums are higher than they should be.

A monthly inspection of the projection booth should be made in order to check the proper operation of the shutter control system, fusible links, film storage cans, rewinding devices, and fire extinguishers.

Every booth should have at least one extinguisher per machine and rewind room, and should be equipped with two self-closing waste cans, one for carbon stubs and one for discarded pieces of film.

Another source of fire is the miles of temporary wiring which are run haphazardly around many houses.

I'll never forget the manager who decided he was an expert electrician, and wired up a shadow box with a pair of twisted uninsulated wires, and couldn't understand why he was continually blowing fuses.

It is much easier, neater, and safer to run conduit, and do the job right, because sooner or later the underwriters will force you to make the necessary correction, or again your insurance premiums will rise.



LADIES ROOMS MUST REFLECT PATRONAGE

Necessarily indulgent toward lady patrons, theatremen have gone in extensively for luxurious ladies' rooms. It has reached a point where these accommodations are oftentimes the show spots of the premises.

The room pictured here is notable principally for its severe lines, simple rug pattern, modern chairs, and painted country scenes that contrast nicely with the urbane aspect of the place. And another thing, a very modern invention called saran covers the chairs. This has the distinct attraction of wearing well, and is also easy to clean. Saran has been widely used in automobile seat covers, and comes in a number of solid colors and satisfactory shades.

Fabrics woven of Saran are put out by the National Plastic Products Company, processors of the Saran monofilaments produced from basic raw materials by the Dow Chemical Company.



No other item of theatre equipment is winning patron approval that compares with that accorded

IDEAL SLIDE-BACK CHAIRS

The deep spring cushioned comfort, the convenience of easy retractability, and the safety features of this pre-eminent chair are appreciated by everyone.

So far ahead mechanically . . . offering so many EXCLUSIVE advantages, the Ideal Slide-Back chair affords more than six inches of smooth, effortless, horizontal retraction with no humps, jarring or disturbance to those behind—provides 100% more passing space, with conventional spacing, 32" back to back. Eliminates necessity of standing to permit passing.

There are no sharp edges to bump shins, no pinching hazards. Full length die formed steel back panel entirely covers seat cushions.

The Ideal Slide-Back is the only chair of ANY TYPE that affords 100% safety in emergencies. Unoccupied seats automatically silently slide back, rise and lock into position; automatically disengaging when lowered for occupancy.

The Slide-Back is also extremely popular with maintenance people. No adjustments or lubrication are required and there is no understructure to hamper cleaning.

Easily installed without specialized mechanics, the Slide-Back is adjustable to all conditions and inclines.

Available in a variety of models, end standards and upholstering.

CONVENTIONAL TYPE SEATING FOR BALCONIES WITH HIGH RISERS SUPPLIED ON THE SAME ORDER WITH SLIDE-BACK CHAIRS.



Sold by Independent Theatre Supply Dealers

IDEAL SEATING COMPANY of GRAND RAPIDS

SEATING IN THE MODERN MANNER

NOTES



... on Modern Theatre Construction and Remodeling

23rd in a Series of Studies on Design, Construction, and Equipment of Theatres

Designers' First Decision Is Against Old Furnaces

... Proposals To Keep Hand-Fired Plants More Wishful Than Sensible

INVARIABLY, one of the first decisions made in drawing up remodeling plans for an old theatre is against the heating plant.

Hampered, as designers nearly always are, by making over an ancient structure anyway, the heating setup is going to be a nuisance—no two ways about it.

The hand-fired furnace, grandfather of them all, naturally, will have to be abandoned, in favor of either a stoker, oil or gas burner. Proposals to keep it are more wishful than sensible. Its abandonment will help to hold down operating costs, not to mention arguments with the janitor over house temperatures.

Further, the heating plant will have to be tied in with the air-conditioning system, real or projected. The reconversion from old to new in heating will afford a chance to put in the radiant kind, and, more practically, to get rid of unbecoming, space-wasting cast-iron radiators.

Of the three types of recommended burners—stoker, oil, and gas—the last is the most convenient. Gas, however, is economical only in those localities where it is available at low rates, i.e., natural gas of the proper B. T. U. rating. The choice between stoker and oil will be determined likewise by availability and cost.

Whichever is selected, the new setup will call for the putting in of automatic temperature controls. These to be actuated by thermostats inside and outside of the theatre. Inside, the devices will regulate fuel consumption to correspond with the "human load," and outside with the vagaries of the weather. By automatically adjusting temperatures, thermostats keep down operating costs.

Backbone of System

The boiler is the backbone of the heating plant. Should the remodeler propose to hold on to the old one, it will have to be carefully gone over for cracks. Both the cast-iron sectional and steel-tubular types must be insulated with standard boiler coverings. A high-and-low water cut-off should be added to any boiler unequipped with it.

At the same time, the boiler's steam and hot water lines, as well as the return lines, should be checked for adequate size, pitch, and insulation. Particular attention must be paid to any low points in the runs which could cause noises.

Also, the possibility of putting in the necessary supply and return lines for the indirect heating of the auditorium might be looked into. A switchover to radiant heating will involve the air-cooling system, be it merely mechanical ventilation. So this contingency must be borne in mind.

Since indirect heating will rely on a blower for the circulation of heated air, direct radiation devices may be retained in the front part of the house, in the toilet rooms, projection booth, and any commercial portion of the building.

As a matter of fact, the renewing of supply lines under the floor slab of the auditorium may be more costly than the installation of indirect heating in that part of the house.

Ugly Radiators

In any case, a booster coil and blower should be put across the front entrance doors. This will do a much better job than radiators of eliminating cold drafts in the lobby and over the rear rows of seats. Large cast-iron radiators are notoriously unattractive anyway. As previously mentioned, they may be replaced elsewhere throughout the house by convactor or fin-type radiators.

The rules governing the installation of air-conditioning were developed in the article, "New Construction," of this series. The setting up of ducts for air circulation will be more difficult than for heat, however. Where trusses have been put in for roof support, the problem will be greatly simplified. Here will exist ample space in the auditorium ceiling to run the larger ducts.

Before going ahead with the installation of ducts over the ceiling, work crews must be cautioned and impressed with the imperative necessity of exercising utmost care in avoiding damage to the ceiling itself. They will be required to rig temporary plank walks to all sections where they intend to work. Frequent inspections should be held, topped off by a final, thorough one. Looked for should be broken plaster bonds and cut hanging supports.

Damage may be very hard to detect from above the ceiling, as well as from

the orchestra and balcony. Heavy ornamentation especially is a menace following duct installations. Later, portions of it may fall during a period of prolonged vibration, either as the result of picture sound effects, or the rumblings of heavy trucks, street cars, etc.

Overtime Work

The ceiling is overtime work for the reason that labor here must be done during non-operating hours, when patrons are not subject to injury and panic. Much of the remaining activity connected with putting in ventilation systems may be carried out during show time, however.

Where the attic is without duct space, the problem of proper air distribution becomes difficult indeed—but not insurmountable. Large ducts may at times be run over the rooftop. These must be heavily insulated. Or, they can be put in as imitation beams under the center of the ceiling, or along the sidewalls.

In other sections of the house, waste space can be found for the smaller ducts. These may be furred in the wall so as not to detract from the appearance of things.

If the contractor proposes to locate fans or other heavy equipment in any part of the building other than the basement, structural supports should be checked by an engineer. The contractor will have to put in any additional supports or reinforcements that may be needed. Where equipment is set up on the roof, particular attention must be paid this precaution.

Fresh Air

The fresh air intake has got to be placed where dirt, smoke, and unpleasant odors are not drawn into the ventilating system excessively. Sometimes this presents quite a problem, that can run into lots of money. Intakes that are close to the ground in alleys, or near a restaurant flue will cause so much unpleasantness that they will have to be taken out.

Conversely, exhaust vents of the system demand careful consideration as to their placement. In no case must they be so situated as to create an annoyance to adjoining property holders.

Owing to possible noises and vibrations, the location of fans and compressors, too, is very important. Such disturbances, naturally, can be most annoying to movie audiences. The equipment should be mounted on concrete bases and provided with vibration eliminators.

The outlet velocity of the large fan must be kept low in order to insure operation without the loud sound of rushing air. Occasionally, gas piping from compressor to condenser will either be attached to or supported by a structural member of the building. This circumstance will result in bothersome noises in a quiet theatre, which can only be overcome by removing the connection, or by the insulation of the piping.

Adaptable to Servicing

Oftentimes the space assigned to air-conditioning units is too small, with the result that servicing of the equipment is difficult and expensive. Parts that are hard to get at are neglected, with consequent costly breakdowns.

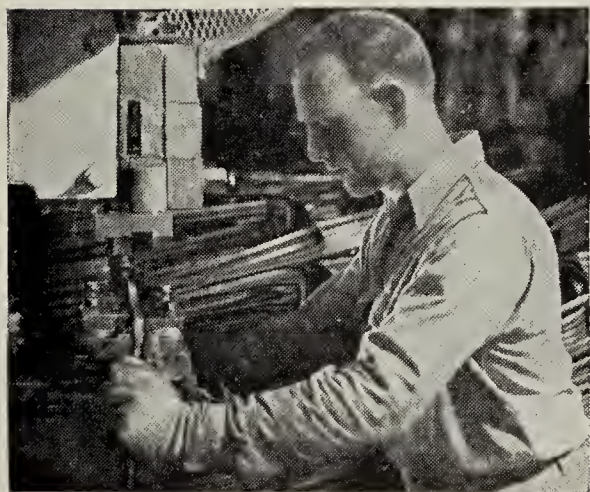
If accommodations within the existing structure are inadequate, the price of building an addition or pent house will be returned many times over during the life of the equipment.



But make sure of all three — Comfort, Appearance, Long Service

This Heywood-Wakefield Airflo model, TC 702, is an outstanding achievement in *comfort*, literally tailor-made to the individual patron! It has a smart elegance of line that brings your house up-to-date, and keeps it so. In range of colors and fabrics, too, it brings assurance of good taste to your decorating scheme. Like all Heywood-Wakefield theatre chairs, its sound design and *steel* construction assure long, long trouble-free service. In addition, it brings you the full benefits of our long, practical experience in meeting the problems of theatre owners—through numerous refinements and improvements which make up-keep easy and cut maintenance costs.

So make sure of all three when you re-seat or plan a new theatre. Our illustrated folder shows all current models in full color—and our own representative or the nearest H-W distributor will show you at first hand how comfortable and practical theatre seating can be.



Heywood-Wakefield teams intelligent design and good workmanship with steel to produce seat frames that assure lasting comfort throughout long, steady use.

★ ★ ★

Heywood-Wakefield Theatre Seating Division • Menominee, Michigan • Sales Offices: Baltimore, Boston, New York.



MR. MANAGER ...

the Man with all of the Headaches



Herbert Shusterman, owner, Roky, Perth Amboy, N. J., pictured in his office, is one of a long family line that has been operating the house for the past 20 years. Here, in his composition leather chair, he is shown signing some papers. The shirt sleeves are a sign of a down-to-earth, hard-working executive and help keep him cool.



Adolph C. Gortatawsky gives the photographer some time to pose, and the desk gives some indication of the work he is facing on that particular morning. The veteran showman of Albony, Ga., previously ran a "legit" theatre, that association starting in 1903. One of the oldest exhibitors in Georgia, since 1912.

MEN AT WORK

is a continuing regular Department of each issue of PHYSICAL THEATRE designed to give a "curtain call" to the many worthy and industrious industryites who seldom receive public acclaim.

MANAGERS, ASSISTANT MANAGERS, PROJECTIONISTS, CASHIERS, and OTHER IMPORTANT THEATRE EMPLOYEES with years of Industry Service to their credit are invited to submit "on-the-job" pictures and data for consideration and possible future use in this Department.



Manager John Bolmer, Reode's Strand, Freehold, N. J., has been handling this house since it was remodeled last year. Formerly with the Moyfoir and Paramount, Asbury Park, N. J., and long with Reode.



Ira B. Dyer, owner-operator, Ocala Drive-In, Ocala, Fla., is a recent arrival to that state from Kentucky, where he operated several houses. He opened the Ocala on Feb. 20, and also operates another house.



Milt Newsom, manager, Tivoli, Chotonoogo, Tenn., is wearing a big smile at his house, the Wilby-Kincey "A". The smile has been his trademark all during his rise from the ranks, but not the tie.



Former newspaperman J. C. Lewis, manager, Dimas, Perth Amboy, N. J., first entered the theatre business in 1920 as a projectionist, and returned as a manager a few years ago. Note the serious look.

CONSTRUCTION HUMMING IN CANADA

Rank and Famous Players Spend Millions on Houses

Movie house construction is humming in Canada. New theatres are going up at the rate of nearly two hundred a year.

To the dominion's 1,606 movies at the beginning of 1948, one hundred and thirteen have been added, up to three months ago, according to the Canadian Film Board of Trade. Some hundred more are scheduled to open soon.

This remarkable record is due partly to J. Arthur Rank's Odeon Theatres chain, which in the face of mounting building and labor costs, is resolutely going about planting nineteen "of the most modern new theatres in America" in the most lucrative Canadian film territories. Nine already are running. The ten others are due for openings before the end of the year.

Odeon, owner of one hundred and seven theatres in the dominion and booker of thirty-one others, pursues a policy of playing both British and United States films in its houses.

Famous Players

Another big chain, Famous Players Canada Corporation, has gone into action with a program to build eighteen houses throughout the dominion, of which the first was opened last March in a semi-suburban area at Toronto. The outfit will erect three first-run movie palaces in the area.

Famous Players also is engaged in an extensive modernization undertaking. The largest replacement item, sound and projection equipment, is being bought in the U. S. A. The chain is laying out \$3,000,000 on the overall program, modernization and building.

It did a rattling good business last year, taking in \$3,150,000 (after deduction of income and excess profits taxes)—\$320,000 better than in 1946.

Last May, Canada junked its twenty per cent tax on theatre admissions. The effect is different in each of the provinces. Some continue the levy as a provincial source of revenue, while others let the moviegoer benefit from the federal action.

It is estimated, unofficially, that theatre patronage is off this year about fifteen per cent.

Soaring Prices

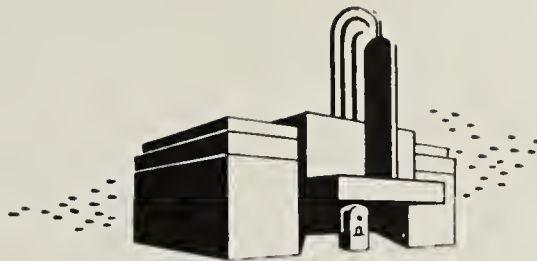
An increase of about six per cent in wholesale paint prices, effective immediately, is announced by the Sherwin-Williams Company.

In a letter to dealers, the firm says that the increase is made necessary by the soaring prices of lead (up twenty per cent), zinc, and pigments used in paint manufacture, and by rising labor and operating costs.

Over-all paint prices are now forty-four per cent above 1941 levels.

Police Tag Drive-Ins

Since traffic snarls are causing drive-in owners and road authorities much headache, Indiana State Police are demanding that owners get their go-ahead before setting up new roadside spots.



more than 3,000 major U. S. theatres use "Voice of the Theatre" SPEAKER SYSTEMS

Only the best in sound is a sound investment today. The best is "Voice of the Theatre"—proved superior to all other speaker systems by impartial acoustical measurement tests—witnessed by the leading scientists of the motion picture industry.

☆☆☆☆☆☆

There is a "Voice of the Theatre" speaker system for every size theatre. Ask your supply dealer for information about modernizing your present system with "Voice of the Theatre". "Voice of the Theatre" speaker systems are supplied as standard equipment by most leading theatre sound system manufacturers.



161 Sixth Ave.,
New York 13, N. Y.



1161 N. Vine St.,
Hollywood 38, Calif.

There's more PROFIT in NATIONAL'S

MOVIE HOUR POPCORN



"QUALITY SEALED"
IN
METAL CONTAINERS

Greater Popping Quality
Store It Anywhere
No Rat or Weevil Loss
Easier to Handle

FOUR 10 LB. CANS
TO CASE



NEW PRODUCTS

... that have theatre interest



Cigarette-Resistant Tile

Patrons and other saboteurs who toss lighted cigarettes on the floor can't hurt your rubber tile too much if it is the stuff in which the color goes all the way through the tile.

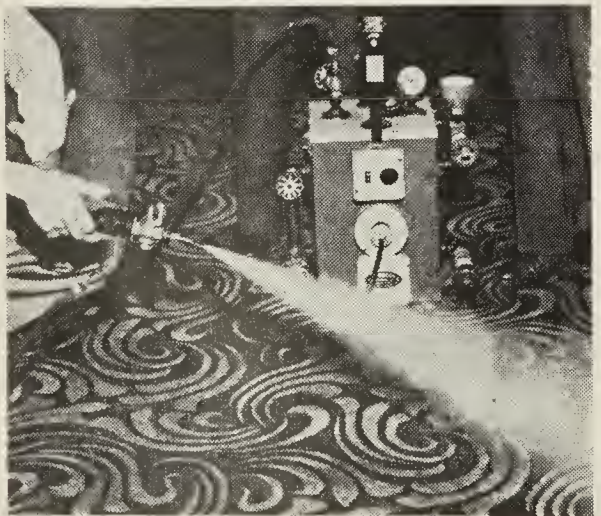
The American Tile & Rubber Company have just such a flooring, called Amtico. It is styled in colors and marbled patterns that harmonize with most any decorative treatment. The tones, of course, really are permanent.



In addition to their claim for unusual durability, the makers say that the tile is quiet to walk on. Amtico is made in three standard gauges—one-eighth, three-sixteenths, and one-quarter of an inch; in six standard sizes—four by four, six by six, nine by nine, twelve by twelve, six by twelve, and nine by eight feet, and in rolls, with special sizes to order.

Chewing Gum Remover

Theatremen who have been looking for another method to remove chewing gum and candy from carpeting should be interested in the new process offered by Rachlin and Company, national distributor. Using 50 pounds of pressure at 250



degrees heat, 110 or 220 volts AC or DC, the device has received endorsement from theatremen who have watched test demonstrations. Lou Calin is sales manager for Rachlin and Company.

Vorlac Enamel

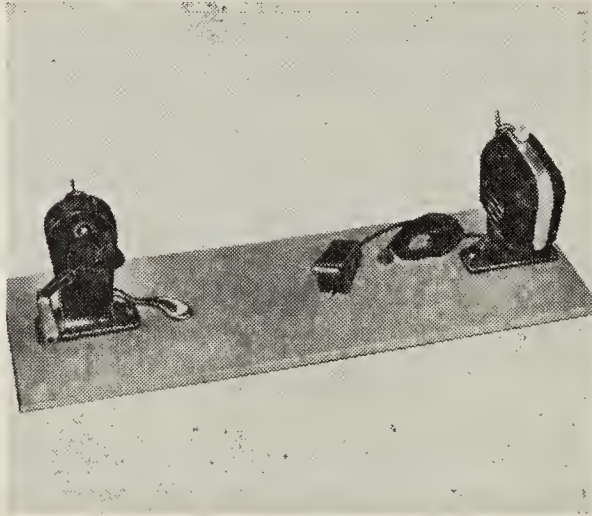
A new fire-retardent and unusually durable enamel that dries to a high gloss within an hour is being introduced by National Theatre Supply, which has been appointed exclusive distributors for the new product. Called Vorlac Theatre Floor Enamel, the paint can be brushed on in the morning, and, according to reports, be ready for traffic by noon. Its lasting



qualities are said to compare with other high quality paints. It stands up under repeated washings without removal or discolorations because of its high resistance to alkalis and caustic solutions, it is said. The regular colors in which it can be supplied are tile red, grey, green and white.

Neumade Rewinder

A new motor-driven rewriter, consisting of a ball-bearing motor-driven rewriter connected through a variable speed control, and equipped with a throw-out clutch for reversing the film with the hand rewind, was recently introduced by the Neumade Products Corporation. A slip-clutch in power mechanism acts to prevent damage to the film, and provides steady tension at all times. Both end units of the rewriter are mounted on a smooth white acid-resisting-enameled panel. The left-hand unit has a sensitive arm-brake. A



copy of the company's catalog, in which the rewriter and other Neumade products are listed, is available on request.

Moonglo

If this young lady evokes visions of your favorite songbird and the Club Tornado, you're not nuts.

Visitors to the Third National Plastics Exposition in Grand Central Palace, New York, get that feeling in droves.

Ask the cute thing why the apron over the finery, and she'll recite very softly, "My costume symbolizes Formica's combination of beauty and practicality."

And the crescent moon?

"It displays the six colors in which our 'Moonglo' pattern will be offered." (The thing's a revolving disc.)

Enthralled, her auditors listen on:

"Moonglo is for dados, and wainscoting, and sink tops. It's a laminated plastic. It's a homogeneous sheet of great density and hardness. When Moonglo is bonded to plywood it gives your sink top a surface without porosity and with a high degree of chemical inertness.



"In powder rooms, it helps to make a lavatory more than just a plumbing fixture, adds color and convenience. It's a series of layers of paper or fabric, impregnated with phenolic, urea, or melamine resins, cured at temperatures over three hundred degrees and pressed together with over half a ton per square inch pressure.

"The more than sixty Formica decorative laminates are made in many designs, colors, and grades. The top layer of material determines pattern and color. Types of resin and core stock, together with degree of heat and pressure, determine the various grades. One type of Formica is 'Realwood', in which the top layer is a veneer of actual wood, protected under a tough clear layer of plastic.

"A grade of Moonglo, incidentally, is 'cigarette-proof' which incorporates a layer of metal foil under the pattern sheet to dissipate excess heat. A popular color is red linen. All the colors stay bright, and the materials never rot. Formica never needs painting or refinishing. Laboratory tests prove . . ."



Harry Levey, chief technician, New York studios, was on an installation trip covering John and Drew Ebersson's new Celina, Celina, O., and Michael de Angelis' new Belmont, Youngstown, O., when the picture tour of Novelty Scenic Studios was taken in a recent issue of PHYSICAL THEATRE. He has also travelled for NSS to Singapore, Great Britain, and other foreign spots, and has been considered a real expert on big, difficult jobs requiring special engineering for 25 years. Architects and owners have found him particularly versatile on many jobs.

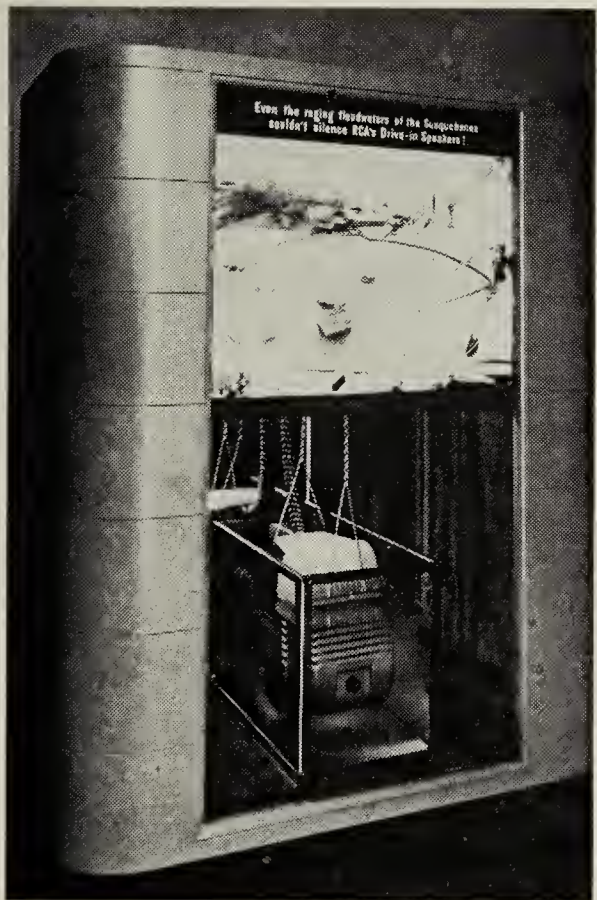
Frank Forms New Company

ATLANTA—James Frank, Jr., formerly New York City branch manager for National Theatre Supply, last fortnight announced that he has formed the United Photo Supply Corporation, with offices at 426 Luckie Street, N. W. The company will distribute name brand photo supplies and products to dealers in the southeastern part of the U. S.

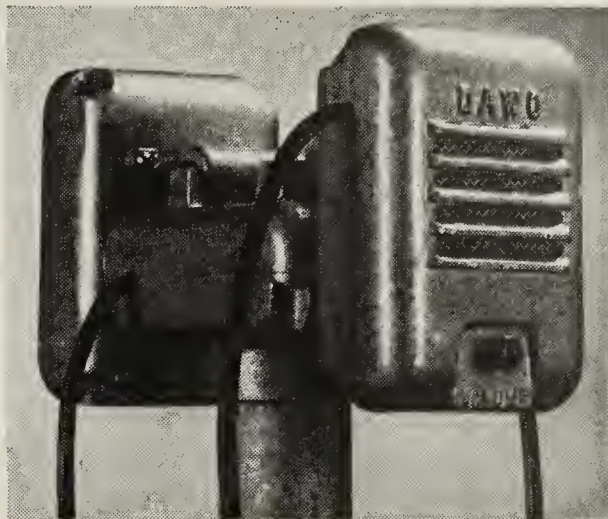
Frank is president of the company, while Samuel J. Sheff is vice-president and treasurer. Frank is also the financial vice-president of the SMPE.

Brenkert Viewings Increase

CAMDEN, N. J.—It was learned last fortnight that 3600 projectionists in 31 cities from coast to coast had thus far seen demonstrations of Brenkert BX-60 projector.



The RCA publicity department worked overtime on this one. The stunt, put on at the TESMA show, had an in-car speaker plunging in and out of a fish tank while howling jazz. This in memory of the survival of six hundred of the units during a flood at Endwell, N. Y. The Susquehanna River inundated the Tri-City Drive-In and emersed the in-car speakers for three long days and nights.



The DAWO No. 7600 In-Car Speaker

Functionally designed with full consideration given to QUALITY, COST, APPEARANCE and SERVICING.

SPECIFICATIONS FOR THE BEST BY TEST!

1. ACOUSTICS—Speaker case lined with fibre-glass for desired tonal rendition. Speaker set back for bass response.
2. SERVICING—Top of junction box removable. Individual speakers removable from terminal strip.
3. SPEAKER CASES—Size: 2 $\frac{5}{8}$ "x4 $\frac{3}{8}$ "x6 $\frac{1}{2}$ ". Material: Cast Aluminum 20,000 lbs./in. tensile strength.
4. JUNCTION BOX—Size: 4 $\frac{1}{2}$ "x6 $\frac{1}{2}$ ". Material: Cast Aluminum 20,000 lbs./sq. in. tensile strength.
5. SPEAKERS—Size: 4" sq. Waterproof.
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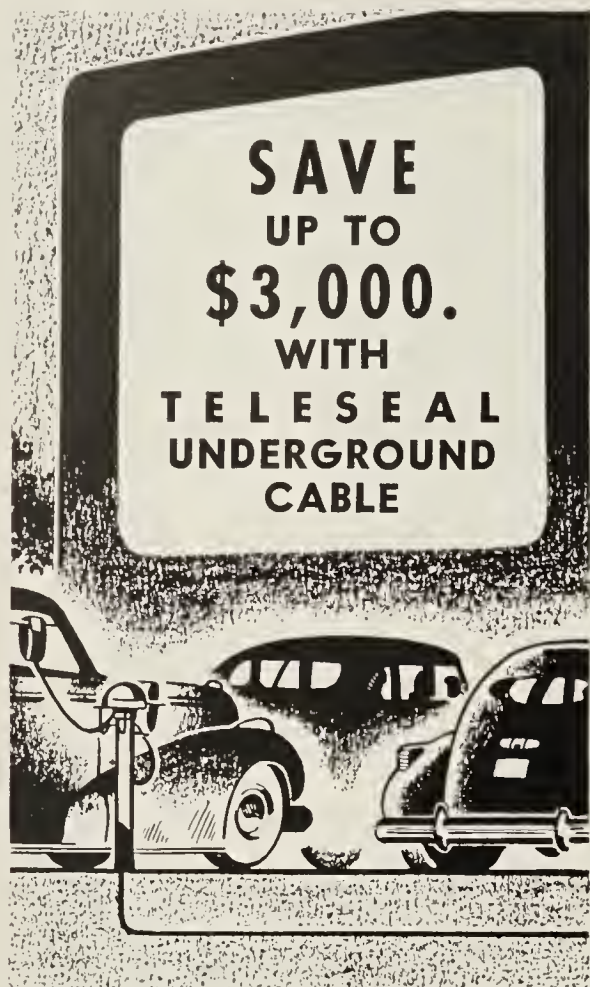
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Beg Pardon

(Inadvertently, at press time for the Sept. 22 issue, we neglected to refer to William O. Hohauser as architect for the Park Avenue, New York City, in the special Novelty Scenic Studios section of PHYSICAL THEATRE. Our apologies are extended.—Ed.)

Robin Booth Clicks

NEW YORK—An interesting booth at the TESMA show in St. Louis was that of J. E. Robin, Inc., New York.

Shown was a complete line of projection and sound equipment, together with the famous Robin generator line.

A new member of the Robin family was introduced to the trade at the show, the Robin rectifier, and Emil A. Kern, president, Robin, is confident that it will have a solid prosperous future. The newcomer has been built to the reliable Robin specifications, and with the well-known Robin engineering know-how.

Conservation Note

An all-time record for print conservation has been rung up by the film, "Henry V," United Artists is convinced.

During the last two and a half years, "Henry V" has played in the United States and Canada eight hundred and twenty-five engagements, varying in length from one day to forty-six weeks.

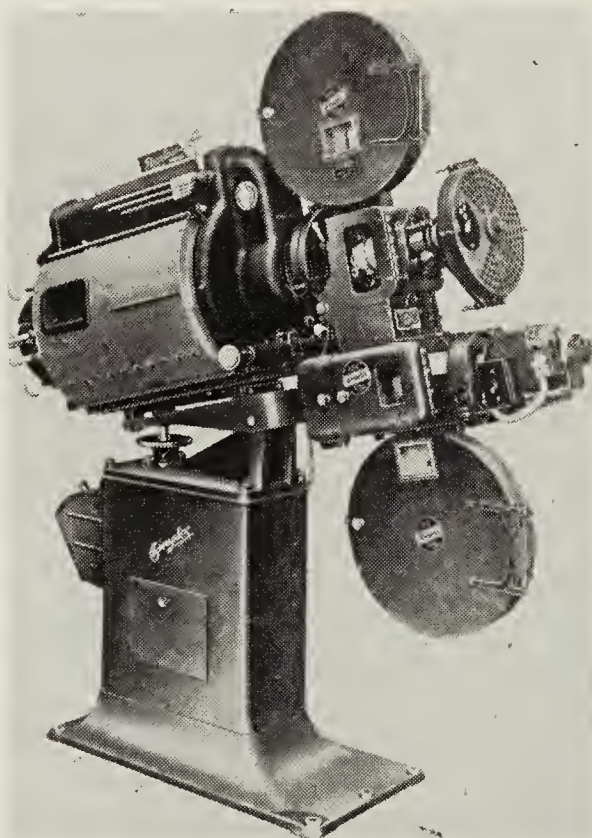
To service these playdates, UA has used only sixty-six prints, forty-four of which are still in good shape. The record is said to be the result of "constant inspection of each print and replacement of worn parts from other prints."

DRIVE-IN PEDESTAL IS A REGULAR BOON

To drive-in projectionists who have to shore up the fronts of their projector pedestals in order to land pictures on screens, a specially-developed Simplex pedestal will come as a regular boon.

What makes it easy for projectionists is a new tilting device that jacks up the machine to a rakish fifteen degree angle.

With the pedestal, model LL-Six, the company has succeeded fully in adjusting to twentieth-century roadside movie needs.



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36-20 Thirty-third Street, Long Island City 1, N.Y.
OR THE AUTHORIZED SUPPLY DEALER IN YOUR AREA.



A. J. SEXTON, JR.—General Manager, Sexton Theatre Company, Ashland, Kentucky—says:

"An RCA Service contract has proved to me the best investment any theatre owner could make for the finest engineering and mechanical upkeep of booth equipment. It is essential in any theatre."

To get the benefits of RCA Service—write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.



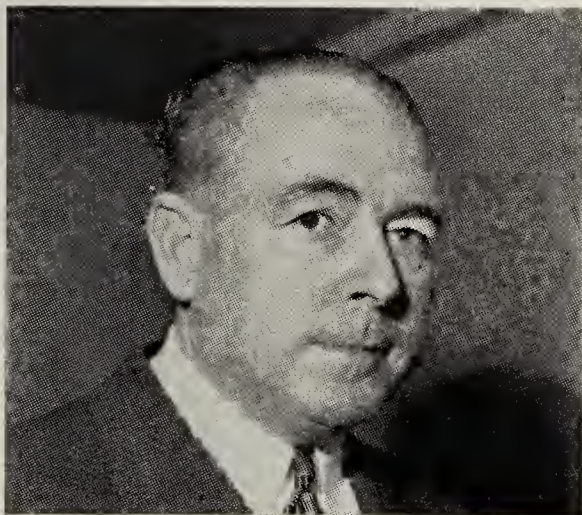
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GROVER L. SMITH—Owner, Grover L. Smith Family Theatres, Glendale, Calif.—says:

"I have always used RCA Service. It's prompt, efficient and keeps my theatres operating at maximum efficiency."

To get the benefits of RCA Service—write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.



TESMA Scores Again

(Continued from page 5)

form of a Technicolor film, "Carbon Arc Projection," produced and presented by the National Carbon Company.

Reducing a rather complicated study to simple drawings and illustrations that could be perfectly understandable to the ordinary layman, the film showed how a projection optical system functions, a color spectrum analysis of the many light sources, and the manner in which the current high intensity carbon arc most closely approximate the true colors of natural sunlight.

Of excellent quality in its presentation, art, photography, and dialoging, this is a reel that, although designed as a commercial instruction subject, any theatre owner might be proud to run, and which would probably find his audience equally enthusiastic. As another piece of industry public relations, it should be run on as many theatre screens as possible.

Drive-ins and Popcorn

A gigantic trade show of equipment and supply manufacturer goods crammed the large exhibit area. Sixty-nine different exhibits, large and small, covered every conceivable type of item from Coke to prefabricated theatres. Hundreds of interested dealers, owners, and prospective owners jammed the exhibits, asking every conceivable kind of question, and getting proven knowledge for the answer.

But the drive-in equipment was king! From early morning to late closing hours, any booth or exhibit which featured drive-in design, confectionary stand signalling and inter-com ordering devices, confectionary carts, speakers, aisle lights, screen towers, signs, and a host of other items was jammed with the interested. Even at the displays of the projection and sound equipment specialists, such as Motiograph, RCA, DeVry, Century, Robin, Ballantyne, Wenzel, Ashcraft, Forest, and Strong, the crowds gravitated to the drive-in speakers and amplifiers or to the larger projection lamps that could flood a gigantic screen.

While the number of drive-in theatres has swelled mightily during 1948, no one could watch that interest and keep his ear to the ground without realizing that the growth will be sustained, possibly far beyond all industry forecasts.

But good old "money-in-the-bank" popcorn was there, too, and it got a terrific play.

The importance of this tiny golden globe to both theatre men and many a supply store was everywhere evident.

From Pronto's line of warmers, where corn claimed to have been popped three weeks before in Boston, and shipped nearly 1000 miles, proved to be crisp and appetizing, to the Manley, Cretors, and Krispy Kist machines that made popcorn fresh on the spot, and filled the air with the aroma of hot corn, the crowds were constant and interested.

Manley's boxed popcorn proved a new innovation and a continuing highlight.

Just About Everything

Running the full gamut of theatre equipment and supplies, there was scarcely an exhibit where something new or something of interest would not make a theatre man or dealer pause for a better look or a detailed discussion.

Here's Your Big DOUBLE FEATURE in Safety



Theatre men everywhere rely on Dayton Safety Ladders for maximum safety and convenience. Ideal for your marquees — perfect for those odd jobs.

Daytons are constructed of tested airplane spruce and reinforced with rigid steel supports to give great strength and lightness of weight. Sizes 3 feet to 16 feet in height with Standard Rubber Safety Shoes at no extra cost.

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These collars and fronts are made from specially processed paper with a linen finish. When soiled they are thrown away. No laundry problems with Lintex.

Made in wing or turn-down styles, fronts in plain or P.K.

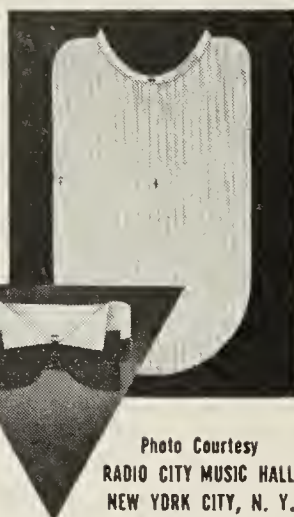


Photo Courtesy
RADIO CITY MUSIC HALL
NEW YORK CITY, N. Y.

REVERSIBLE COLLAR CO.
111 PUTNAM AVENUE CAMBRIDGE, MASS.

The Adler, Wagner, and Bevelite changeable letter displays were particularly good, with Wagner's little Lou Sherman nearly knocking himself out climbing up and down on chairs all day and every day to demonstrate the frames and gigantic letters. Bevelite's Bill Stahl gave one of the most dramatic displays by waiting until a spectator was within inches of his lighted display board, that looked like glass but which proved to be plastic. He would then swat it with a 12-inch letter that should have shattered it into a thousand pieces. In that resounding second, many a poor guy pictured himself being sewed back together again in some St. Louis hospital.

Kroehler, Heywood-Wakefield, Ideal, International, Irwin, and Griggs all showed new theatre chairs, with the white plush upholstered Heywood beauty and Bill Gedris' moving slide-back innovation receiving the most dramatic presentation. To prove the smoothness of his slide-back action, Gedris placed a full water tumbler with a coin on its lip on the chair seat where it proceeded to move backwards and forwards thousands of times each day without spilling a drop, although the coin was taken three times.

Vallen, Baldor, GoldE, and Neumade; Globe Ticket, LaVezzi, Bausch and Lomb, and Automatic Devices; Kollmorgen, Typhoon, Superior, and General Register, all were there, and all were interesting. Missing only was the important group of name products distributed exclusively by National Theatre Supply in order to make this a complete industry show.

And to get back to the Wagner Plan, it is felt that the latter line would be represented in such an enlarged undertaking.

But to give credit where credit is due, and miss no one, here is a list of all exhibitors and products they displayed:

- Ace Electric Manufacturing Company (splicers).
- Adler Silhouette Letter Company (sign letters).
- Ashcraft Manufacturing Company (projection lamps).
- Autocrat, Inc. (drive-in equipment).
- Automatic Devices Company (curtain controls and generators).
- Auto-Vend, Inc. (popcorn).
- Baldor Electric Company (rectifiers).
- Ballantyne Company (projection and sound).
- Bausch and Lomb Optical Company (lenses).
- Brenkert Light Projection Company (projection and projection lamps).
- Calumet Coach Company (drive-in vending equipment).
- Century Projector Corporation (projector, projection, and sound).
- Champion Moulding Manufacturing Company (display frames).
- Coinometer Corporation (change makers).
- C. Cretors and Company, Inc. (popcorn).
- Da-Lite Screen Company, Inc. (sound screens).
- Dazians, Inc. (decorative fabrics).
- DeVry Corporation (projection and sound).
- Drive-In Theatre Equipment Company, Inc. (drive-in equipment).
- Drive-In Theatre Manufacturing Company, Inc. (drive-in equipment).



LLOYD H. BRIDGHAM—Owner, Uptown Theatre, Dover, N. H. . . . State Theatre, Presque Isle, Maine . . . Harbor Theatre, York Harbor, Maine—says:

"Fifteen years of RCA Service in my theatres has proved to be one of my best investments."

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GOOD LOOKING
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Elizabeth Iron Works, Inc. (drive-in screen tower).

Essannay Electric Manufacturing Company (changeovers).

Forest Electronic Corporation (projection lamps).

Forest Manufacturing Corporation (rectifiers).

General Register Corporation (cash control equipment).

Globe Ticket Company (theatre tickets).

GoldE Manufacturing Company (booth supplies).

Gordos Corporation (bulbs, rectifiers).

Griggs Equipment Company (theatre chairs).

Heywood-Wakefield Company (theatre chairs).

Ideal Industries, Inc. (flashlight batteries).

Ideal Seating Company (theatre chairs).

International Seat Corporation (theatre chairs).

Irwin Seating Company (theatre chairs).

Kneisley Electric Company (rectifiers).

Knoxville Scenic Studios (decoration).

Kollmorgen Optical Corporation (lenses).

Krispy Kist Korn Machine Company (popcorn).

Kroehler Manufacturing Company (theatre chairs).

LaVezzi Machine Works (projector parts).

Lawrence Metal Products, Inc. (crowd control equipment).

Thomas L. Leedom Company (theatre carpets).

Manley, Inc. (popcorn).

Mohawk Carpet Mills, Inc. (theatre carpets).

Motiograph, Inc. (projection and sound equipment).

Motion Picture Machine Company (motion picture machine parts).

Murch Electric Corporation (photo-electric projection arc lamps).

National Super Service Company (vacuum cleaners).

Neumade Products Corporation (booth equipment).

Poblocki and Sons (display frames and prefabricated theatres).

Pronto Pop Corn Sales, Inc. (popcorn).

Radiant Lamp Corporation (rectifier bulbs).

Radiant Manufacturing Corporation (sound screens).

Radio Corporation of America (complete line of theatre equipment).

Raytone Screen Company (sound screens).

Robin, Inc. (projection and sound).

Star Manufacturing Company (popcorn).

Strong Electric Corporation (projection lamps and spotlights).

Superior Electric Company (dimmer equipment).

Theatrecraft Manufacturing Corporation (in-car speakers).

Theatre Specialties, Inc. (sign letters).

Tol-Pak Company (drink dispensers).

Typhoon Air Conditioning Corporation (unit air-conditioning).

Universal Corporation (lobby frames).

Vallen, Inc. (crowd control equipment).

Wagner Sign Service, Inc. (sign letters).

Wenzel Projector Company (projection and sound).

Edward H. Wolk Company (projection and sound).

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The Academy of Motion Picture Arts & Sciences recognized the value of this development in making its 1947 award to C. C. Davis of the Western Electric Co.

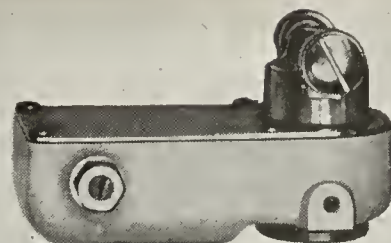
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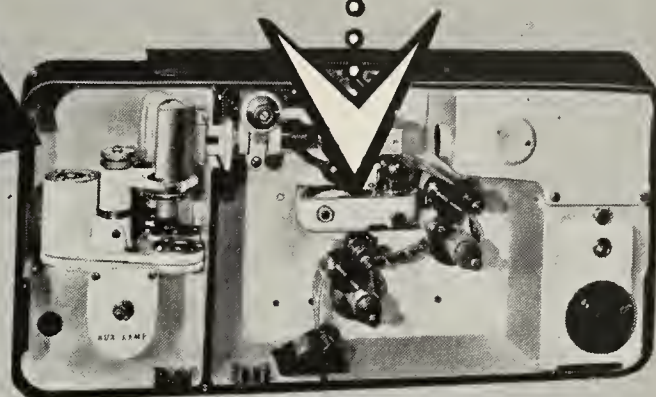
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CENTURY PROJECTOR CORP.

New York, N. Y.



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For the guaranty of a beautiful picture, perfect sound transmission and faithful color reproduction use the world's finest screens.

Super-Site

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Assures picture brilliance for every seat. Mold and fungus-proof.

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Increases picture brilliancy 33 $\frac{1}{3}$ %. Flame-proof.
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MAX M. KORR—President, Max M. Korr Enterprises, Allentown, Pa.—says:

"RCA Service has proved itself to be the most economical and satisfactory way of making sure my patrons enjoy good sound reproduction."

To get the benefits of RCA Service—write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

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100 $\frac{1}{2}$ " PLASTIC LETTERS

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\$3.00 PER
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SEE IT
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ADULTS	FED. TAX	42
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NEWS OF THE

Territory

BRANCHES

Atlanta

H.T. Spears, general manager, Bailey's Theatres, Atlanta, announced that his company has taken over the following theatres in Tampa, Fla., the Lincoln, Carver, and Central.

Kate Lefis is back on her job at 20th Century-Fox after a vacation in Florida and Cuba....Mrs. N. Fields, 20th Century-Fox, and her son are back from Florida....It was happy birthday for Mrs. Stella Defoor, 20th Century-Fox.

Louise Cantrell, 20th Century-Fox, was honored at a party upon the announcement of her engagement. She is wearing a big diamond on her left finger.

Manager Johnnie Bachman, UA, was all enthused over "Red River"....UA has added two new salesmen, Harry F. Meadow who formerly handled "Henry V", and Jack Frost, promoted from booker. Jim Corbett moves up to Frost's former spot in the booking department, while Allen Rainwater has been moved up from head shipper to booker in Corbett's place. Fred Collins, shipping department, has been made head shipper, and Robert Sadler has been added to the shipping department. Western division manager Fred M. Jack was in, and then left for New York.

Harry Whitestone and Ralph Johnson, the Georgia tent showman, were visitors on Film Row....WEAS, Decatur, Ga., operating on 1010 kilocycles, asked the Federal Communications Commission for permission to increase its power from one to 10 kilocycles.

Jimmy Hobbs, Monogram branch manager, was off to Florida....Ralph McCoy, manager, Film Classics, was visiting in Florida...John Mangham, president, Screen Guild, and Ralph Peckham, Realart, were back after a visit to Jacksonville, Fla....Lex Benton, Benton Film Express, checked in after a visit to New York City.

Sam Raine, Frolic, Bessemer, Ala., was in....Jimmy Hobbs, branch manager, and H. Spears, general manager, Bailey's Theatres, were back from a flying trip to Cleveland. Spears made the trip in his own plane.

Charlie Moore, Moore and Wilson Enterprises, was back from North Carolina, while Jimmy Wilson returned from Florida....Charlie Durmeyer, president, Southern Automatic Candy Company, checked in at his office after a trip to New York.

Funeral services were held for Mrs. Hubert M. Lyons, 45, wife of the Atlanta branch manager for RKO, at Spring Hill, Ga. She died at her home



Shown here is one of the six window tie-ups used recently by Ed May, manager, Wometco's Lincoln, Miami Beach, Fla., and Sonny Shepherd, manager, Miami, Miami Beach, in Liggetts' Super Drug Store, Miami Beach, in conjunction with U-I's "Mr. Peabody and the Mermaid".

on Oct. 7 after a long illness. Survivors are her husband, a daughter, four sisters, and a brother.

Toddy Pictures announced the purchase of 11 western feature negatives made by Monogram several years back. They will be re-released with all new accessories and prints.

The new Dixie Drive-In, Stewart Avenue, scheduled to have opened last June, will be ready by next spring....Grover Parsons, southeastern district manager, Eagle Lion, was back from a New York sales meeting.

Also back from New York was R.J. Ingram, southeastern district manager, Columbia....Just back from a 10-week stay in Hollywood, and more optimistic about the future than any time in his 30 years in the exchange end of the business, is Robert Savini, president, Astor.

"Hamlet" opened at roadshow scale at the Peachtree Art....Mr. and Mrs. John Carter, owners, Brookhave Brookhaven, Ga., were in visiting and booking....Oscar Howell, Capital City Supply Company, was back after a business trip....General manager Jack Elwell, Dixie-Drive-In Theatres, returned to the city.

President William Richardson, Astor, called a sales meeting, after which he left for a trip to Alabama....

General sales manager Charlie Fortson, Wil-Kin Supply Company, announced the appointment of the following sales representatives; Harold Williams, Georgia, P.K. Dawes, Tennessee, and James Daly, Alabama, while Jack Coletrane, former salesman, is now specializing in drapery and sales and installation.

Jimmy Hobbs, Monogram branch manager, was back from a flying trip to Cleveland....Arthur C. Bromberg, president, Monogram Southern Exchanges, returned after a trip to Jacksonville, Fla.

Charlotte

Two weddings took place recently at the home of Dr. Luther Little, former pastor, First Baptist Church of Charlotte. The first was that of Ruth Hardin, sister of Mrs. Walter Griffith, secretary, Theatre Owners Of North And South Carolina, to Paul Cockrell, Paramount salesman. The second was that of Hugh McDonald, head booker, Metro, and Mildred Griffin, secretary, Eagle Lion.

Everett Enterprises purchased the Center, Ft. Mill, S.C. Martin Street, former owner, remains as manager.

Bill Craver, booker, 20th-Fox, resigned....Cliff Allred, former manager, Victory, Greensboro, N.C., is now head booker for Hugh Sykes Booking Service.

The Charlotte Variety Club's house was awarded at the Southern States Fair, and the recipient was H.D. Chisholm, Asheboro, N.C. To him went an \$11,000 home and \$1,000 in cash. The receipts form the base of a Variety fund to establish a clinic for underprivileged children. The clinic will be established, and the Variety Club will see that it has an annual appropriation of \$100,000 to keep it going. The award of the Variety Club home was the highlight of the four-day fair.

Jack M. Stephens won the prize offered by the new Center for the best slogan: "Don't Go To The Square---Go To The Center". First prize was a U.S. saving bond and a season ticket. The contest was conducted by Dick Pitts, The Charlotte Observer's drama and movie critic.



Charlotte MGM branch manager Jack Re Ville recently called a special meeting of employees at the local exchange to pin a 10-year loyalty pin on Mrs. Alice Wilkins in recognition of 10 years of service, while the staff looked on.

A Page from LEW HERB'S SCRAPBOOK



Ernest W. Clark, assistant manager, Strand, Knoxville, Tenn., was quite busy when I visited.



I paid my respects to Ben H. Garret, managing the Paramount, Nashville, Tenn.



Evan Sprott, general manager, Bijou Amusement Company, is seen in his office in Nashville, Tenn.



O.G. Gryder is assistant to J. L. Clark, booking department, Florida State Theatres.



Howard Pettingill is in charge, advertising department, Florida State Theatres, Jacksonville.



John M. Lawrence, manager, Rex, Nashville, Tenn., 31 year vet, with Crescent Amusement Co.

Navy Day will be celebrated at Charleston, S.C., on Oct. 28, climaxed with the opening in one of the Sottile theatres of "The Secret Land". Charleston is one of the leading naval bases in the nation, and from Charlotte, over the southeast there will be going to the City by the Sea numbers of Carolinians to take in Navy Day celebrations and "The Secret Land".

U-I is holding its own in the current drive. Branch manager Jimmy Greenleaf says that the Charlotte branch is still in first place, but expects some stiff competition out of New Orleans, which holds second, as Charlie Ost, the New Orleans branch manager, was formerly a Charlotte salesman, and is known here as a plugger.

Sol Kravits, Warner master booker, was in working the Charlotte Warner exchange. He states that of all the exchange centers he has visited for Warners, the Charlotte weather is tops.

H.D. Hearn, Exhibitor's Service, returned from a Florida vacation "browned-up", and looking much healthier, Hearn says, "I'm all set for a big year, and we'll start off by getting the adjustments."

Robert Saxton, Exhibitor Service booker, returned from a vacation.

Seen along Film Row were: Brock Whitlock, Loew's State, Elizabeth City, N.C.; Wade McMillan, Latta, S.C., and Harry Cook, Mt. Olive, N.C., where Ann Barnes was recently crowned

"Miss Durene" as the beauty queen of the great industrial plant.

Charles J. Leonard, formerly associated with Columbia in New Haven and Charlotte, and until recently with Warners, joined Astor here to assist Max Holder, sales manager.

Memphis

Theatres continue to change ownership, latest that of the Rex, Newport, Ark., and the Hoxie, Hoxie, Arkansas. They were owned by J.C. Fisher, and have been sold to W.S. Lancaster.

Film Row and Memphis showmen are dusting off their plate glass in preparation for the Tri-State MPTOA, which holds its convention on Oct. 25-26. Orris Collins, Paragould, Ark., announced the following speakers for the occasion at the Chisca Hotel: Andy Smith, general sales manager, 20th Century-Fox; Bob Mochrie, general sales manager, RKO; H.M. Richey, public relations, MGM; Sam Shain, publicity, 20th Century-Fox, and Earl J. Hudson, Ted Gamble, Gael Sullivan, and Herman Levy, TOA.

Visiting were: Lysle Richmond, Senath, Mo.; O.W. Shannon, Taul Switch, Ark.; John Lane, Lynn, Ark.; Alvin Tipton, Carraway, Manilla and Monette, Ark.; E.G. McAllister, Grand Junction, Tenn.; John Staples, Piggott, Ark.; W.H. Gray, Rutherford, Tenn.; Moses Sliman, Luxora, Ark.; Bob Lee, Potts Camp, Miss.; W.A. Rust, Houston, Miss.; E.R. Gillett, Dyersburg, Tenn.; John Parham, Forrest City, Ark., and J.D. Bowers, Kosciusko, Miss.

June Richmond joined the cashiers department at Republic, and Bob Kilgore, head booker, Paramount, has been promoted to salesman.

The girls at Warners were shopping for new party frocks for the annual Warner Club party at the Variety Club Emma Jean Russell is the new general clerk at Universal International, and Arthur Baker, inspector, was on the sick list.

B.F. Liddon and Frank Simmons, Corinth, Miss., were in shopping for equipment for their new drive-in, which will be opening in the early spring.

STATES

Alabama

BIRMINGHAM

N.H. Waters, Sr., announced that Waters Theatres had taken over the Capitol, formerly operated by Acme Theatres. The house closed for about a month for extensive remodeling. R.B. Gilbert, manager, stays on at the house under the new management.

Vivian Harwell, owner, Queen Feature Service, checked in after a trip to St. Louis.

FLORENCE

Sunday movies were voted in by a close margin.

LEIGHTON

Sunday movies were voted upon favorably recently.

MONTGOMERY

The Highland, seating 700, was

opened recently. W.Y. Lovelace is manager and president of the operation

Florida

GREEN COVE SPRINGS

Don Hawes, manager, Clay, resigned to return to the army. J.M. Strickland, associated with the Martin Theatres, Calhoun, Ga., takes over.

JACKSONVILLE

Ralph Peckham, southern district manager, Realart, announced that a Realart exchange would open here soon.

KEY WEST

C.P. Cohen, Jacksonville, Fla., announced the sale of the Lincoln to A.W. Castre.

MIAMI

The Miami had a special Hollywood style sneak preview, directly following the regular feature....Convention fever is attacking Miamians. Theatre managers have been bitten by the bug, and were preparing a mass welcome for the American Legion convention and the Lettercarrier's convention.

For "The Loves Of Carmen", Sonny Shepherd, Miami manager, procured the talents of Thomas Salinas, Arthur Murray dance studios. He featured his new dance, "The Carmen Flamenco". He gave the theatre patrons a dance lesson analysis....The Federal Communications Commission announced that a hearing will be held on the application of WTVJ to set aside the order revoking its permit for a television station. Stockholders were listed as Robert G. Venn, president-general manager; Edward N. Claughton, owner, Claughton Circuit, vice-president-director, and E.J. Nelson, secretary and director, at the time the application was granted. According to the FCC, Nelson and Claughton later withdrew, and relinquished their control to Wolfson-Meyer, owners, Wometco Theatre Enterprises.

Bernard Berg, assistant, Park, Tampa, Fla., paid Miami a short visit... Rosetta has a new assistant manager, Harry Kronewitz, formerly at the Miami....Walter Ankerbrand, assistant, Center, after a two-month leave, which included a check-up at an army hospital in Georgia, is again greeting his many friends in the Edison Center area....Walter Toemmes, manager, Harlem, expects shortly to be declared the 'winnah' in his bout with the pneumonia virusses....Malcolm Tait, formerly of the Ace, is now relief manager for the downtown theatres of the Wometco Circuit. Labe Mell has taken over for him at the Ace.

The sneak preview at the Miami was "Apartment for Peggy", having a unique publicity campaign in conjunction with The Miami Daily News and Wometco. The News has been running a feature of fulfilling the yearnings of the masses via the public's "I Wish" letters to the editor. The paper and Wometco will play "Aladdin" to the lucky Dade County World War II veteran who writes the most appealing letter wishing for an apartment. The G.I. selected will be entitled to move into a spanking

new 2 bedroom house (and children are welcome.) with rent fully paid for one year.

Sidney Meyer, co-owner Wometco, is back after an extended holiday. It was a wonderful feeling of being in the money, but closer examination revealed the \$20 Confederate bills made from the original plates were really heralds for "Tap Roots"....The Cameo, where Eugene Race is back on the job, had little damage from the hurricane, but the Boulevard and the Coral did have "high tide"....The hurricane was not without humor when the front display frame of the Mayfair took off with the wind during the blow. The picture featured on "On Our Merry Way", with blurbs for "Deep Waters."

Loren Stiles is a busy man. The Wometco poster room demands his attention in the ayem while his eves are spent jumping about as day off relief for the managers of the neighborhood theatres....A gala double celebration was enjoyed by Curry Andrews recently when he blew out the 30 candles on his birthday cake, and was promoted to the managership of the Paramount's Miami Shores simultaneously. A beneficiary of the shift was Milton Langford, former assistant, Olympia, who stepped up into the managers shoes vacated by Andrews at the Regent.

Included in the managerial changes, Paramount Circuit, was the promotion of H.E. Griffith to assistant, Olympia



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George Leonard, Claughton Theatres, relinquished the managerial reins of the Trail into the capable hands of George Bolden, who will be assisted by John Gleason. With the rapid growth of the Claughton Theatres, George Leonard, as publicity manager, has a full time job....A newcomer from Philadelphia and a recent addition to the staff of Claughton's is Lloyd Hess, assistant, Variety.

MIAMI BEACH

The Lincoln, Ed May, manager, recently went to town for "Mr. Peabody and the Mermaid". Aside from having a well-known sportscaster demonstrate how to hook a mermaid on an afternoon when the Beach was packed, May distributed 10,000 heralds through various supermarkets, and promoted several radio spots and many window tieups with well-known Miami Beach stores.

Ed May, manager, Wometco's Lincoln, worked out another interesting bally for his run of 20th-Fox's "That Lady in Ermine". He had the star of a night-club wear a \$9,000 ermine coat contributed by a fashion shop. The girl then walked down the main streets with very little on underneath the coat, which was not buttoned down the front. When police finally managed to get past the jammed crowds to ask her who she was, she replied that she was "That Lady in Ermine". Taken to a police station, the officers could find no ordinance to cover the case, had to let her go.

Georgia

ROME

Henry P. Lam, 89, formerly of Salem, Va., died. For the past seven years, he had made his home here with his nephews, O.C. and Herbert Lam, owners, Lam Theatre Circuit. Funeral services were held in Salem, Va., on Oct. 9.

Mississippi

COLUMBUS

Construction has begun on this city's first drive-in. Unnamed as yet, the theatre will be located two-and-one-half miles west of the city on Highway 82.

MC COMB

N. Solomon, operator of several state theatres, died while attending a football game

North Carolina

ASHEBORO

Theatres are seeking to have the



June Lenore, the lady above, was recently taken to the Miami Beach, Fla., police station to be booked on charges of having walked around Miami Beach recently in the scant attire shown above. The whole thing turned out to be a publicity stunt thought up by Ed May, Wometco's Lincoln, Miami Beach, and Sonny Shepherd, Miami, for 20th-Century Fox's "That Lady in Ermine"

city council repeal an ordinance prohibiting the showing of Sunday movies. One theatre for about two months has been giving two shows on Sunday without charging admission. Donations given by members of the audience have been turned over to various local agencies. Theatre managers and ministers who are opposing the move were heard at a special council meeting on Oct. 8, but action was postponed by the council. The council said the matter would be reopened if the majority of public opinion seems to be in favor of the move.

GREENSBORO

Dixie Drive-In Theatres announced plans for the construction of North 29 Drive-In on a site which it has acquired a mile and a half north of the city limits, on the new Reidsville Highway. The project is expected to cost around \$150,000, the contract has been awarded, and work is scheduled to get under way within 30 days, with Dec. 15 set as the completion date. The theatre will provide parking space for 1,000 cars and all-weather air conditioning units, with individual speakers for each car will be provided. The company now is operating a drive-in on the High Point Road.

Southeastern Theatres, Inc., obtained a certificate of incorporation

from the North Carolina Secretary Of State to operate theatres with authorized capital stock of \$100,000. Incorporators are Sidney Stern, Jr., W.A. Stern, and Alice Bray, all of Greensboro.

ROCKINGHAM

In cooperation with the observance of National Newspaper Week, W.H. "Cotton" Eubanks, manager, Strand, and Clinton Whitlock manager, Hannah Pickett, East Rockingham, presented free passes to all carriers of The Rockingham Journal, The Rockingham Post-Dispatch, The Charlotte News, and The Charlotte Observer.

South Carolina

GREENVILLE

Skyland Drive-In, located on a 10-acre tract on the new Buncombe Road, held its formal opening. U.S. Eaddy, Jr., formerly with a Columbia, S.C., drive-in, is managing the new enterprise, which accommodates 600 cars.

WALHALLA

D.G. Norman is head of a company constructing a drive-in here.

Tennessee

CHATTANOOGA

There's a new name as well as a "new look" for the Cameo, oldest house in the Independent Theatre group. Remodeled and redecorated, the theatre has been renamed the New Rialto. A. Solomon, president, Independent Theatres Inc., revealed the theatre's new name at the same time that announcement was made of a new policy of showing first-run action and western pictures. Independent Theatres operates 10 houses in the Chattanooga area.

Many Tennessee exhibitors are expected to attend the convention of the Tri-States MPTO at the Chisca Hotel on Oct. 25 and 26 in Memphis.

KNOXVILLE

Members of the city's Better Films Committee gave a high endorsement to Eagle Lion's "Mickey" after the film was screened for them by manager Walter Morris, Pike.

MORRISTOWN

E. Merson announced the sale of his theatres in White Pine, Tenn., and Bull's Gap, Tenn., to Robert C. Harris, White Pine, Tenn.

THE EXHIBITOR

will celebrate its

30th ANNIVERSARY

in the issue of
November 24

•
Watch For It!



Ida Lupino is shown in this scene from the current 20th-Fox picture "Roadhouse", with Richard Widmark, Celeste Holm, Norah Stevens, and Cornell Wilde.

NEWS OF THE

Territory

Chicago

Maurice Rubin, president, Dunelake Theatre Corporation, owner, Uptown, Lake Tivoli, and Lido, Michigan City, Ind., sold his interest in the company to Indiana-Illinois Theatres, Inc., active partner in the firm since 1934. Robert Rubin, his son, also resigned.

Irv Teven was appointed to the B and K publicity department.

Opinion as to the effect of television on theatres was divided among IATSE delegates who attended the Illinois Federation of Labor convention.

Film Row was well represented at the opening of the Family Outdoor, 38 miles west of Chicago, where highways 2, 83, and 120 meet. Children under 12, in cars with parents, are admitted free. John Pollack manages the snack bar.

The Alger Theatres, La Salle, Ill., will build five new Regla drive-ins within the state at La Salle, Champaign, the university city where construction is under way; Peoria; on the main highway between Rockford and Rochelle, and at another location to be selected. This announcement was made by Frank Stewart, Alger general manager.

Independent Amusement Company and W.L. Brotman opened the 812-car Memri Drive-In, Milan, Ill....R. Levine, theatre contractor, and his son, Stanley, were in Mexico City.

Oak Lawn, which is considering construction of a swimming pool, benefited through the generosity of N.S. Barger, drive-in proprietor. He donated to the community proceeds of his Twin Open-Air one day for civic improvement.

W.J. Daveney, MGM exchange manager, vacationed in Wisconsin....William Bein, Cincinnati theatre owner, was a visitor.

Ed F. Dlouhy, Sr. recovered from a recent illness, is back at the Appolo....Miss Doris Frank opened her finely appointed Richmond.

Bob Hartman, Hollywood Service, was ill at Deaconess Hospital....Larry Gauthier was made assistant manager, State-Lake....Arthur Howamiec opened his 650-car drive-in on route 30, near Aurora, Ill....A drive-in is being planned for Grays Lake, Ill.

Ted Dariotis, Alliance Theatre Corporation, supervised the installation of improved airconditioning and a new marquee at the Roxy, Ottawa, Ill....The new Lou Arruro, with 700-car space opened at Champaign, Ill....Altec

Service, managed here by R. Hilton, moved to 608 South Dearborn Street.

Denver

Fall and winter activities at the Rocky Mountain Screen Club are being stepped up. Principal events slated for October and November are the Halloween "Hard Times Costume Party" on Oct. 30, with Lillian Micheletti and Ralph Gatschelet as chairmen; and the Pre-Thanksgiving party on Nov. 20, with Eleanor Hugins and Robert Lotito in charge. The club is planning to install a screening room, in use on Tuesday and Friday evenings; luncheons at the club have been resumed on Mondays and Thursdays, with all theatre and film men invited; Wednesday has been set aside as ladies' day, and all major events will be on Saturday night.

Paul Allmeyer, Paramount head book-er, has been made a salesman, succeeding Frank Westbrook, Jr., moving to Kansas City with Paramount. James Ricketts, Paramount booker, Des Moines, moves into the Denver booking job.

That courtesy by theatre employees is appreciated was shown when a lady brought a bouquet of flowers to the aide on the door at the Fox, Aurora, Colo. and said: "I want you folks to accept these as a token of my appreciation of the splendid courtesy always received when I attend your theatre. I'm always greeted with a smile and with a pleasant greeting". Andy Sutherland is manager.

Ralph Lee, manager, Bluebird, was vacationing in California....Gibraltar Theatres bought the Star, Fowler, Colo., from H.O. Russell, with a remodeling job to follow.

Henry Valteau, owner of a "Zombia" show, has been made city manager for Gibraltar Enterprises in Santa Fe, N.M., where the company has two theatres, with two more, the El Paso and Arco, to open before Jan. 1.

Kenneth MacKaig, branch manager, United Artists, leased a house with



Here are some of the men who attended the Realart sales meet in New York recently, left to right, Red Jacobs, San Francisco, Seattle, and Portland; Sam Decker, Los Angeles; Harry Price, San Francisco, Seattle, and Portland, and H.V. George, handling product for Kansas City, Denver and Omaha.

an acre when he came to Denver, but since that he has bought a horse; saw the need of more land, so now he has rented a house with two acres.

Seen on Film Row were: C.E. McLaughlin, Las Animas, Colo.; Frank Aydelotte, Ft. Collins, Colo.; W.J. Baldwin, Igloo, S.D.; Lloyd Greve, Eagle, Colo.; Fred Lind, Rifle, Colo.; Robert Smith, Steamboat Springs, Colo.; Ray Katzebach, Brush, Colo.; Dr. F.E. Rider, Wauneta, Neb.; E.K. Menagh, Ft. Lupton, Colo.; Neal Beezley, Burlington, Colo.; and Mr. and Mrs. Fred Hall, Akron, Colo.

Des Moines

Tri-States Theatre Corporation's courtesy campaign resulted in an editorial by The Des Moines Register and Tribune newspaper in which it listed some of their particular gripes. The editorial stated that courtesy was needed more in other kinds of establishments than theatres. "So far as the theatre employees are concerned, most box office girls, ushers, ticket takers, and attendants are models of courtesy", the article stated. "The real problem in most movie houses is to teach the patrons some courtesy to each other."

Carl Hoffman, former assistant manager, Des Moines, has been appointed manager, Ingersoll, by Tri-States. Hoffman replaces Robert Wilcox, resigned. Former relief manager Verl McGauhey will take over as assistant manager, Des Moines....Norman Pyle, special advertising representative for MGM, was in working on the inauguration of a national tour of Alaskan huskies for a special exhibit connected with "The Secret Land"....Don Songer, Tri-States Theatre Corporation Purchasing department, has accepted a commission as a major in the air unit of the National Guard.

Workmen have started tearing down the ruins of the Iuka, Tama, Ia., destroyed by fire in 1944, and W.W. Manfield is planning to erect a new house....The Nation, Los Nation, Ia., has been reopened by manager Walter E. Allen, after being closed for six weeks....William McGraw is the new owner, Mason, Mason, Ia., and he held a special free showing at the house to celebrate....William Toney, Tri-States purchasing and maintenance manager, and Mrs. Toney vacationed at Atlanta....Richard Gray, manager, Tri-States Eastown, is the proud father of a seven pound, 11 1/4 ounce baby girl, the second daughter for the Grays.

Kansas City

Ruth Turgeon, branch manager's secretary, Paramount, lost her mother on Oct. 5. Condolences are extended....Frank Plumlee, district manager, Theatre Enterprise, resigned to become connected with Tom Edwards, Farmington, Mo.

Word was received of the recent death of W.P. Bernfield, Pasadena, Cal. Bernfield once operated a thea-

tre at Wathona, Kans. He later moved to Kansas City, and worked in the theatre checking department of Paramount. He was also an exploitation representative here for United Artists.

Harry Gaffney, former branch manager, Monogram, is now connected with Julian King, Screen Guild. Monogram's new branch manager is Ralph Morgan, formerly the salesman.

Visitors on Film Row were: J.T. Ghosen, Sedalia, Mo., Curly Wilson, Excelsior Springs, Mo.; Frank Weary, Richmond, Mo., and Clem Bratton, Council Grove, Kans.

Elmer Bills, president, presided at the first meeting of the newly-elected officers of Kansas-Missouri Theatre Association.

In a suit filed in federal court by H.W. Dubinsky, Leavenworth, Ky., against Edward D. Durwood, Durwood Theatres, Inc., a declaratory judgment defining the contract rights of both parties was sought. A court interpretation of contract between Dubinsky and Durwood, who are brothers, was asked in the suit. According to the contract, Durwood agreed to employ Dubinsky as manager in various theatres from May, 1946 to June, 1949, and the latter was to receive five per cent of the net profits of the houses managed. Durwood Theatres operates the local Roxy, three houses in Leavenworth, Kans., three in Jefferson City, Mo., and four in St. Joseph, Mo.

Los Angeles

Two more FWC houses decided on a goodwill neighborhood celebration of their anniversaries. The Ravenna and Melrose prepared four special night shows with celebrities and previews.

Harry Popkin reopened his Brooklyn following a complete redecorating job. Fifteen stars made appearances to herald the opening.

Robert L. Lippert brought "Stu" Klein down from San Francisco Guild, to make him an executive assistant here. He will also have much to do with the opening of the new Lippert house in the valley.

Repercussions are occurring over the two-year-old deal made between the Musicians' Local 47 and Sherill Corwin's Million Dollar. The deal agreed upon was that no standby musicians were necessary, and men could be hired only when needed. Until the local pact was made, Corwin was forced to have a pit crew on a 52-week contract calling for \$1,190 per week, while he only used the musicians for 20 weeks because of bands as headliners on the stage. Local 47 is now considering giving women equal rights, with the constitution of the union to be amended.

The Pan Pacific, nabe house, was taken over for the UA showing of "Red River", along with booking at the Four Music Hall theatres.

The PCCITO expects to have a fight on its hands, yet it intends to force investigation of what it terms "unfair trade practice" of the so-called commercialized previews. The board of trustees voted to demand action from the MPA to fulfill its promise of immediate action against production and distribution of those films which portray crime and sex themes, naming several pictures running currently as examples. The PCCITO labeled the commercialized previews as such because previews are held before paid audiences to help the b.o. of a regular picture.

A clever teaser ad was used for "Apartment for Peggy" Loew's State. . . . Complications resulting from a recent operation caused the death of Al Kent, U-I salesman with the company here and in the east for many years. Kent was 50 years old.

FWC first-run managers set a picnic at the County Fair, Pomona, Cal., for the day and back to a local cafe for celebration at night, with wives and children taken along.

J.H. Tingle resigned as auditor at Warners to put in full time to his new drive-in interests with C.A. Caballero in Pacific Drive-In Theatres, Inc.

The retrenchment effects led many studio workers to apply for theatre management. Lyle Frye, formerly in the MGM publicity department, is an example. He manages the Ambassador Hotel house, and Pat Patterson, for the past five years U-I trade paper contact in the press department, admitted he had feelers for a mid-western house.

Ben Wirth, head, Warners' Service Corporation, was here for a ten day visit. . . . Jason Lindsey, until recently general manager, Ernie Pyle, Tokyo, is here to become technical advisor on motion pictures.

A celebration was called for when Bob Abelson, branch manager, Film Classics, received the appointment as district manager from B.H. Kranze, general sales head.

Frank Mayo, former silent star, who has been appearing in character roles, has turned exhibitor. He completed remodeling and retagging a theatre at 1627 North La Brea, which will hold 600 seats, as the Trouper's Green Room. Special edifice will be known as an old-time silent house.

Kurt Laemmle is putting things in order in preparation for a trip to Europe. His brother, Max, will handle theatre business while he is away.

Minneapolis

Minnesota Entertainment Enterprises will build a fifth drive-in in the greater Twin Cities area to be located at Essex road and Wayzata Boulevard, west of Minneapolis. The group now operates the Bloomington Drive-In, Bloomington, Minneapolis

suburb, and the Rose, outside St. Paul, Minn. Work also has begun on two other drive-ins at Brooklyn Center and Inver Grove, Minneapolis suburbs, which, together with the new Wayzata boulevard drive-in, will be in operation in the spring. . . . Peter J. Karalis, Minneapolis, plans to construct a 400-car drive-in at Minot, N.D. The project is scheduled for spring opening. Karalis also is building a 450-car drive-in at Mankato, Minn., to cost an estimated \$80,000. . . . Harold Field, president, Pioneer Theatre Circuit, announced plans to build a drive-in at Perry, Ia., where the circuit also has two year-round theatres. Field also plans to build other outdoor stands in Iowa. . . . Ted Mann and associates, Minneapolis, opened their new Skyline Drive-In near Duluth, Minn. . . . Ralph Green opened his new Badger Drive-In, Madison, Wis. . . . Ground work is underway for the 750-car drive-in being built between Measha and Appleton, Wis., for Ben Marcus Theatres Management Company, Oshkosh, Wis. . . . Jacob Cohen, Ottumwa, Iowa, exhibitor, and M.C. Gilmore announced plans to build a drive-in at the Ottumwa municipal airport, scheduled to open next spring.

Almost all independent exhibitors in the Minneapolis film zone stopped ASCAP license payments following the decision of Judge Nordbye in U.S. District Court, Minneapolis, denying judgment to ASCAP, according to Stanley Kane, executive director of North Central Allied. Kane also said that only a few theatres in the territory have paid the fee during the past two years because NCA has sought to protect any exhibitor member sued for non-payment by ASCAP members.

RKO Theatres is building a \$200,000 house at Marshalltown, Ia., to replace the old Capitol, destroyed by fire. . . . James Flaherty, formerly with Paramount in Chicago, is covering North Dakota for UA.

North Central Allied was preparing a legislative theatre pass. On opening day of the Minnesota legislative session in January, every member of both houses will be given one of these passes. Theatre men in the area which are interested in cooperating have been asked to turn in their names to the NCA office. NCA also was preparing legislative passes for North and South Dakota.

Oklahoma City

A tieup was effected by the Criterion with IGA merchants, who present Merl Lindsay and his Oklahoma IGA Night Riders on KBYE, whereby are made from the stage of the theatre Mondays through Fridays. The program has a slogan, "hit the pay with IGA", and Lindsey picks three ladies from the Criterion audience, one to be crowned "Lady IGA" to receive a flock of promoted prizes including a round trip ticket to Hollywood or New York by American Bus Lines, a diamond ring, etc. "Jackpot Day" is held on the fourth Wednesday.

Omaha

Among those from U-I branch attending the recent third regional sales meeting held at the Hotel Blackstone, Chicago, were H.B. Johnson, I.M. Weiner, and B. Bornbaum.

H. Schoonover, owner, Mazda, Aurora, Neb., is marking his 35th year in the business....Mrs. Elaine Kulkin joined MGM....Carol Mavis is new on the RKO force....R.D. Goldberg, Omaha circuit owner, still hopes to get started on his west Omaha house in May.

Archie Conklin now is full owner, Globe, Griswold, Ia., having bought out his partner, Merv Neeley. Gerald F. McGlynn, now Des Moines MGM branch manager, has found housing there and has moved his family from Omaha.... Don Henry Sutherland, Ia., exhibitor, went to Canada to hunt.

Bill Toni, maintenance chief, Tri-States Theatres, and Dale McFarland, circuit booker, conferred with Bill Miskell, district manager....Larry Caplain, RKO-Bradeis manager, found housing.

Mr. and Mrs. John Noffsinger, Madison, Neb., exhibitors, are looking back on their Canadian fishing trip....Leon Mendelsohn, Warner salesman, started his daughter in the University of Missouri....Charles Hartigan has been promoted from assistant to manager, Military, Goldberg circuit house, replacing Hap Haslow, who resigned to enter the dry cleaning business.

The Tri-States West Omaha drive-in had a matinee showing for shut-ins. Omaha organizations cooperated with manager Bernard Dudgeon in providing transportation.

Other businesses have been asked to join in a courtesy campaign inaugurated by Tri-States general manager G. Ralph Branton.

Portland

F.B. Willert, postmaster, Dayton, Ore., was in buying product for his new theatre....Sympathies go to Bessie Pancake, 20th-Fox, whose mother passed away....William Shartin, district manager, Seattle and Portland Film Classics, was in to work with Jack Partin, manager....Max Hadfield, SRO representative, was in to see Larry Doyle....Jack Flannery, branch manager, Seattle and Portland, National Screen Service was in....John Matlock, Rivoli, and Alta, Pendleton, Ore., was in on a booking trip.... Shirley Holland was back at B.F. Shearer to assist Florence Ross, who recently replaced Charlotte Worrall....Eino Hemmila was in town on a buying trip for the Indian. Star. and Rose, Roseburg, Ore.

St. Louis

A fire with estimated damage of \$100,000 burnt out a furniture store and the 750-seat Jersey, Jerseyville,

Ill. The theatre was owned by Paul Horn.

C.D. Hill, branch manager, Columbia, made a business trip to Paducah, Ky.; Cario, Ill., and other points.

Paramount booking manager Jerry

Bahner and his wife were enjoying a vacation in New York City....Jack Martin left United Artist, and is now selling for Paramount....Branch manager Mariner, United Artists, called on the Frishina Circuit at Springfield, Ill., and left for the Memphis area.



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2318 Second Ave.

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THE RAY SMITH COMPANY

710 W. State St.

Jack Kane is the new office manager at United Artists. He was formerly secretary, Variety Club.

Seen on Film Row recently were: exhibitors Lawrence Cluster, Salem, Ill.; Snyder, Dixon, Mo.; Bill Collins, DeSoto, Mo.; John Dickson, St. Elmo, Ill.; Fred Young, Mascoutah, Ill.; Bill Hoffman, Arthur, Ill.; and Fellis, Hillsboro, Ill.

Salt Lake City

The Angelus, Spanish Fork, Utah, was destroyed by fire that practically destroyed the entire town.

San Antonio

Dick Wade was serving as temporary manager, Uptown, while James Sollock was on vacation....Terrell Heights will soon have a new theatre....Joe Sumner, formerly a film salesman and manager, South San, is a partner of Al Moore, recently purchaser of the Josephine.

New projectionist at the Josephine is H. Hilderbrandt....Dorothy Reeves is new attendant at the Texas....Sally Stanton is new office secretary at Southern Theatres Company....Interstate Theatres is remodeling the front of the Prince....The southwestern premiere of a film pageant of Christianity, "The Story of the Pope", was given at the Municipal Auditorium.

Among out-of-town bookers in were: Arnold Ramirez, Rio, Mission, Tex.; Wallace Blankenship, Wallace Theatres Circuit, Lubbock, Tex., and Eddie Joseph, Joseph Theatres Circuit, Austin, Tex....Mrs. Raymond Willie, wife of the Interstate assistant general manager, was a visitor....Eskimo Pie freezing machines have been installed in the lobby of the Texas and Majestic.

A new drive-in is slated for San Marcos, Tex., according to an announcement made by Frank Zimmerman Theatres, who own and operate the Palace and Plaza for Texas Consolidated....G.F. Lee sold the Portland, Portland, Tex., to Roger C. Butler, Robstown, Tex. Mrs. Susan P. Butler will manage the two houses....Lee Welch sold the Plains, Cross Plains, Tex., to Bob Vaught, who comes from Oklahoma. Welch only recently purchased the Plains from Joy Houck several weeks ago....L.W. Beckman is the new owner, Nuplay, Grandview, Tex., having purchased the house from H.L. Woods. Beckman plans changing the name to the Grand.

R.W. Hendrick announced that R.C. Gunter has joined him as a partner in the operation of the Star Dust Drive-In, San Angelo, Tex....Leon B. Lewis, 54, one of the veteran top showmen in the southwest, was buried in Fort Worth, Tex. He was one of four partners in the New Liberty, Fort Worth, of which he was manager for 20 years....Rubin Frels, circuit operator, Victoria, Tex., was back home following a trip with his wife to Canada, New York, Washington, and other cities....Bill Stanford, assistant manager,

Circle, Meridian, Tex., owned and operated by W.E. Guest.

J.B. Johnson, Italy, Tex., projectionist, Elk, lays claim to a record of service of 38 years at one spot. His wife has sold tickets at the Elk for the past 20 years. Johnson started in 1920 when the Elk was known as the Pastime. He has served under seven different owners in that period of time, and boasts of having no substitutes or vacations during that time. He was only off for four nights due to illness in that period.

San Francisco

Lawrence Lash, managerial staff, and Frank Duino, artist, Alexandria, created a special poster display for the playing of "The Emperor Waltz". With the playing of the surrealistic "Dreams That Money Can Buy", Clay, the management promoted a special lobby exhibit of abstract jewelry and mobiles....Play-date of "The Great Mr. Handel" at the Stage Door prompted an outer-lobby showcase study of the composer's records and record albums in a tie-up with Whitney Records.

Victory songs of winning colleges will sound each Saturday night from the organ of the Orpheum in special concert by Don Andersen....Elmer Benjamin, former National Screen Service salesman, is now active with Picture....Lester Immerman, manager, Daly City, returned to work after illness.

Russell Wheeler, manager, Metro, made special promotional efforts to exploit the drama "The Search"...Nate Blumenfeld, circuit owner, broke into a local sports column conducted by Art Rosenbaum when the theatreman beat Lefty O'Doul, in a golfing contest.

"Concert Magic," a complete program of musical selections filmed without plot, and featuring Yehudi Menuhin, was world-premiered at the Stage Door, Irving Ackerman's downtown art house....Former managers with T and D Enterprises, Inc., Hugh Callan and Len Duarte, report they are now operating the Huron, San Joaquin Valley....After an inspection of Film Classics, Bernie Kranze returned to New York.

James Gallagher, manager, Butte, Gridley, Cal., visited Golden State Circuit....Joseph Richards, manager, Uptown, returned from a vacation....Masonic third degrees were conferred upon Jack and Nate Blumenfeld, circuit owners, at a recent ceremony.

The Balboa received a clean-up and paint treatment of its marquee....A new drive-in at El Cerrito, Cal., Oakland suburb, is opening....Hannah Opi, secretary, Harvey Amusement Company, returned from a trip east. She became a grandmother.

The Board of Supervisors ran into a blank wall as they considered the rear of the Orpheum in a Civic Center improvement drive. The rear of the theatre faces the Center, and, according to the board, constitutes an "unsightly aspect". Mayor Elmer E.

Robinson named Joseph A. Brown, attorney, as head of a committee to study methods by which the "Orpheum Wall" could be beautified.

The world premiere of "Walk A Crooked Mile", proved an exception at the Orpheum, according to Al Dunn, manager....Howard Newman's St. Francis flew the gala Olympic flag during "The Olympic Games of 1948", with stage appearances by many of the star athletes of the games.

Seattle

Altec's Los Angeles absorbed the Seattle district office. Jack Gregory, Northwest district manager for Altec, went to Los Angeles. Bruce Mewborn, Seattle branch manager, went to Cincinnati. E.R. Holcomb and John Briggs remain as service engineers....Sam Shirley, on special assignment for MGM, was here conferring with Sam Davis, branch manager.

Herbert Kaufman, western district sales manager, SRO, was here from San Francisco conferring with Max Hadfield, branch manager....Chilton Robinette, branch manager, 20th Century-Fox, and Murry Lafayette, exploitation representative, were back from the sales convention in Hollywood....Buck Tidwell, office manager, RKO, who has been in Doctors Hospital, was improving....John Danz, president, Sterling Theatres, returned from Los Angeles.

Sylvia Volchok, wife of Zollie Volchok, general manager, Sterling Theatres, who was in a Portland hospital following a motor accident, returned from an extended trip east and south....William Stahl, general sales manager, Theatre Specialty, was here from Los Angeles. He visited his father-in-law, Oscar Chiniquy, branch manager, National Theatre Supply.

Jack Schlaifer, assistant general sales manager, Eagle Lion, was here conferring with Wally Rucker, branch manager....W.E. Calloway, western district manager, United Artists, visited A.J. Dullivan, branch manager....Patricia Knight, assistant to Don Condon, district manager, Navy Motion Picture Service, resigned to go to Juneau, Alaska, and was succeeded by Mary Mulligan, formerly with Film Classics and Favorite Films....Glenn Haviland, Eastern Washington salesman for Warners, was in....Russ Morgan, RKO exploiter, returned from Oregon.

Lois Harrison joined Universal-International....Doris Lee Holce is now with Saffle Theatre Service. She succeeds Gladys Erickson, resigned....Celia Estill, booker, 20th Century-Fox, was back from a vacation trip....Floyd Henninger, salesman, Republic, returned from Eastern Washington and Montana....Graham Kislingbury, exploitation representative, Universal-International, was here, and Bob Goodfried, exploiter, Eagle Lion, was also on The Row.

Alice Christensen, secretary to B.F. Shearer, was visiting relatives in Phillipsburg, Mont.

NEWS OF THE

Territory

BRANCHES

Cincinnati

The Warner Club elected William Burns president, Helen Turner, vice-president, Pat Quigley, secretary, and Helen Winkler, treasurer.

The American Home Magazine played a part in the two-day Dahlia Show by the Ohio Valley Dahlia Association, at the Paramount.

The Films and Recording Center of the public library and the American Association of Social Workers combined forces to show Cincinnatians how they can learn more about their children's emotional care and development through the use of motion pictures.

Forestville Auto Theatre offers as an added attraction a restaurant. It is located on Route 125, Forestville, O.

Construction of the largest drive-in of Ohio is one step closer to becoming a reality at Reading Road, near Tennessee Avenue. Owner of the proposed building is Rube Shor. A twin screen will show pictures simultaneously on both sides. Eventually, a vast business and shopping center is to develop around the theatre. Architects for the theatre are William W. Carlton and Associates.

Since "Wahoo" cards were given patrons when they paid admissions, at no extra cost, and since "Wahoo" did not have the three elements that constitute a lottery, the theatre game was ruled legal by Judge William Wehrman in Kenton County Court. The game was invented by Willis Vance, who owns the Dixie Gardens outdoor theatre. Similar to "bingo," the game is played by flashing numbers on the screen.

Margaret "Woody" Woodruff, booker, Screen Guild, was vacationing in New York....Harry J. Greenup, one-time manager, Ohio, Franklin, O., died in Middletown Hospital following a short illness.

J.B. Rosen, branch manager, 20th Century-Fox, met celebrities during his visit to the national sales convention in Hollywood. Local papers have carried a number of pictures of Rosen hobnobbing with them and public relations man Jim Keefe.

Cleveland

Cleveland was the stopping-off place for many celebrities. Among them were Bob Hope, George Raft, Lou Costello, Bud Abbott, Leonard Goldstein, William Goetz, Harry Goetz, John Beck, Jerry Bressler, Harry Sokolov, Jack Votion, Jack Osserman, Mark Spiegel, and E. Howe, British cir-

WESTERN PA. ALLIED
ACTS ON LOCAL TAXES

Pittsburgh - The board of directors of Allied Motion Picture Theatre Owners of Western Pennsylvania last fortnight took action on the matter of local taxes. Due to the many complaints registered by the exhibitors, the matter was discussed at the October meeting of the board of directors, and the following resolution was adopted:

WHEREAS, the Pennsylvania Assembly, during the 1947 session, enacted and Governor Duff approved a law known as PL 1145, Act No. 481, which permits all municipal, borough, and township taxing authorities the rights to levy on their own district, a tax on anything not being taxed by the Commonwealth; and

WHEREAS, the rights under this Act have been used discriminatorily and with diversification by the various taxing authorities to the point that the rights under this Act have become detrimental to the economic welfare of the Commonwealth because it not only attacks free enterprise, but the wage earner as well; therefore be it

RESOLVED, that the board of directors of the Allied Motion Picture Theatre Owners of Western Pennsylvania, by unanimous vote in regular meeting on Oct. 1, 1948, go on public record as opposing any renewal or continuance of PL 1145, Act No. 481 or any new legislation which may be contemplated that would grant a similar authority; and be it further

RESOLVED, that the membership of the Allied Motion Picture Theatre Owners of Western Pennsylvania call to the attention of the members of the 1949 Pennsylvania Assembly the fallacies of such carte blanche authority given so many different taxing bodies; and be it further

RESOLVED, that a copy of this resolution be given the trade press, a copy sent each of the members of the 1949 Pennsylvania Assembly, and a copy be spread upon the minute book of the Allied Motion Picture Theatre Owners of Western Pennsylvania. - Morris M. Finkel, President. Fred A. Beedle, chairman of the board.

This resolution was ratified by the membership at a general meeting held at the William Penn Hotel on Oct. 7.

cuit owner. Also in Cleveland to attend the World Series were Louis J. Schine and John May, Gloversville, N.Y.; Leo Jones, Upper Sandusky, O., and Ed Biggio, Steubenville, O. Norman Siegel, former Cleveland Press radio editor and now with Paramount on the west coast, flew in with Bob Hope. Last minute affairs prevented Jack Benny from being among those present. He was to have attended the games with RKO theatre city manager Max Mink. Bing Crosby was another sports fan who failed to show up.

Charles Albert, Texas drive-in theatre owner and former local Warner

theatre booker, had no trouble finding bed and board while here for the Series. He stayed at the home of his uncle, Warner theatres' zone manager Nat Wolf.

Variety Club inaugurated full course Sunday dinners as one of its new features of the year. This is an addition to daily luncheon and dinner service, Milton Mooney, Chief Barker announced.

Nat L. Lefton, former Republic franchise owner, now retired, gave Cleveland its semi-annual visit over the week-end. Having closed his summer home in Michigan, he took in the games, accompanied by Gilbert and Lee Lefton, before proceeding to his winter home in Venice, Fla.

Ray Brown, Warner Theatres' southern Ohio district manager, with headquarters in Springfield, O., and Frank Harpster, central district manager, commuted to Cleveland from Lorain, O., to check in at the Stadium for the games.

Fred Meyer, U-I eastern division sales manager, was in conference with district manager Peter Dana and branch manager Lester Zucker on policy making...Joe Minsky, former Eagle Lion district manager, opened his second Army and Navy Store. This one is in Mansfield, O., and he is in charge. The other store is in Alliance, O.

All theatre members of the Cleveland Motion Picture Exhibitors Association will cooperate with the city's traffic Safety Education Committee by showing a 10-minute trailer, "Driven To Kill", starting on Nov. 3. This is in line with the cooperative public relations program established by Ernest Schwartz, CMPEA president.

Ervin Jacobs, MGM Pittsburgh sales staff, is temporarily in Cleveland substituting for Lou Marks, who is taking the MGM executives' training course in New York....Steve and Mary Andrews, MGM shipper and inspectress, are being congratulated on the occasion of the arrival of their second grandchild.

"Hamlet", released through U-I, opens a road show engagement at Loew's Ohio on Oct. 29....Lucy Soukop, secretary to the Ohio Theatre Supply Company's Ben L. Ogron, and Irving Field, Oliver Theatre Supply salesman, were on the air Sunday morning as members of the Church Choir program broadcast over WHK.

Gladys Villeret resigned as Oliver Theatre Supply bookkeeper. Until she is replaced, Mrs. Emily Fritchle, wife of manager M.H. Fritchle, is taking over.

Roy Haines, Warners' western division sales manager, and Lou Kaufman, were in.

RKO Palace manager Howard Higley recently made a "Good Sam" tieup with a radio station whereby listeners wrote in telling of a person who did a good

deed that day. At the end of the contest engineered for the picture, winners received promoted merchandise.

Detroit

Anthony Russo is the new assistant manager, Harper....Zane Grey Hawks is the new manager, Fenkell....James R. Grainger, Republic executive vice-president in charge of sales and distribution, was in with division manager Walter L. Titus, Jr....Ray Schriber, owner, Colonial, Garden, and Majestic, is helping The Volunteers of America collect used clothes for public school children by admitting free to his theatres anyone accompanied by a bundle of used clothes.... In a policy change, the Harper will bring its patrons pictures 10 days earlier.

Allied Theatres of Michigan held a district meeting at Imlay City in the seventh district, and Bob Schuckert, Caro, was elected a member of the board of directors. Harry Hobolth was named alternate. In Midland, at a meeting of the 10th district, the membership was hosted by Bill Cassidy at a luncheon and E.C. Johnson, Washington, Bay City, was elected board member, with Lee Ward, Mt. Pleasant, alternate. In the ninth district, Glenn Wallace, Scottville, was elected board member, and Don Iverson, Lake City, alternate. Meetings in other districts were scheduled to elect members to the board and alternates in accordance with recent changes in the constitution and by-laws.

Indianapolis

The Juvenile Aid Division made an appeal to local theatre managers not to sell tickets to children during school hours. Some downtown theatres checked by policewomen are "packed" with boys and girls during school hours, said Sergeant Forest Higgs, head, JAD. "If we picked them all up for truancy we would have a line several city squares long," he said. Nevertheless, the JAD officer said, the police plan to run youngsters out of theatres that have been used as "hideouts and loafing places" by high school and even grade school pupils. One policewoman reported that she entered one downtown theatre, and "found what looked like a big football rally."

A building to house several film exchanges is under construction on North Illinois Street, being built by William R. Jenkins, president, Sun Realty Company. The structure will cover 9,400 square feet, and cost approximately \$100,000. It is located at 433-43 North Illinois Street, having a frontage of 100 feet, with a depth of 94 feet. The structure will be equipped with storage vaults, and built of stone and brick, with rear entrances for shipping and receiving.

Perry Township residents in the vicinity of Southport, Ind., an adjoining settlement to Indianapolis, again are opposing a move to establish

an outdoor theatre on U.S. Road 31. Midwest Theatre, Inc., has renewed its application before the Marion County Board of Zoning Appeals for a zoning variance. A similar application was withdrawn in June. The renewed application was to be aired at a hearing Oct. 19. The Perry Township advisory committee to the Marion County Plan Commission voted to disapprove the proposed project. Another outdoor house is operating just two miles away.

Mr. and Mrs. Edwin Brauer, their son and daughter were the dinner guests of Roy Roger and wife at the 20th Fox exchange.

Percy Gladden, 80, Rocy, Bloomington, Ind., died in his home in Bloomington, Ind. He had been in poor health for some time, and his son-in-law, Doyle Carter, has been operating the house. Gladden was one of the pioneer exhibitors in Indiana. Burial was at Orleans, Ind....Roy Barnett reopened the Gala, Sacramento, Ky....Mary Jane Larson is the new secretary at Monogram. She replaces Jane Beard, who has joined the Cantor Theatres as booker.

Harry Asperger and Eugene Swank, residents of Indianapolis, ordered complete RCA drive-in equipment for their new project now under construction near Frankfort, Ind....Leo Ciaccio and wife, Downs, Louisville, Ky., were first prize winners with a low score of 52 in the Scotch Foursome at the Iroquois Golf Club, Louisville....Claude McKean and Jules Lapidus, Warners, visited the Gregory Circuit, Chicago.

The ATOI, Inc., will hold its annual convention and trade show on Nov. 9-10-11 in the Antlers Hotel. Among the speakers are Abram F. Myers, general council, Allied; William Ainsworth, National Allied president, and Charled Niles, secretary, Allied....Moe Esserman, former manager, Indiana, has been added to the U-Int. sales organization. Albert "Al" Yohe, Chicago, has been appointed manager, Ritz, it was announced by Mannie Marcus, head, Marcus Enterprises....Mrs. Gretchen Fureman has joined the Allied Caravan staff as an assistant, according to William Carroll, in charge of the Allied Caravan here.

Roy Rogers officiated at the dedication of a new playground at Tyndall Tower. The playground equipment, which includes everything but a swimming pool, was given the settlement by the Variety Club of Indianapolis. Since the town is beyond Indianapolis incorporation limits, city funds could not be used, and the local tent stepped into the gap.

Albert Dezel, Detroit, and Edward J. Salzberg, Cincinnati, applied for a charter to operate a film exchange under the trade name of Favorite Films Exchange. Space has already been rented, and shipping facilities arranged. According to Dezel, product acquired to be distributed through this new exchange includes Favorite

Films, Masterpiece Productions, Madison, and many independent features, serials, and westerns owned by Albert Dezel Productions, Inc. Opening of the new exchange will make it possible to have complete coverage of all the theatres in the Indianapolis exchange area.

Visiting exhibitors on Film Row included: Walter Weil, Weil, Greenfield, Ind.; J.F. Griffis, Boswell, Boswell, Ind.; Sam Weinberg, Crescent-Selmar, Louisville, Ky.; E.L. Orenstein, Orenstein Circuit, Marengo, Ind.; H. S. Davidson, Capitol, Louisville, Ky.; and K.H. Ball, Royal, Brownstown, Ind.

Pittsburgh

Niven Mack, wife of Bill Mack, salesman, National Screen Service, was still confined to her bed in Montefiore Hospital. Her many friends and acquaintances wish her a speedy recovery.

Mrs. Bert Stearn, known as "Pat" to her friends, at the time of this writing was still in the Shadyside Hospital, where she was confined for a check-up. Husband Bert is president, Co-Operative Theatre Service.

William "Bill" Finkel, Arcade and Colonial, South Side, had a very successful midnight show engagement, and featured the "Dr. Neff Spook Show. "Spook Busters" made up the other half of the program.

Jake Pulkowski, head, paper room, National Screen Service, spent his vacation recently on a cruise to Panama on the battleship U.S.S. Missouri as part of his annual training as a member of the Naval Reserve. He has been very active in many reserve affairs in the Pittsburgh district.

George Tice, city salesman for Columbia, and Lloyd Klingensmith, salesman for Republic, recently returned from Chicago, where they were the Pittsburgh representatives of Loge 31, Colosseum Of The Motion Picture Salesmen of America. The meeting, which was for the purpose of discussion and ratification of the contract offered to the Colosseum by the combined distributors' representatives.

Saal Gottlieb, branch manager, Metro; Harry Long, general manager, Co-Operative Theatre Services; Carl Poke, owner, Schiloh, Pittsburgh, and Max and Marta Shulgold, Crown, were just a few of the many theatre people from Pittsburgh who attended the World's Series games in Cleveland.

Film actor William Eythe and several others were accused of "freezing" producer Robert Finkel out of an interest in the Broadway musical, "Lend An Ear", according to a story in The Los Angeles Herald Examiner. The charge was made in a California Superior Court suit, which was filed by Finkel, whereby he seeks a 10 per cent interest and appointment of a receiver over the production. Finkel contends that he was relieved as co-producer of the play after Eythe and

the other original sponsors obtained additional finances from several other Hollywood sources. Finkel is the son of William "Bill" Finkel, who operates the Arcade and Colonial here.

Sam Wheeler, brother of Hymie Wheeler, Film Classics branch manager, recently resigned as western division chief for that company, and is currently engaged in the operation of his Screen Guild franchise in Washington, D.C., where he is assisted by his son, Ross.

The Variety Club American Legion Post's annual dinner for installation of new officers was held on Oct. 18 at the William Penn Hotel, and Monsignor Nicholas H. Wegner, successor to the deceased Father Flanagan, head of Boys' Town, made a special flight to Pittsburgh for the occasion. He was the honored guest, and delivered the major address of the evening, which was a testimonial to Perry S. Nathan, retiring post commander.

Loew's Ritz was chosen for a road-show engagement of "Hamlet" beginning on Nov. 3. Pittsburgh is the third city chosen for the engagement.

Out-Of-Town Visitors: J.G. Caruthers, Guthrie and Lee, Grove City, Pa.; Robert J. "Bob" Keaser, Palace, Charleroi, Pa.; R.S. Coyle, Coyle, Charleroi, Pa.; Ray Woodard, Kayton and Orpheum, Franklin, Pa.; R.S. Higgins, Rialto and State, Beaver Falls, Pa.; U.E. "Bud" Andrews, Emporium, Emporium, Pa.; Edgar E. Shaffer, Roxy, Slippery Rock, Pa., and Alfred Rich, New Dattola, New Kensington, Pa.

Film Row's Bowling League's 1948-49 season got under way and teams of six have been arranged for the usual Wednesday evening bowling. Officers elected were Paul Reith, RKO, president; Joe Hanna, Co-Operative Theatre Service, vice-president; Phoebe Homer, Paramount, and Peg O'Connell, Paramount, secretaries, and Helen Garlitz, Eagle Lion, and Rita Perry, MGM, treasurers. The season will conclude on April 20, and there will be no bowling on Nov. 24, Dec. 22, and March 2.

The postponed award of the Film Row Salesmen's Club was held, and winners were Jeanne Reardon, Blairsville, Pa., television set; Laskey Brothers, Brownsville, Pa., washer; William J. Blatt, Pittsburgh, ironer; Morris M. Finkel, Pittsburgh, chest of Community silver plate; Ike Browarsky, Pittsburgh, Bulova wrist watch; B. Somers, Cleveland, Underwood portable typewriter; Albert Engel, Etna, Pa., Mercury camera; Evelyn Murray, Jackson Heights, L.I., electric mixer; Otis Bachus, manager, Blue Ridge, Berlin, Pa., Shick Shavemaster, and Toni Armenti, bookkeeper, Franklin Films, Parker pen and pencil set.

STATES

Kentucky

BARDSTOWN

The new Melody, now under construction for Pope Sisco and C.D. Arnold, should be ready for formal opening

on or about Nov. 1.

EDMONTON

M.H. Sparks, coowner, local Strand and Vet's, Thompkinsville, Ky., is now the owner of a new automobile.

KNIFLEY

A fire originating in the projection booth totally destroyed the Art, owned by Luther Knifley, and opened in June, 1944. Knifley announced plans to rebuild.

LEBANON

An enterprising exhibitor is Oscar Hopper, owner-manager, Arista. Recently, in conjunction with the police and fire departments, he put on a special morning show which stressed safety features covering the field

of both the police and fire departments. A total of 13 cartoons and short subjects were used, including safety films showing phases of both police and fire safety work. Talks were made from the stage by Hopper and chiefs of the fire and police departments. Favors were given to a number of those present at the show, for which a low admission was charged.

LOUISVILLE

The Congressional subcommittee hearing on monopoly was postponed indefinitely.

Out-of-town exhibitors seen on Film Row were: J.F. Burnette, Gypsy Drive-In, Bardstown, Ky.; Louis Phumphery, Sanders, Campbellsville, Ky.; M.H. Sparks, Strand, Edmonton, Ky.; J.



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F.X. Markley, owner-manager, Rialto, Columbia, Ky., was in attending a meeting of the American Red Cross.

Stopping over on their way home from the TESMA-TEDPA convention in St. Louis were Jim and Jeanne Elderkin, Forest Manufacturing Company, Newark, N.J.

Norm Pullem resigned as assistant manager, Loew's, to accept a position in a record shop....Strand assistant manager Nelson Miller was reported bowing out to become a theatre supply salesman.

The city planning and zoning commission has again deferred action on the American Drive-In Theatre Company's request to establish a drive-in on Crittenden Drive near the Southern Railway. The site selected for the drive-in is in the general area now under consideration for a new state fair grounds.

Ohio

COLUMBUS

Mrs. Peggy Ann Bennett, who acquired the Alhambra, North Side neighborhood, from Capital Theatre Company, will spend \$10,000 in a remodeling and redecoration program. The Alhambra will go into a four-changes-a-week policy.

Don Queen, assistant manager, World, entered pre-medical school at Ohio State University....Mr. and Mrs. Al Sugarman, H. and S. Theatres, returned from a vacation at Hot Springs, Ark.

John Hardgrove, supervisor, Academy Theatres, again has been named director of the annual Fireman's Minstrels to be staged at the Hartman.

George Anagnost, former Chief Barker, Tent 2, Variety Club, is closing his Greystone Skateland, returning to his home town, Dayton, O. He will devote his entire time to his roller-skate manufacturing business.

P.J. Wood, secretary, Independent Theatre Owners of Ohio, returned from a nine-day visit in New York State and city. He stopped off at Gloversville, N.Y., and visited his daughter and grandson in Schenectady, N.Y. Wood and Martin Smith, Toledo, O., president, ITO, will be delegates to the National Allied convention in New Orleans.

Walter Kessler, manager, Loew's Ohio, was host to members of the Wives' Club of the GI student trailer camp at Ohio State Fairgrounds at the opening of "Apartment For Peggy"....

Mary McGavran Koebel, theatre editor, the Ohio State Journal, returned from a honeymoon trip to Canada....Samuel T. Wilson took part of his vacation, with Tod Raper subbing for him at The Dispatch theatre desk.

Pennsylvania

BRIDGEVILLE

The EL Rancho Drive-In opened under ownership of a corporation headed by John A. Robb, Gust Katsilas, and Romeo Chiappini. The opening was a huge success, and it is expected that the 1949 season will be a big one. This newest drive-in in the Western Pennsylvania territory is located just outside of Bridgeville, in a south-westerly direction, where the highway turns off to go to Canonsburg, Pa. The site occupied is the one which for many years was the location of the old Bridgeville Speedway, and is expected to have a capacity of approximately 500 cars.

ELLWOOD CITY

Andy Biordi, accompanied by his sister, Irma, was on Pittsburgh's Film Row after his recent illness, during which time he was confined to the New Castle Hospital for nearly a month. He reports that he feels much better.

MC KEES ROCKS

Morris Naft recently signed a contract with the Demon Electric Company, Oakland, Pa., for a new \$6,200 corrugated aluminum and neon marquee, designed by Alex Martin. Erection of this new marquee is expected to be completed by Nov. 15.

MEYERSDALE

Lawrence "Larry" Lowstutter, who owns and operates the State, has been forced to change his Pittsburgh Film Row routine of many years, and now may be seen bright and early every Monday morning on Film Row, due to the fact that his son is now attending nearby Duquesne University as a freshman, and spends the weekends at home with Mom and Pop. Pop, therefore, has to see to it that he is on time for his Monday morning classes. Lowstutter recently joined Allied of Western Pennsylvania.

MONESSEN

The Monessen Amusement Company's new theatre, scheduled to open this fall, is being given the name of the Manos, but this means that the name of the former Manos is being changed to the Grand. Definite opening date of the new Manos has not as yet been decided upon.

MUNHALL

The Park, for many years owned and operated by Robert Stahl, was recently sold to Christine Pelger, Homestead, Pa. The new owner took over on Oct. 15, and the theatre will now be managed by William Finn. It is expected that the theatre will continue its present policy of operation.

RUSSELTON

Sam Ross, owner of the only theatre in this community, has managed to put the house on an all-family operational

basis. His wife acts as cashier; son Richard, 12, takes tickets and serves as aide; Rita, 15, helps at the extra profits stand, and Teresa, 18, one of youngest licensed projectionists in the state, runs the booth.

SPRINGDALE

Howard McCauley, new owner and operator, Miami, which he recently took over from Elmer Dattola, has been in Pittsburgh letting contracts for extensive redecoration and renovating of the entire theatre.

TURTLE CREEK

The Antonoplos brothers, Anthony P. and Milton, who operate the Olympic and the Rivoli, East Pittsburgh, Pa., are contemplating renovations.

UNIONTOWN

Joe Murdock, who manages the State and Penn for the Penstate Amusement Company, recently journeyed to Wilmington, O., and the home office of Hygienic Productions, to view the November edition of that company's traveling stage show, "The Best Is Yet To Come." The November edition features Skitch Henderson and his orchestra along with many other acts, and Murdock wished to catch the show before working in an early booking for the State. Incidentally, this unit show carries a cast of nearly 100, and is available for bookings by any theatre in this territory having a large stage and a minimum of 1000 seats. Further details may be had by contacting this writer.

WEST TARENTUM

The Penn, which Joseph Zana recently sold to Thomas Zaines, is proceeding according to plan under the guidance of the new owner. Meanwhile, Zana has announced to his many friends that he intends to leave soon for California.

WILLIAMSBURG

Mrs. Ruth Dean Grassmeyer won 10th place in a national contest conducted by Glamour magazine on "Why I Like My Job". She manages the 275-seat Dean. She is the mother of two grown daughters, and her comments on her job were such that she finished 10th among 4150 contestants.

West Virginia

HUNTINGTON

A Common Pleas Court grand jury here indicted two Huntington theatre operators and the corporation which they head on charges of operating a lottery in connection with "Bank Night" at the theatre. The indictments were the first to be returned here on such charges since the practice was begun 12 years ago. Named jointly in one indictment on four counts were A.B. Hyman, president, Greater Huntington Theatre Corporation, and his brother, S.J. Hyman, secretary-treasurer.

WHEELING

Steve Manas, who on Sept. 3 opened the completely remodeled and redecorated Victoria, was in Pittsburgh recently arranging for the booking of "Story of Mother Cabrini - Citizen Saint" with Andy Battiston, and the picture was pencilled in for a run..

NEWS OF THE

*Territory***Boston****CROSSTOWN**

For the prerelease engagement of Columbia's "The Loves of Carmen", manager Jack Mercer, Loew's Orpheum worked the following tieups: Lux toilet soap streamers were planted in all retail outlets with the manufacturer's local sales office handling distribution; Max Factor window streamers were used in special windows in all Liggett stores; Pocket Books had distributors' trucks bannered and window cards were planted with book stores and newstand; a Kem-Tone tieup had all dealers covered with display cards, and several special windows obtained, and a tieup was made with a local department store for Carmen fashions. This involved full windows, newspaper ads, fashion shows, radio and television. A florist tieup promoted roses given away in large quantities on opening day; a "Carmen" doll netted plenty of free radio time, a "Carmen" Flamenco tieup was worked with Arthur Murray, and was good for free newspaper and radio plugs and co-op ad space paid for by the dance studio, and while gypsy music came in for plugs in music store windows.

Jane Wyman's coast-to-coast press tour for Warners' "Johnny Belinda" reached a climax here when the Variety Club presented the star with a special citation. The presentation by Dr. Sydney Farber, director, Cancer research, Children's Hospital, highlighted a series of special events in the Hub, including a key to the city by Mayor James M. Curley, reception by President Walter Burse, Suffolk University, a photographic session for newspapers at the Community Fund headquarters, and a press luncheon. She left here for New York.

The world premiere of Republic's "Macbeth" at the Esquire was sponsored by Emerson College. Mayor James Michael Curley headed the list of dignitaries who attended the premiere of the William Shakespeare drama.

Motion picture and drama critics Marjory Adams, The Boston Globe; Peggy Doyle, the Boston American, and Mary X. Sullivan, the Boston Sunday Advertiser, were in New York for a one-day visit.

FILM DISTRICT

Lester Hughes, Nordica, Freeport, Me., dropped in. At one time he was a salesman for Paramount....Bill Henry, booker-buyer, Park and Bijou, Woonsocket, R.I., was in on business, accompanied by the Park manager, a member of the fairer sex....Dominic Turturo, Elms, Millbury, Mass. paid a visit....Mrs. Vincent, Vincent Circuit, Vermont, was seen about....Mar-

BOSTON AREA READIES HOSPITAL DRIVE AID

BOSTON - Plans for area cooperation with the Will Rogers Memorial Hospital drive progressed last fortnight at a meeting.

All the exchanges were closed, and employees requested to meet at the Hotel Statler.

Ben Rosenwald, MGM, was chairman of the meeting and Johnny Dervin, branch manager, UA, and Al Koster, Variety Club, were principal speakers.

In their addresses to the group, the speakers spoke of the importance of the work done by the Variety Club in its various charitable movements, and of the necessity for the Will Rogers Memorial.

An announcement was made that the fund drive for the hospital would be incorporated into the Variety Club's annual drive on a percentage basis.

All were requested to cooperate.

tin Toohey stopped here and there booking pictures.

Jack Cooney, Union Square, Pittsfield, Mass., was in....A couple of the boys from up Maine dropped in recently, G.E. Neagle, Metropolitan, Lisbon Falls, and M.L. Bernstein, State, Madawaska.

Affiliated Theatres' latest addition is the Rex, Cambridge, Mass., once known as the Olympia. This is number 78 for Affiliated.

Jack Drady II, of softball fame, and now gainfully employed by U-A as a salesman, is the owner of a new green Dodge coupe.

AT AFFILIATED: Helen Helvitz joined the organization to help in several departments. Incidentally, she was at one time a member of the office force at MGM....Naomi Kaplan, who was to be shorts booker, resigned. Alberta Forni takes over as shorts booker....Stanley Farrington, booker, was thinking seriously about heading north to New Bedford, N.H.

As a booster for the Bill Heineman Sales Drive, the Boston EL sales force, headed by drive Captain Ed Renick, brought forth a novel idea. Special stationery exhorting exhibitors to put the boys over the top, the boys being district manager Tom Donaldson and branch manager Harry Segal, were mailed by each salesman to exhibitors in his territory. Highlight of this supplementary drive, Oct. 5 - Dec. 2, is a large special display showing all the salesmen in the branch striving to pull Donaldson and Segal to the top of the peak where the prize money reposes. All men in the poster are dressed in appropriate Swiss mountain climber's outfit. If successful, this sales drive will not only bring

prestige to the Boston office, but will mean a share in the substantial prize money for every employee.

As was to be expected, World Series fever gripped the district last fortnight. Radios were popping out all over the place. Harry's Snack Bar was a madhouse during the games. Eddie Comi, Massachusetts Theatre Equipment, installed a television set in the establishment for the benefit of all those who might be interested in seeing the game while procuring their vitamins. Around the corner Ken Douglass and his staff at Capitol Supply were having open house for other baseball fans who watched another video play-by-play action of the series.

Condolences were extended to E. Harold Stoneman, head, Interstate, on the death of his father, Dave Stoneman, a well-known figure in the city.

Congratulations go to Joe Kelley, U-I salesman for Maine, for being the top man in the second lap of U-I's Presidential Sales Drive. He selected for his prize a brand new washing machine.

Miss M. Cynthia Fryefield, assistant cashier, EL, announced her resignation. She has accepted a position with Colten-Abelson.

Our young visitor from England, Miss Kathy Cuddeford, EL, will celebrate her 21st birthday, in this country on Oct. 21. Then on Oct. 26, she will sail with her family for England. There she will resume her duties with the exchange in London.

Speaking of England, Dave Skeversky, who spent a leave of absence this summer over visiting John Bull, returned to the fold. Prior to the trek, he was a booker for 20th-Fox Exchange. Now he has left us to take a position at New Haven as one of the company's bright young salesman.

New Haven**CROSSTOWN**

Mike Tomasino, who recently leased his White Way and Victory to Fred Daddio for a 20-year period, told THE EXHIBITOR that he wanted to be remembered to all his friends. He said that he was sorry to leave them all when he retired from the business, but he didn't want any of them to hesitate to look him up. He'll still live at his 1820 Boulevard home....Morris Rosenthal, Poli, continues to get some eye-appealing lobby displays. Another good display was ballying "The Black Eagle" and "A Southern Yankee".

Variety Club, Tent 32, had television announcements over WHNH-TV for the charity dance....Frank Manente, former local Poli assistant, and now manager, Loew's Esquire, Toledo, O., was in town on vacation with his wife.

Shubert electrician Moe Weller celebrated his 64th birthday....Bill Brown, Bijou, had some nice tieups set for "Rebecca".

MEADOW STREET

Bob Kaufmann, 20th Century Fox, has been busy around the state arranging sneak previews of "Apartment for Peggy"...Bob Kaufmann, 20th Century Fox, attended the International Association of Chiefs of Police group in New York....Dave Skvirsky, 20th Century Fox, will be looking forward to the Yale-Dartmouth game. Yep, he's a Dartmouth alumnus....20th Century Fox branch manager Ben Simon's son, Stanley, was quite ill.

Morty Katz, salesman, Metro, resigns his Loew position as of Oct. 31. He is due to take a job with B and Q as booker for Connecticut houses.... According to reports, Tony Terrazano, Fairmount, Forrest, will also book for the State, as well as the White Way and Victory, recently acquired by the leasees of the State.

From up-state the report is that the Daly, Hartford, changes to the Star....When the North Haven Drive-In closes, Charles Lane may trek to Florida for the winter months.

Ed Lord, Lord, Norwich, fell off a platform in the bowling alleys in his theatre building recently, and injured both his wrists.

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CHIPS

At the Columbia-Yale game recently were Earl Wright, Joe De Francesco, Harry Germain, Boston; Sam Germain, Tom Germain, Connie Wright, and others....George Weber, who has been taking the Yale football games football pictures, also took some Arnold College films....Congratulations were in order for Bernie Levy, Amalgamated Theatre Owners, and Mrs. Levy on the recent addition to the family, a baby boy, Elliot....Clyde Hess, Moosup, was recuperating from his recent illness.

Connecticut Theatre Candy manned the concession booth at the Variety Club, Tent 31, charity dance recently. Joe Spivak and Lew Ginsberg were in charge. Profits from the concession were turned over to the committee for charity

Joe Spivak has been busy supervising the installation of the Pronto Popcorn warmers in the Capitol, East Haven, Lincoln, here, and Astor, East Hartford....Sam Zipkin, U-I shipper, predicted at the start of the baseball season that it would be the Braves and Red Sox in the World Series....Katherine McDonald was reported married to Pete Chambers. She's a biller at U-I....James Lavena is new in the U-I shipping department

Connecticut**BRISTOL**

The Columbus Republican Club sponsored a "Kiddie Cartoon Show" at the Bristol.

GREENWICH

Celeste Holm, 20th Century-Fox star, appeared on the stage of the Pickwick to participate in a rally for the Greenwich Community Chest Fund. She was accompanied by Andy W. Smith, Jr., 20th Century-Fox general sales manager.

HARTFORD

For the first time in six months, Ben Lamo, assistant manager, Strand, visited. He has been recuperating from an operation. Charles Atamian is relieving as assistant manager.

Colonial, flagship of the Hartford Theatre Circuit, will get new seats.

At the Loew-Poli Palace, manager Fred R. Greenway and his able assistant, Howard Padowitz, displayed numerous cards plugging "The New Movie Season" throughout the theatre building....Michael Piccirillo, Center, went to town on ballyhoo for a "Kiddie Cartoon Show" presentation, with lobby stunts and newspaper breaks planted.

Douglas Amos, manager, Lockwood-Gordon-Rosen's Webb, Wethersfield, has made a neat tie-up with the public schools in that town, with schools plugging Saturday matinee children's films through hall displays and assembly announcements.

The Children's Museum of Hartford announced that it will again sponsor this season a series of six motion



Joe Levin and Joe Wolf, partners in Embassy Pictures, Boston, are seen at the luncheon following the recent sales meet held in New York by Realart.

picture showings at the Bushnell Memorial Auditorium.

The Wethersfield Town Safety Committee has voted to commend Douglas Amos, manager, Webb, that town, on the handling of car parking at the theatre.

Harriet Budaj joined the Crown.... Patricia Dodge, Webb, Wethersfield, was to marry on Oct. 16.

Richard Landers, son of George E. Landers, division manager, E.M. Loew's Theatres, resumed his Suffield Academy, Suffield, studies....Steve Perakos, who operates theatres in East Hartford, New Britain, Thompsonville, and Jewett City, was graduated recently from the law school of Boston University....Edmund Jagielski, son of Frank Jagielski, Allyn, is a new student at Boston University.

Walter B. Lloyd, Allyn manager, and Mrs. Lloyd had a Florida visitor last week, with Mrs. Lloyd's sister, wife of Jesse Clark, Paramount Theatres' district manager, Jacksonville, Fla., in town for a visit....Harry Bernstein, praise agent for Columbia, was in planning a "Loves of Carmen" campaign with George E. Landers, division manager, E.M. Loew Theatres....William Lewis, projectionist, Loew-Poli Palace is out of the hospital.

Health Officer Owen Murphy, suburban Simsbury, following discovery of a second case of infantile paralysis in the town, urged all townspeople to "avoid congregating until danger of any possible spread of illness is past." The Eno Memorial, only film house in the town, closed down.

Division manager Harry F. Shaw, Loew-Poli Circuit, was here visiting Lou Cohen, Loew-Poli manager, and Fred Greenway, Loew-Poli Palace manager.

Lou Cohen and Norman Levinson, Loew-Poli, tied up with a local florist to give away free corsages to the first 100 women in line to see "Apartment for Peggy".

Viggo Andersen, motion picture editor, the Courant, and Mrs. Andersen celebrated their 19th wedding anniversary with a visit to New York.

Robert Schaefer, former manager, Globe, Holyoke, Mass., and Thompson Square, Boston, has been appointed manager, Hartford Theatres circuit's Rialto, succeeding Patrick S. Bucherri, resigned. Schaefer's father, Louis, manager, Victory, Holyoke, Mass., formerly managed the Allyn.

Michael Piccirillo, manager, Center, tripped to New York. Piccirillo has been busy with his North Main Street Businessmen's Association. Piccirillo, temporary chairman of the group, will hold election of permanent officers at a meeting....Anita Solshun is new at the Center.

Hartford Theatre Circuit's Central, West Hartford, resumed its matinee showings. Manager is Hugh Campbell.... The Center is to install a new marquee....Tommy Grace, Eastwood, East Hartford, manager, reports the addition of Jane Woujkiewicz, Dorothy Christiana, and Marcelle Bean.

Paul Amadeo, manager, Hartford Drive-In, suburban Newington, planted some press mentions.

The Strand, operated by Glackin and LeWitt Theatres, New Britain, Conn., and the New Colony, operated by Herb Jaffee, New Britain and Tommy Grasso, Windsor Locks, both in Sound View, Conn., summer theatres, closed for the season.

Sam Horwitz, Loew-Poli assistant manager, was hosted at a farewell party on the stage of the Palace honoring his appointment of Loew's home office publicity staff in New York. Well over 150 people attended the affair, committee for which included Lou Cohen and Robert Gentner, Loew-Poli, and Fred R. Greenway, Howard Padowitz, and Rueben K. Lewis, Loew-Poli Palace. Norman Levinson, assistant manager, Loew-Poli College, New Haven, succeeds him.

Playing "The Lost weekend", Mike Piccirillo, Center, had an aide walking around town, dressed in formal clothes, carrying two empty whisky bottles and a sign on his back, reading, "I'm heading for the Center Theatre to see...."

Bill Healey, UA home office praise agent, was in to push "Pitfall". Healey and Jim McCarthy, Strand, went to town on hometown angles in connection with producer Samuel Bischoff's background. Bischoff was born in Hartford. Another factor that aided the exploitation here was the news matter concerning the visit about a year ago by a "Pitfall" camera crew to make background shots for the UA film.

NEWINGTON

Paul W. Purdy, manager, Newington, operated by Nick Kounaris and Paul Tolis, said he has changed service staff policy, with girls replacing boys. New aides include Helen Carey, Alice Sapaniak, and Joyce Bengtson.

Purdy announced that the new 1,000-seat house being built on South Broad Street, Meriden, for his bosses,

Kounaris and Tolis, and a New Britain businessman, George Ulysses, is going up steadily.

Massachusetts

AGAWAM

The first open air location in the area to shutter for the winter is the Riverside Park Drive-In, operated by Ed Carroll.

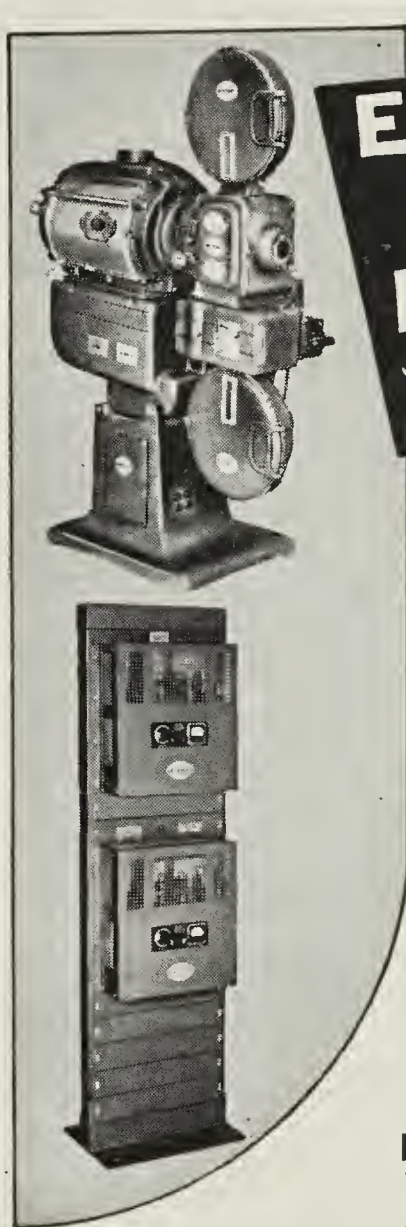
LOWELL

Manager Sam Torgan, RKO Keith's, recently tied in with The Telegram, looking for the city's "Good Sam", to receive a valuable award and personal gift from Gary Cooper. Contestants were required to write a short letter about the "Good Sam" of their neighborhood.

LYNN

With the local recruiting station of the U.S. Army cooperating, the premiere showing of "Beyond Glory" was preceded by a parade of the Battery Engineers of the National Guard with a police escort and music by the army band from the Murphy General Hospital, Waltham, Mass., led by Warrant Officer, Parkerson, which also played at the theatre. Colonel Stockwell, from Fort Banks, a West Point graduate, and Mayor Stuart Tarr were interviewed by Bill Bradley, a local broadcaster, under the marquee at the theatre with the assistance of a U.S. public address mobile unit, while army search lights illuminated the heavens. The publicity obtained

(continued on next page)



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TRAVELLING AROUND WITH LEW HERB

(Lew Herb, traveling representative of THE EXHIBITOR, continues with his journey through the New England territory. -Ed.)

And so we pursued our activities in Boston. Dropping in next at M and P's Olympia, we chatted with Harry Goldberg, pinchhitting for the concessions



Lew Herb

girl in the extra profits department. This is another deluxe operation. It had a remodeling job last year. Goldberg, a veteran of 20 years in the organization, has been handling this house for the past three-and-a-half years. At E.M. Loew's Victory, formerly the Gayety, we chatted with Herman Dynes, who entered exhibition about eight years ago after having received a taste of show business when he was connected with the banking business, and, subsequently, with production. His first entry into exhibition was in Hartford, Conn. where he was located for a couple of years, after which he removed to Boston about six years ago.

At E.M. Loew's Center, just recently remodeled from the old Globe, we said "hello" to Nick Lavidor, who, at 33, has been in the industry for 20 years.

Next door, at the Stuart, we chatted with Henry Austin, who started his career in the old Globe, later moving over to the Stuart, and from there to Film Row, where he worked in the poster department for Columbia. After the usual war intervention, he returned to the industry, and has since been running this house, but eventually hopes to be able to have one of his own. Our final visit on Washington Street took us to Loew's Orpheum, where we visited briefly with Gene Moulaison, assistant to Jack Mercer. The other Loew house, the State, located on Massachusetts Avenue, is under the direction of James Tibbits.

Returning to Film Row, we dropped in at Capitol Theatre Supply, where Ken Douglass was playing host to a group of independent exhibitors on hand for a special demonstration of the new Brenkert 60 projection head. M.F. "Marty" Bennett, New York representative of RCA, and H.J. Benham, Brenkert factory representative, were on hand to demonstrate. Here, once more, we renewed acquaintances with old friends, and, at the same time, met many we hadn't had the pleasure of seeing before. Ray Feeley, secretary, Independent Exhibitors, Inc. was on hand, and had brought with him many out-of-town exhibitors.

Among those on hand for the demonstration and buffet luncheon were Charles Tobey, Central, Manville, R.I.; Ted Rosenblatt, Community, Centerville, R.I.; Miss Marie Bruno, Empire, Manchester, N.H.; Leonard Rich-

ter, Star, Pascoag, R.I.; Leonard Goldberg, Adams, Quincy, Mass.; Joe Stanzler, Greenwich, East Greenwich, R.I.; Myer Stanzler, Community, Wakefield, R.I.; Fred Markey, Ioka, Exeter, N.H.; Norman Glassman, Rialto, Lowell, Mass.; Mrs. Ella Mills, Milo, Milo, Me.; Frank Perry, Orpheum, Foxboro, Mass.; Walter Mitchell, Morse, Franklin, Mass.; Joe Corrolo, Midway, Oakland Beach, R.I.; Ernie Zuretti, Lexington, Mass.; Ernie Warren, Witman, Mass.; Dan Murphy, president, Independent Exhibitors, from Hingham, Mass.; Ed Reed, Strand, Providence, R.I.; Henry Annotti, Uptown, Providence, R.I.; Dom Turturro, Milbury, Mass.; and Leslie Bendslev, Community Playhouse, Wilder Hills, Mass., as well as localites Arthur Howard, Affiliated Theatres, and Julian Rifkin, Rifkin Circuit. Douglas, who has been operating Capitol Theatre Supply since 1929, also later played host to a big group of projectionists, members of Local 182, and another group of projectionists, members of the Knights of Labor.

We also visited the other supply houses in town, Independent Theatre Supply, which is, and has been, operated by Edward K. Hosmer for the past 30 years and National Theatre Supply, under the direction of H.J. McKinney.

During our tour of the downtown theatres, we chatted with a few of the projectionists, including Jack Kaufman and Jim O'Brien, Orpheum, who, together, have 65 years of projection experience and Nover Gerber and Edward Nuzzolo, Trans-Lux. Gerber is the senior, with 20 years, and Nuzzolo, who is a son of Joseph Nuzzolo, Local 182 president, has been in the business only eight years.

At Keith's Memorial booth, we talked with two oldtimers, Gilbert Greek and George Grow, the latter's 43 years more than double Greek's 22. In the Modern we met another veteran, Fred A. Seabrooke, with 41 years, and Steve Rockwell, with 19 years experience.

A, though our visit in Boston was much too short to get around and say "hello" to everyone, we did have the pleasure of seeing many old friends, and those whom we missed we hope to see again when we have the opportunity of returning to the Hub City. In the meantime, the best of luck to everyone. -LEW HERB

LYNN

(Continued from preceding page)

by manager James Davis resulted in waiting lines.

Manager George Lougee, Olympia, who has a flair for decorating, frosted the cake for the wedding of his sister-in-law.

I.J. Hoffman, Warner Theatres zone manager, and C.P. O'Toole, maintenance head, were recent visitors at the Warner and Waldorf.... Julia Ryan is new on the Warner staff.

WATERTOWN

John P. McConville, manager, Watertown Square, must be congratulated

for his quick thinking. On a Saturday afternoon, while nearly 600 people, most of whom were children, watched the pictures, smoke began to drift in through the ventilators. Manager McConville, quickly sensing the situation, jumped to the stage, and calmly explained that it was a small brush fire, and nothing for those in the theatre to worry about. Then, with the help of James Sylvie and Felix Migliaccio, he passed up and down the aisles quieting the nervous ones. The fire near the theatre was soon out, and with little commotion from inside the theatre, thanks to McConville's prompt action.

WORCESTER

John J. Mathews, manager, Warner, sat in on a press conference conducted by Jané Wyman, star of "Johnny Belinda", at Boston. Mathews accompanied James Lee, columnist.... Miss Mary Rafferty, assistant, Warner, and Miss Mary Sheehan, Warner, will vacation together.... Mrs. Anna Donohue, Warner, recently returned from a vacation to New York City. She has been at the Warner for the past 20 years.... John Cummins, stage manager, Warner, and George Gravell, chief projectionist, Warner, spell a total of 60 years at the house, each with 30 years on the job.... Fred L. Cain, electrician, Loew-Poli Elm Street, heads for New York City for a vacation.... Mrs. Margaret Robichaud, Loew-Poli Elm street, will be back on the job after being out sick with the grippe.... Leo A. Lajoie, manager, Capitol, reports the installation of a new candy counter. Lajoie attended an M and P district meeting with George Heeley, manager, Marlboro, Marlboro, Mass. They traveled to the Light House Inn, New London, Conn.

Police censors recently banned the showing of Warner's "Rope".

Rhode Island

PROVIDENCE

Radio was used for a "Good Sam" tieup recently by Bill Morton, RKO Albee. Listeners were asked to send in their nomination for the city's outstanding individual who deserved the title of "Good Sam".

Vermont

BENNINGTON

Plans for a new house were announced by Thomas G. Buckley. He advertised for bids for a new memorial theatre building opposite the post office on South Street. Richard B. Diamond, Bennington, is architect. Buckley is president of a theatre organization which filed incorporation papers in Montpelier, Vt., several months ago. His plans for the new theatre call for a seating capacity of slightly over 1,000, with stores on the ground floor of the building and offices on the second floor. Two present buildings next to the village offices will be torn down or moved to make room for the new theatre. Buckley now is associated with his mother in operating the General Stark.

NEWS OF THE

Territory

District Of Columbia

Washington

When calling on Harry Martin, Universal-International, this past week, he said we could quote him on, "No news is good news". This lad, folks, is one of the friendliest around Film Row....Jake Flax attended the sales meeting of Republic in New York.... Betty Baker, inspectress, Republic, is receiving condolences on the passing of her brother, Walter Behler. -C.S.

PARAMOUNT NEWS: Mrs. Lillian "Peanuts" Lee, assistant cashier, was parted from her tonsils....Cashier Ida Green was in bad shape as a result of too exuberant rooting at a Washington Redskins football game.... Hazel Jarosik, ledger clerk, resigned....The branch welcomes a new employee, Barbara Donaldson, clerk in the accounting department....Booker Fred Von Langlen was spending his vacation traveling around with salesman George Kelly, contacting exhibitors, and getting drive dates.... Former Paramount salesman, Harley Davidson, was a branch visitor. His new booking combine, Independent Theatre Service, is now big business, already having grown from 18 to 32 theatres.

RKO Notes - Shirley Johnson, assistant cashier, is the proud mother of a son. The young man carries the formidable name of Luther Franklin Johnson, III....Elbert Grover, Clinch valley salesman, was one of the two local delegates to the Chicago meeting of the Colosseum Of Film Salesmen in Chicago on Oct. 16-17....Booker Herb Doherty and his family are happily settled in their new apartment.... Mary Murray resigned from the cashier's department to enjoy a well-deserved rest....Samuel Goldwyn's "A Song Is Born" is occupying the attention of

the sales department, with early November key dates set in Baltimore, Md., and Richmond, Va. Bill Prager, field publicity man, journeyed to Richmond, Va., for a two-day session with Dave Kamsky on the campaign for the Byrd and State....October birthdays were celebrated by Charles Hurley, salesman, and George Sullivan, booker, among others.

Due to a crowded motions calendar at the District Court, a two-week continuance was ordered in the Kogod-Burka vs. Stanley Company case over the disposition of the MacArthur. K-B moved for summary judgment, while Stanley was ready to argue that the court has no right to act in the matter pending the decision of the New York Court in the Paramount case.

Loew's Carter Barron was away for a three-week encampment on the shore-steps of the Florida Keys for fish, fish, fish, and fish. Here of late, according to Barron and his pals, the fish have been elsewhere than Solomon's Island, the regular fishing 'ole of the localites....MGM's Dolph Berger returned from a tour of the entire southern territory.

SCREEN GUILD: The office was ready to welcome home Sam Wheeler, who returned to this territory after an absence of several years. His staff, consisting of son Ross, Don Chaban, and Barry Goldman, met with the boss, who was planning a trip around the circuit to renew old acquaintances....Barry Goldman is now covering the Baltimore, Md., territory for the Guilders....May Feldman, office manager, was down with a cold but is back, her cheery self again....Ross Wheeler was off to Norfolk, Va., to visit the accounts there....By the by, the young heir in the Ross Wheelers could arrive around Christmas time.

FILM CLASSICS: Max Cohen, branch manager, made the journey to Norfolk, Va., to meet with Bobbie Levine, Levine Circuit....Salesman Harold Levy, covering Baltimore, Md., spent some time with his folks in Pittsburgh over the Jewish holidays....Sam Epstein reports that "Gung Ho" was bringing handsome box office reports



Mrs. Jose Teodoro, Jr., wife of the assistant commercial attache, Philippine Embassy, Washington, shows a beautiful native costume to Eugenia Schor, past president, Women's Advertising Club of Washington, at the Indian Embassy, where the ladies gathered recently to discuss plans for the gala American premiere of J. Arthur Rank's "The Red Shoes", released in the U.S. by Eagle Lion.

at the Mayfair, Baltimore, Md., and "Sofia", Metropolitan, Washington, and "The Spoilers" at the National, Richmond, were doing well, too.... Gertrude Epstein has started taking ballet lessons, and has had several lessons at the school in Kaywood Gardens....In town for a visit was sister of Sam Epstein....Charlie Mendelson made the trip to Richmond, Va.

Maryland

BALTIMORE

William F. Schmick, executive vice-president and business manager, the Baltimore Sunpapers, has given up his duties as the latter, and E.P. Kavanaugh has been appointed business manager. William F. Schmick, Jr., has been appointed assistant business manager in charge of the business department, and George Bertch has been appointed assistant business manager in charge of production. Local display advertising manager formerly held by Schmick, Jr., is still open.

On Oct. 7, Allied eastern regional board members met at the headquarter



Warners' Jane Wyman recently went on a sight-seeing tour of Washington, D.C., and found that she was being welcomed by the entire city. From left to right, she is shown as she arrived to start her tour. Then, during an interview with Oscar Davis, dramatic editor, The Washington Daily News, she had her picture snapped. At her

press luncheon later, she chatted with Bill Henry, MBS commentator and columnist, The Los Angeles Star. At the end of the day, she greeted The Exhibitor's Charles Stofberg and Warner Theatres' Frank La Falce as she went to City Hall to receive the key to the city. Miss Wyman's appearance in Washington was part of a national tour.

THEATRE OWNERS and MANAGERS

It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

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Washington, D. C.

236 N 23rd Street
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STAGE SETTINGS : DRAPERIES
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311 North 13th Street Philadelphia, Pa.

KEY CITY

First Runs

BALTIMORE, MD. (17) - New, "Apartment for Peggy" (20th-Fox); Century, "The Saxon Charm" (U-I); Hippodrome, "Mystery in Mecico" (RKO); Stanley, "Johnny Belinda" (WB); Town, "The Loves of Carmen" (Col.); Mayfair, "The Girl From Manhattan" (UA); Keith's "For the Love of Mary" (U-I); Times and Roslyn, "Texas" (Col.), "Sioux City Sue" (Rep.).

rooms of the Motion Picture Theatre Owners of Maryland, Inc., with Meyer Leventhal, eastern regional vice-president, presiding. Hosts for the occasion were the directors of the Maryland organization, including Lauritz Garman, president; Leventhal, H. Allan, Leon Back, Oscar Coblentz, Herman Blum, Luke Green, Jack Levine, Louis Gaertner, Walter Pacey, and Harry Silver. Those attending from out-of-town included, from New Jersey; Sid Stern, Harry Unger, Harry Lowenstein, Edward Lachman, Irving Dollinger, and William Snaper; from Massachusetts, Frank Lydon; from Connecticut, A. Bookspan, and from Eastern Pennsylvania, Sydney Samuelson. Lack of good stories in the productions offered by producers and the falling off of patronage were discussed, as was a plan to charter planes when the convention takes place in New Orleans.

William Proctor, formerly at the Capitol, Rome Circuit, has been transferred to the Rialto, succeeded by Calvin Johlitz, war veteran. The Variety Club's former manager, Oliver Nicklas, was ill.

Invitations to the 10th annual dinner dance of the Variety Club, Tent 19, O.D. Weems, Chief Barker, have been sent out to members with the price per person set as \$10. The affair will be held at the Belvedere Sheraton Hotel on Nov. 6.

F.H. Durkee, head, Durkee Circuit, loaned his Gwynn for the services during the holiday to the Beth-EL Temple. -Jacques Shellman

CUMBERLAND

The sedan belonging to Edgar D. Growden, projectionist, Potomac Drive-In, was stolen. It was recovered the next night. Growden reported to authorities, however, that the new battery was also missing, along with the distributor, spark plugs, and carburetor.

Virginia

RICHMOND

Frank Silveri is the new assistant to Bob Eagan, National. He succeeded Howard Griffin, who resigned to take up interior decorating at the Richmond Professional Institute....Sam Pulliam, Grand manager, was vacationing at home....Eddie Martin, Republic salesman, was in.

Ernest Milburn, UA exploiteer, was



Robert Benjamin, president, J. Arthur Rank organization in America, is shown as he recently received in New York the Scholastic magazine "Movie-of-the-Month" award from Kenneth M. Gould, editor-in-chief. The picture honored, "Hamlet", being released in this country by Universal-International.



Edmund Gwenn, 20th-Fox star, is shown as he recently received in Hollywood the Parent's Magazine Medal Award for the family movie of the month, 20th-Fox's "Apartment for Peggy".



Betty Hutton is shown as she recently arrived at LaGuardia airport, New York, from London, where she played a highly successful engagement at the Palladium, England's Variety Hall.

here working on Loew's "Red River" Floyd Stawls, newlywed advertising manager, Fabian Theatres, returned from New Orleans.

Bill Prager, RKO exploiteer, was working with Dave Kamsky on "A Song is Born", State and Byrd....William Fox, business agent, Projectionists' Local, visited Baltimore, Md....Arthur Snellings, Pitts' Circuit official, was here from Fredericksburg to see Jimmy Ritchie, Pitts manager....Elliott Foreman, MGM advance man



Lady Medhurst, wife of Chief Air Marshall Sir Charles Medhurst, is shown as she received a pair of tickets to the recent Washington premiere of the Eagle Lion release, "The Red Shoes", a J. Arthur Rank production. They were presented to her by Jean Ambrose, president, Women's Advertising Club of Washington, at the British Embassy.

for "The Secret Land" was here. It goes into the National....Charlie Hulbert, Colonial manager, was vacationing to move into his new home on Sedden Road. Joe Uzolini, his assistant, was doing double duty.

"Rope" was denounced by the Richmond Federation of Parent-Teacher Associations last week. Proclaiming the movie unfit for youthful audiences, the federation voted unanimously to ask that it not be shown again in this city. Mrs. Farquhar W. Smith, federation president, said that she had been called by parents who objected to the movie, and was requested to bring it to the attention of the federation. A resolution, which was introduced by Mrs. James M. Galloway, visual and radio education chairman, asked that neighborhood theatres not book the movie for future local showings. Written requests to this effect are to be mailed to neighborhood theatre managers, it was decided. "Rope"



The gorgeous gams above used to be the personal property of a Powers model named Jan Jordan, but now they belong on posters, for Eagle Lion hunted three months before it found Jan to portray the perfect legs which are found on poster art for J. Arthur Rank's EL release, "The Red Shoes".

had recently finished its first-run engagement at the Colonial.

The Byrd had a sneak preview of "Apartment For Peggy"....John Zenner, Westhampton manager, has been sick, Jimmy Heslep substituting....George Thurston is new at the State....Jimmy Ritchie reports that Talley Neon Company is giving his East End marquee a new look, and J.C. Hungerford is repainting the East End sign....We hear that Ben Pitts is building a 500-car drive-in near Fredericksburg....The Dalke Circuit, Winchester, is building a new 800-seat theatre in Strasburg, to be completed by January, and another 500-seat theatre at Edinburg, to be in operation by Thanksgiving.

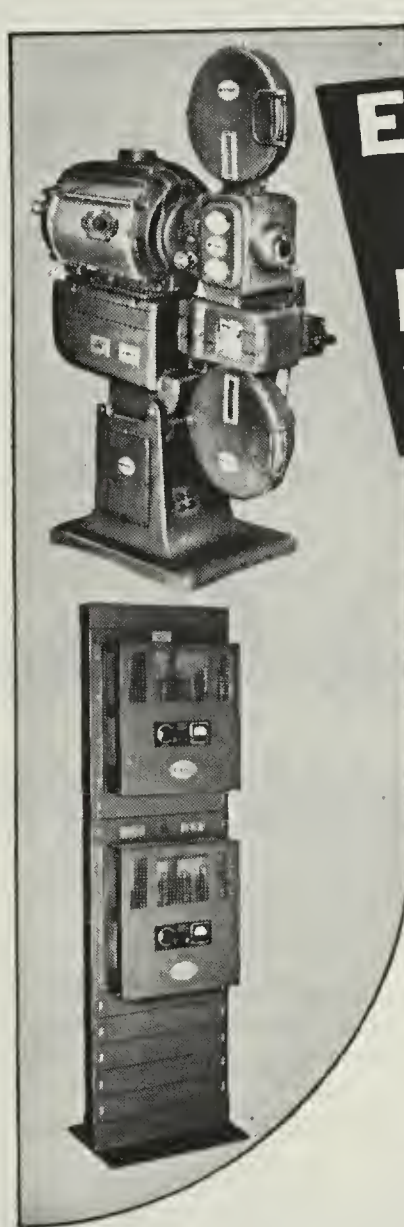
West Virginia

BEDFORD

Screen actor Jimmie Stewart was an unannounced visitor.

KEYSER

The new drive-in being constructed at Burlington, W. Va., 13 miles southeast of here, on U.S. Route 50, by Dave Baker and his brother, Phil, is making excellent progress. The screen tower is also in the finishing process, and Baker hopes to get at least a month of operation before the winter sets-in. Lovett and Company, DeVry representatives for West Virginia, is making the equipment installation.



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AND LIFELIKE SOUND**

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—one for theatres of 1,000 and another for theatres of 2,000 seats—the output of which may, by the addition of power amplifiers, be brought up to serve theatres up to 6,000 seats. Your choice of any model Altec-Lansing "Voice of the Theatre" or Motiograph loudspeaker equipment.

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Central loudspeaker systems, with power output of 75 and 150 watts, and

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In-car or post type speaker systems with power output of 150, 250 and 500 watts, the largest of which will serve more than 1800 cars, and has emergency provision permitting operation at 40, 250 or 500 watts.

The Motiograph sound reproducer is based on designs of Electrical Research Products Division of Western Electric Company.

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The image shows a sample page from the bookkeeping system, which is a ledger with multiple columns and rows. The main sections are labeled 'INCOME', 'SHOW', and 'EXPENSES'. The 'INCOME' section includes columns for 'Daily Ticket Record', 'Daily Gross', 'Pass and Walk-in Record', 'Weather', 'Attraction and its Cost', and 'Weekly Income from Vending'. The 'SHOW' section includes columns for 'Daily Ticket Record', 'Daily Gross', 'Pass and Walk-in Record', 'Weather', 'Attraction and its Cost', and 'Weekly Income from Vending'. The 'EXPENSES' section includes columns for 'Weekly Fixed Expenses', 'Payroll', 'Annual and Monthly Expenses Amortized Weekly', 'Weekly Profit or Loss Statement', and 'Profit or Loss for the Year to Date'. The ledger is designed to be used for 52 weeks, with each page providing a detailed record of the theatre's financial activities.

The At-a-Glance BOOKKEEPING SYSTEM

Originally designed in 1934 by the firm of William A. Levick & Co., Certified Public Accountants, specialists in theatre accounting, for the exclusive use of subscribers to THE EXHIBITOR this system has recently been revised to meet ever changing requirements of the theatre operator.

The weekly pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in record, (5) weather, (6) attraction and its cost, also attraction played by opposition, (7) weekly income from vending

machines and other miscellaneous income, (8) weekly gross, (9) weekly fixed expenses, payroll, and annual and monthly expenses amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date.

The size of book and of above pages is 9 inches by 12 inches, pen ruled in red and blue and printed in black on heavy ledger paper. Covers are sturdy, but flexible and ring binding enables pages to lay flat for easy writing and cross checking.

Price per book (Sufficient for 52 weeks): **\$1.25**

SOLD ONLY FOR THE SERVICE OF SUBSCRIBING THEATRES. IN ORDERING ENCLOSE THE PROPER REMITTANCE IN CASH, STAMPS, OR CHECK. ALL FORMS ARE SOLD UNDER A 5-DAY MONEY-BACK GUARANTEE.

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JAY EMANUEL PUBLICATIONS, INC.



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NEWS OF THE

Territory

New York City

CROSSTOWN

This department knows of two men who are available for positions as managers. Both are family men, excellent managers, and come highly recommended. For further information, contact The Exhibitor, 1600 Broadway.

One of the most unique fashion shows ever held here, with motif and inspiration supplied by David O. Selznick's "Portrait of Jennie" was staged at the Metropolitan Museum of Art on Oct. 11.... Jane Greer, co-starred in RKO's "Station West" arrived last week from Hollywood. She was honored as "Miss Valen-Tie" by the thousand members and guests of the Men's Tie Foundation, meeting at the Waldorf-Astoria.... G.L. Carrington, president, Altec Service, arrived last fortnight from the coast.... James Dunn made a personal appearance at the Strand, Brooklyn, to celebrate the premiere of UA's "Texas, Brooklyn and Heaven", in which he is starred. Producer A. Edward Golden was also present, as were many Brooklyn notables.

Margaret O'Brien, MGM star, left for the coast last week accompanied by her mother.... Joel Levy, Loew's out of town booker, was on an Atlantic City vacation.... Russ Stewart, MGM home office publicist, returned last week from New England, where the Navy held a special screening of "The Secret Land" in New London, Conn.... Clark Gable, MGM star, left last fortnight for Hollywood.... MGM stars June Allyson and Gloria DeHaven arrived from the coast last week.

Frank Capra, Paramount producer-director, arrived last week from Boston, where he attended a two-day meeting of UNESCO.... B.G. Kranze, vice-president and general sales manager, Film Classics, announced last week that "Spirit Of West Point" would be re-released concurrent with the 1948 football season. Kranze also disclosed that FC will soon put into re-release two serials, "Gang Busters" and "Oregon Trail".

Fabian Theatres purchased the Paramount, Stapleton, Staten Island, for a sum in excess of one million. The house, which seats 2,274, has been operated by Fabian for some time.

Funeral services for Mrs. Caroline Minzeshimer, the former Mrs. Marcus Loew, and mother of Arthur M. Loew and David L. Loew, were held at Rodeph Sholem Temple.

The Audubon, recently acquired by Maurice Goldman and Gilbert Josephson, reopened. It will be run as a neighborhood house, with gift nights, double features, and vaudeville.

With the advent of the "back to school" season, all Walter Reade Theatres are conducting special morning kiddie shows and matinees. In New Jersey, Red Bank, Perth Amboy, Plainfield, and Long Branch, the circuit has tied in with Showpiece Productions, Inc., for a series of three morning shows, climaxed by a stage show, and featuring giveaways of special kiddies records at each performance. In Red Bank and Long Branch the organization's second houses are holding weekly "Lucky Color Card" matinees. Heralds, printed in a dozen different colors, are distributed each week to the youngsters, with one color being announced just before the matinee as the "lucky color" for the week. Holders are admitted free. At the St. James, Asbury Park, manager Joe Sommers arranged a morning show, and promoted a television set as a giveaway. Both the St. James and Strand, Freehold, which also held morning shows, gave away surplus government eye-shields as a lure. Morning shows were likewise held at the Kingstow, Kingston, N.Y., the Strand, Plainfield, and the Jersey, Morristown, the latter making its event a "school supply" show. In conjunction with the personal appearance in their towns of cowboy star Ken Maynard on their vaudeville bills, the Strand, Long Branch; Paramount, Plainfield, and Broadway, Kingston, featured Maynard movies at the Saturday matinee shows preceding the vaudeville.

Phil Levene, booker for William Brandt Theatres, recently became the father of a baby girl, Madeline Christine Levene, born at Brooklyn Jewish Hospital.

H.M. Bessey, Altec Service executive vice-president, returned last week from New Orleans and Little Rock, Ark.... Betty Hutton, Paramount star, arrived last week by plane from London en route to Hollywood.

Betty Krone, secretary to Rube Jackter at Columbia, returned to her office following her recent wedding to Bernard Unger.... Leo Pillot, formerly of Columbia's special events department,



The RKO Palace, New York City, recently used a novel bally in introducing a talking mannequin in connection with its run of U-I's "Abbott and Costello Meet Frankenstein". A mechanical device moved the figure's eyes and lips while a hidden aide spoke to patrons in the lobby over a two-way phone. The figure was borrowed from Display Mannequin, Inc.



This attractive display was planted in a department of a New York City store in connection with WB's "Rope", currently playing at the Globe.

and now personal manager for Sid Caesar, was married to Helen Dorfman last week.

Joseph R. Vogel, vice-president, Loew's, Inc., in charge of all theatre operations, celebrated his 39th year with the company last week.

Stephen G. Rich, a director of the Society of Philatelic Americans, will be the guest speaker at the meeting of the Cinema Stamp Collectors on Oct. 27 at the Hotel Astor.

The Skouras Roosevelt, Flushing, L.I., Mildred Fitzgibbons, manager, put on a large campaign for "Youth Month." A local automobile dealer provided the prizes, six chests of craftsmen's tools, for the winning boy in the "Superboy" contest, open to all boys from 8 to 13, as well as paying bally costs. Five thousand heralds were distributed. The entire campaign won a great deal of favorable attention.

Richard F. Walsh, president, IATSE and MPO, was named by the AFL as its fraternal delegate to the 63rd annual convention of the Trades and Labor Congress of Canada, and left last week for Victoria, B.C.

Realart's Carroll Puciato was en route to California last week for sales meetings.

The promotion of Joseph Sommers, manager, Reade's St. James, Asbury Park, N.J., to the vacant city managership of Walter Reade Theatres, Freehold, N.J., and the appointment of two new managers was announced last fortnight by the circuit. Sommers, who was a manager for Warners in Florida and Pittsburgh for several years, moves into the spot vacated by John Balmer, shifted recently to city manager, Long Branch, N.J. Sommers will also manage the Strand, Freehold. He was replaced at the St. James by Herbert Gordon, formerly with the Schine Circuit and Warners in Philadelphia, Pa. William Mower has been named assistant manager, Broadway, Kingston, and Jack Merritt, student manager, Paramount, Long Branch, was shifted temporarily to the Paramount, Asbury Park, as acting manager.

Brandt Theatres: June Cardinale, secretary to Ben Drexler, was honey-

moonings in Cuba after stopping off in Miami....Booker Phil Levene became the proud father of a six pound, seven ounce girl named Madeleine on Oct. 1....Larry Curtis, Beacon, Long Island City, was around passing out cigars after the birth of his baby girl, Jo-Anne, eight pounds.

Island Circuit: Booker Mort Lightstone was pacing the floor in immediate expectation of a new addition to the family....The New Garden, Brooklyn, is now on the circuit.

Frank Moscato announced last week the forming of a new buying and booking combine to service independent theatres in the metropolitan area. Headquarters are in the Film Center building.

New Jersey

ASBURY PARK

Green paper napkins, imprinted with a picture of "Horace, the Lepruchaun," and playdates, were used by Joe Sommers, manager, Walter Reade's St. James, as heralds for 20th Century-Fox's "The Luck of the Irish".

JERSEY CITY

Albert Dear, Jr., Community Chest Drive, announced that it had gone over with a bang. Securing the full cooperation of Skouras Theatres Community Service Department, the campaign featured a parade climaxed by a Hollywood preview and an all-star screen, radio, and television show on the stage of the Skouras State. Playing a major part in drawing crowds was a full-page ad in The Jersey Journal, contributed by Skouras Theatres Community Service Department.

NEWARK

"Look Out Sister" with an all-Negro cast, played the Savoy, and Howard Hall, manager, plans to present more pictures of this kind in the near future.

The Hollywood, East Orange, N.J., had a special preview of "My Dear Secretary"....The Montauk, Passaic, N.J., held a sneak preview of "Johnny Belinda".

Dave Beehler, Central, had a pig-tail contest with "Big City"....Jack Conhaim, Hollywood, East Orange, N.J., promoted a dog giveaway from a local pet shop with "The Emperor Waltz."

Abe Simon, 72, dean of local show business folk, died after several month's illness. He had been in show

business for 57 years, starting as an aide in the old Waldmann's Variety, Market and Halsey Streets, early in the gay 90's. He was a publicity agent for Loew's for over 30 years. Surviving are his wife and a sister.

New York State

ALBANY

The trade mourned the passing of Morris Shulman, Gaiety, Inlet.

BUFFALO

Merritt A. Kyser, president, MPTO of New York State, Inc., bulletinized all exhibitors advising that distributor salesmen will call upon them to explain the industry's position regarding the Will Rogers Memorial Hospital Drive. George Gammel, Buffalo vice-president, MPTO, and Kyser visited the hospital with a group of New York, Albany, and other eastern New York exhibitors, and were thoroughly convinced of the urgent need for money.

Jack Mundstuck, MGM branch manager, has been named chairman, Will Rogers Memorial Hospital Drive. He urges full cooperation of all exhibitors and distributors.

Vincent R. McFaul, Shea Circuit, was back from a business trip to New York....George Holl, Shea's Lackawanna manager, introduced nine-month-old George, Jr., to the Buffalo office staff....Bill Abrams, Columbia head shipper, won the baseball pool in the first of the World Series games....Johnny Rano, assistant shipper, Columbia, is thrilled at being the happy possessor of a new green Chevy....Paramounts Ted and Mabel O'Shea were visiting the A.C. Behlings, Ellen Terry and Sylvia....Connie Porreca, MGM contract clerk, was nursing a cold.

Irene Mack, MGM head inspectress, dislocated her wrist, which confined her to a hospital....Everett Thorner, United Artists exploitation representative, was in to work with Charlie Taylor and staff on "An Innocent Affair", Shea's Buffalo.

Jackie Stevens, Great Lakes, was confined to her home due to illness. We are sorry to hear that she recently lost her father, and extend condolences.

Earl Hubbard, 20th Century ex-

ploiteer, was named captain of the motion picture division, Community Chest. All local theatres were co-operating 100 per cent in the drive by running the Community Chest trailer.

Charles Kosco, 20th Century Fox branch manager, held a Hollywood preview of "Apartment for Peggy" at George Mason's Shea's Great Lakes....Dorothy Johnson, Eagle Lion bookers' stenographer, replaces Margy Trogen....Sally Hornaday, Metro booker, was on vacation. -M.G.

KINGSTON

To increase interest in his two-day-per-week vaudeville shows at the Broadway, Bob Case, city manager, Walter Reade Theatres, is putting one act on the air each week over WKNY.

ROCHESTER

Lester Pollock, manager, Loew's Rochester, planned an interesting campaign to publicize his special Halloween show.

Manager Art Cassner, Schines' Madison, was ordered by his doctor to take a month's rest. Bill Phillips, manager, West End, moved over to the Madison, and William G. Mitchell returned to his former post as manager, West End.

Bud Lewis transferred from the Lake to the Cameo, succeeding manager Kenneth Cobb, who resigned to go to California. Manager Norman Wolk, Riviera, took over Cobb's advertising chores.

Manager Francis Anderson, RKO Palace, booked "Dr. Silkini's Asylum of Horrors" on stage and "Isle of Dead" on the screen for Halloween, and hoped the show would repeat last year's success.

Teen-age vandalism, which has plagued theatre staffs for years, and recently increased again, broke out in the open, following football games....All area Schine houses ran special matinee 18-cartoon shows on the Oct. 12 holiday....Good and poor films caused shifts in theatre openings until customers needed charts. Paramount had a Saturday opening for a while after extending the film run three days, and then changed to Tuesday with another 3-day runover. The RKO Palace closed one film a day early, and opened on



Dick Powell, star of RKO's "Station West", recently greeted some of his old exhibitor friends in New York. Seen from left to right, they are: I. Zatzkin, Morris Lane circuit; Powell, Jack Gelber, Interboro circuit, and Clem Perry, R and B Circuit. The exhibitors have been impressed by Powell's recent work.

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Wednesday, and the RKO Temple started a new show instead of taking the usual Palace holdover. The Embassy changed whenever the films failed to click.

Captain Volney Phifer again brought animals to Loew's, this time a team of dogs to ballyhoo "The Secret Land." The dogs were shown in a trailer in front of the theatre.

A convention of magicians in the city led to a special morning magic show at the Paramount arranged by the Junior Chamber of Commerce for more than 1,000 underprivileged children and shut-ins.

Manager Lester Pollock, Loew's, made a swift trip to New York to line up vaudeville talent for the annual firemen's benefit show, of which he is entertainment chairman.

Lester Pollock used an all-round campaign for "The Paradine Case", Loew's, including six newsboys at a busy downtown corner yelling "extra", and giving out heralds, radio contest that got a heavy play, window tie-ups, radio interview, and special newspaper stories.

Manager Francis Anderson, RKO Palace, was planning another of his special Halloween stage shows....Manager Krolick, Paramount, ballyhoos the concession stand refreshments in a film trailer.

Some 40 members of the stagehands union met to plan active efforts in the national election campaign, and contributed \$625 to the Labor League for Political Action. -D.R.

SCHENECTADY

Lou Rapp, manager, Strand, had his marquee painted up....Phil Rapp and Moe Klein, State, also were mighty happy over the SRO for "The Babe Ruth Story."

At the Plaza, Dick Murphy and Bob Griffith managed to get hold of the World Series highlights films. Co-operating with fire chief James J. Higgins, the house helped Fire Prevention Week activities, opening its doors to "Fiery Felix" to cavort on the huge stage. Felix had the town in an uproar during the week, setting fires all over the city for ardent firemen.

The Plaza's stage is in store for a lot of life: The Vienna Boys choir was scheduled in for Oct. 19, sponsored by the Mount Holyoke Alumni group; a midnight "spook show" with its "Hour of Horrors" is set for Oct. 29, with a special screen attraction; the city's junior league took the house over on a Saturday morning for an Edwin Strawbridge ballet production; on Nov. 11 the house is set for the RCA Victor Show with Russ Case and his NBC orchestra, starring Robert Merrill, and Nov. 26 will see a local dance school's revue on the stage.

SYRACUSE

Informed circles are of the opinion

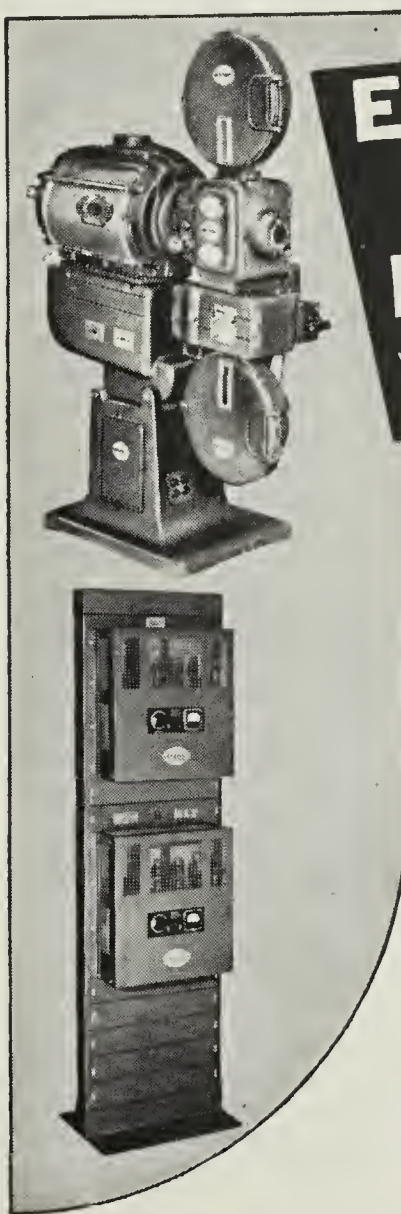
that since Gus Lampe left Syracuse, the brand of football displayed by Syracuse University has steadily grown worse. He should take time off to help with the coaching in his usual masterful manner if the lads on the Hill are to win a game this fall.... We extend sympathy to Mrs. Stewart Steves, whose mother passed away.

Mrs. Harry H. Unterfort, wife of the Schine zone manager, is very active in the Foreign Policy Association.... There seems to be a difference of opinion between the Paramount staff and Betty Houghton as to the date of the appearance of the next home made pies....Mannie Feldman, brother of Paramount manager Dick, was in to take the entire Westvale family to enjoy Eddie Duchin's band at the Hotel Syracuse.

Iz Willner, Gloversville, visited on his way to attend the Cornell-Harvard game at Ithaca....Charles Baron, advertising department, Eagle Lion, was in to work on six films booked into Schine's Paramount and Eckel.... The Paramount announced a special kiddie show for Columbus Day, featuring westerns....The management of the Schine Paramount treated patrons to a sneak preview of "Apartment for Peggy"....Wonder why Noreen Shelley, Paramount, removes her shoes when going to work.

Dick Feldman, Paramount manager, will insist that Carroll Blair, Keith's, pay off the baseball bet in cash of the realm....Les Coulter, assistant manager, Paramount, is kept busy buying new suits, evidently try-

(Continued on next page)



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EYEING THE

Exchanges

NEW YORK: As The autumn leaves begin falling, and the overcoats come out of the mothballs, thoughts of turkey and cranberry sauce arise. The Paramount Pictures Club stole a march on the calendar by holding its "Preview To Thanksgiving" dinner-dance-show-fashion show in the grand ballroom of the Waldorf-Astoria on Oct. 8. After the turkey dinner and the dancing, the guys and gals



WALT PASHKIN were entertained by the talent currently at the Paramount. Music was provided by Joe Moss' orchestra, and prize drawings were held. One of the big events was the fashion show, with 10 Conover models wearing special creations later won by 10 delirious females.

MGM: The six field men were in again to study office routine, and were guided around by office manager Sidney Stockton....Booker Johnny Cunniff celebrated another birthday on Oct. 4.

U-INTERNATIONAL: Booker Mel Sherman was happily displaying the latest pictures of his son, Arnold....Secretary Bernice Rosenfeld resigned to return to college. Marie Furio replaced....Film examiner Viola Meissner returned to work after illness....Florence Knight, examiner, became the proud grandmother of an eight pound boy recently.

EAGLE LION: Booker Pearl Elsohn returned from her vacation....Clerk Edith Feibisch was ill...Paul Sculky, New Jersey salesman, resigned.

RKO: Booker Dorothy Post celebrated her birthday on Oct. 12....Sadie Castanza, accounting department, was ill....Marilyn Miller, accounting department, resigned....June Jacobson, telephone operator, was happy about training a relief operator.

REPUBLIC: Cashier Edward Brindley returned from vacation....Bookkeeper Mary Lee was happily awaiting the setting of her marriage date. A. Adams, Newark, N.J., and his general manager, Ben Grief, visited.

UNITED ARTISTS: Sonia Schwartz became the new secretary to the office manager....Hilda Breier resigned....Thomas Alfieri, Community, Millbrook, and Albert McKennon, Albermac, Pawling, were visitors....The SOPEG contract covering exchange personnel expires on Nov. 30....Bookers and salesmen were shocked to learn of the death of Morris Shulman, Gaiety, Inlet.

MONOGRAM: Sarah Kramen was the new secretary in the booking department....Telephone operator Marie Bingham celebrated her birthday on Oct. 6....Booker Etta Segall was busier than

SYRACUSE

(Continued from preceding page)

ing to keep up with the new appearance of the theatre....It was rumored that Bob Sardino may be moving out Westvale way.

Larry Lynch, assistant manager, RKO Keith's, is back from the honeymoon which he says will go on and on and on....Dianna Hammer, Keith's secretary, is passing from the experience of baseball to basketball widow....Bob Poulsen, Keith projectionist, relaxing on his day off, and trying to learn the operation of a power saw, tried it on his leg instead of a board. The lesson was very painful.

George Maxwell, manager, RKO Keith's, was trying to tell us that if he is seen meandering down the main street with his trousers patched, it will be due entirely to the high cost of raising three daughters and starting the freshman year at Syracuse University.

We expect that Mike LaVine, Keith stage hand, is busy on a schedule of coming football games in New York City....George Mansfield, assistant manager, Loew's State, is very happy since he has moved into his permanent quarters...Charles R. Kurtzman, Loew's northeastern divisional manager, Boston, and I.B. Schlossberg, Loew's auditing department, New York, were recent visitors.

Loew's State's radio quiz show, aired from the stage every Monday night, is being very well received. Manager Harold Mortin has a show that in the opinion of those who know is a bang-up affair, and should continue to pack the house. Labeled by the sponsors, E.W. Edwards and Sons, Syracuse's ever with "The Babe Ruth Story" and ticket selling for the MPBC affair...Delores Gregg was welcomed to the contract department.

20TH CENTURY FOX: Office manager Joe Burke was ill....Secretary Lillian Gordon was back after a day's illness...Bookkeeper Henrietta Barnes was welcomed back after illness.

NATIONAL SCREEN SERVICE: The NSS bowling league got under way with six men's teams and four women's teams. The Alley Cats, spurred by high-scoring Tony Ferdinando with a 202, and the Alliettes, bulwarked by Captain Mary Elefante's prizewinning 146, led their respective leagues with three victories, no defeats....Pearl Weiss resigned....Fred Schwartz, poster department, resigned to enlist in the army....New employees were Ira Davis, Stanley Thalen, Arthur Bart, and Alvin Gitlitz, in the accounting department, and messenger Frank Ankner.

RAMBLIN' 'ROUND: Columbia booker Charlie Rosenblatt was passing out cigars over the birth of his seven pound boy, Jeffrey Alan, on Oct. 6...Joe Brenner greeted a visitor, Samuel Kornstein, Radio, Brooklyn.



This shadow box is currently used as a permanent window display by W.L. Machern, manager, Century's Kingway, Brooklyn, and his assistant, S. Stromberg. The pictures and copy in the box and frame are changed every week.

largest department store operators, the "Step Up Quiz", and aired by WAGE in an expert manner, the audience participation never lags. Over \$1,000 worth of merchandise prizes are given to members of the audience for their skill in answering the questions.

Walter Tucker is the new student assistant manager, Schine's Palace, under manager Max Rubin....Hank Wolf gets that sleepy look from working days for Paul Sessler, and then entertaining an old "fox-hole buddy" from the recent Pacific, honeymooning here....Joe LaRonde, Paramount stage hand, was on a diet of his own. Wonder if he is trying to reduce. From personal experience, it works, Joe.

Donald Schine, Buffalo, son of L.W. Schine, Gloversville, is a frequent visitor in town, calling on sister Dorene, Syracuse University student....Elois Halloran, Paramount, is displaying the latest thing in a Lana Turner sweater.

Harold Mortin, manager, Loew's State, arranged a special horror-thrilling spook show for Halloween night with an added attraction, a treasure hunt in the theatre, with prizes amounting to \$100.

Dianna Hammer, Keith's secretary, married for an unknown number of years, is giving free advice to Larry Lynch, assistant manager, recently married.

Harold Mortin, manager, Loew's State, gave a special showing of "Walk A Crooked Mile" for the benefit of police force members. Each officer attending was given a pad and pencil, and told to use them in writing down the name of the one, who in their opinion, was the master spy in the picture. Action was stopped five minutes before the ending. The three officers who turned in the correct answer were given a present, an iron claw, by the management and Chief of Police John Kinney gave them an extra day off duty. -J.J.S.

YONKERS

Paramount dropped all interest in the Strand, effective on Sept. 30.

NEWS OF THE

Territory

Crosstown

Warners' "June Bride" was given a preview at the S-W Mastbaum last week.

Rechristened the Lincoln International, the Lincoln reopened last week with a foreign film policy, the first attraction being "Lucia Di Lammermoor." It was said that stage shows would be featured on Saturdays only.

Fire believed caused by defective electrical wiring damaged the marquee, box-office, and lobby of Fans last fortnight at a time when the theatre was unoccupied. No performances were lost by the incident.

Keeping their word about "taking their wage stalemate problem with Stanley-Warner Theatres to the public," Local B-100 theatre maintenance employees last week had a horse and wagon plastered with signs slowly moving up and down Market Street. The union's street bally went on to outline allegedly current low rates of pay to ushers, cashiers, doormen, assistants, cleaners, etc.

Thieves, who entered by forcing a rear door, robbed the Jerry last week of about \$200.

Burt Lancaster, star, U-I's "Kiss The Blood Off My Hands," was reported due in this week for some screenings and other affairs planned to launch the film here.

Vine Street

The trade was sorry to hear of the death of Alfred W. Hill on Oct. 6. A veteran in the business, he operated theatres in Paulsboro, N. J., with Atlantic Theatres, Inc., leasing two houses in Woodbury, N. J. Funeral services were held on Oct. 9.

Charles Goldfine stated last week that he is selling his Alden Confectionary Company to Jack Beresin.

A. Cooper is no longer operating his 16mm. film business from his Franklin Film Exchange, 313 North 13th Street, but is now operating from his home, 841 North Sixth Street. His telephone number is WA 2-0199.

20th Century-Fox dynamo Sam E. Diamond, branch manager, sent out cards last week plugging the "Spyros P. Skouras Drive," and calling attention to the fact

Variety Club Sets Charity Project Drive

PHILADELPHIA—A cocktail party was held at Tent 13, Variety Club, on Oct. 11 in honor of Mickey Rooney, his father, Joe Yule, Jean Parker, and Lon Chaney to tee off the club's "Heart Fund" contest being held this year in a tieup with The Daily News and WCAU-TV on the Lou Block Studebaker show, "Show Business."

All donations received in connection with the contest go toward the establishing of a camp for handicapped children to be set up on 94 acres of ground, with buildings, at Center Point, Montgomery County, Pa., donated by retired theatre owner-barker Leo Posel.

The contest runs for 12 weeks with a worthwhile promoted prize weekly, plus a grand prize of a \$2,800 Studebaker Land Cruiser, completely equipped. On the 13th week, the 12 weekly prize winners will gather at the studio of WCAU-TV to appear on "Show Business," and be awarded their prizes, and compete for the grand prize.

Samuel Stiefel, a partner with Rooney, accompanied the star.

A concluding feature of the cocktail party was the witnessing in the clubrooms at 7.15 p. m. of the tele program, which featured Miss Parker, Chaney, Yule, Chief Barker Mike Felt, Jack Beresin, chairman, "Heart Fund," and Earle Sweigert.

that he was out for "a date every day in November," and asking all exhibs to join in the celebration, calling the following films "fire-crackers"—"Forever Amber," "Apartment For Peggy," "Cry Of The City," "Road House," "When My Baby Smiles At Me," and "Unfaithfully Yours."

Norman Silverman, former salesman with Republic, and more recently with SRO in a selling capacity, was reported last week as succeeding Max Gillis as Republic branch manager. . . . Leonard Casey, for 16 years with Hunt Theatres, Wildwood, N. J., and film buyer for the past five years, joined RKO last week as salesman in the Wilkes-Barre-Scranton territory.

Now on the staff of Capital exchange are Mary Snyder and Cecelia Hunter. . . . Sam Shapin, physical auditor, was in at the Warner exchange. . . . Warner star Jane Wyman paid a flying visit to the exchange last week.

The blowing up of those 13th Street manholes last week caused considerable excitement in some of the exchanges. Night shifts were alarmed in U-I, 20th-Fox, RKO, and Warners, and notified their bosses by telephone. . . . Joy Shapiro,

secretary to Eagle Lion branch manager Harry Berman, is resigning due to ill health. She is being replaced by Ethel Rudick, booker's stenographer, 20th Century-Fox.

Jeanne Freed, Eagle Lion contract clerk, also resigned last week. . . . Condolences are extended to Bessie Coyle, National Screen Service, upon the death of her mother. . . . Monogram field representative John Michelson and auditor J. F. O'Donnell were in at the local branch last week. . . . Jack Forscher, 20th Century-Fox booker, was on vacation last week. . . . Jack Engel, Screen Guild branch manager, attended a SG directors' meeting at the Hotel Gotham, New York, last week.

Circuits

Stanley-Warner

The office's two recent brides are now back at their desks again, Elizabeth Lamont Allen at the fourth floor information desk, and Freida Koren Anmuth in the booking office.

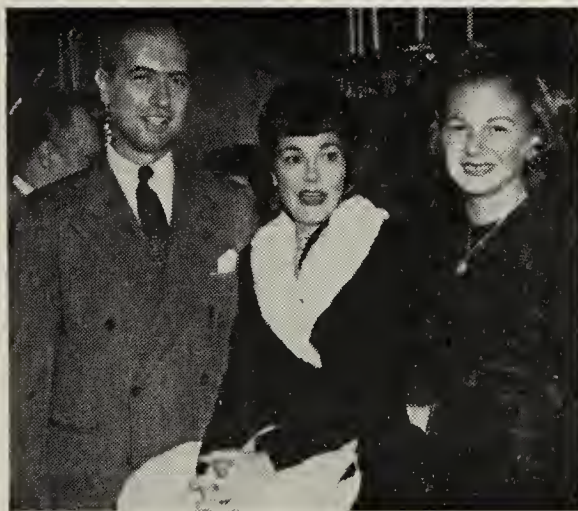
Milton Rogen, Capitol, has been nicknamed "Laughing Boy" by one of the downtown theatre managers. He always looks like he has the weight of the world on his shoulders.

Since the new escalator has been installed in the Reading Terminal, Morris Conner, Palace manager, looks much better. It seems the steps were just too much for him. . . . To listen to Al Plough talk these days is to know that the Princess has a great influence on him. He's taking lessons in Italian, French, etc.

Charley Cohen, Cross Keys manager, isn't talking about that patch on his face last week. . . . Esther Muchnick and Anne Besterman, publicity office, received a nice surprise when someone came into the office with a cherry cheese pie from Lindy's for them.

Sol Getzow, manager, Colonial, was playing "Canon City" so he and his electrician built a Dick Tracy Teleguard, same as in the jokes. The copy they used was: "If this television burglar alarm were available to the prison authorities a bold prison break such as you will see in 'Canon City' would not have been possible. Courtesy of Diet Smith and Brilliant." It became the talk of Germantown.

On Oct. 14, in the screening room atop the Earle building, 25 detectives and 25 uniformed policemen from the city's police force witnessed a screening of "Walk A Crooked Mile." The film was stopped at a point 10 minutes before the ending, and



When Jane Wyman came to Philadelphia recently, she had a full schedule. From left to right, she is seen with Mr. and Mrs. Louis Goffman; center, John Fisher and Mrs. Miller, state censor board, and Herbert M. Miller, editor, THE EXHIBITOR,

and, right, Bill Mansell, Warners' branch manager, Morris Wolf, and Lester Krieger, Stanley-Warner executive. Miss Wyman had a complete program while in town. Her stop was part of a notional tour to help publicize "Johnny Belinda".

THEATRE OWNERS and MANAGERS

It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

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Don't put your return film in the lobby until all your patrons have left after the last show.

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the men asked to try to pick out the "master spy" from the evidence screened. The running of the film was then completed, and those men first picking the correct individual were awarded prizes.

Delaware

Wilmington

Loew's Aldine invited state and city officials, clergymen, and press and radio representatives to a special screening of "The Secret Land." The tieup was made by Edgar J. Doob, manager, with the Naval Reserve Battalion.

Wilmington's theatres and The News-Journal papers were cooperating for the 25th year on the "Toy For Every Child at Christmas" campaign. Representatives of the 13 city theatres as well as the daily newspapers serve on the committee, for which Mayor Joseph S. Wilson is the honorary chairman.

Mrs. Edgar J. Doob, wife of the manager, Loew's Aldine, was recuperating from her recent illness at the Highland near Wernersville, Pa. . . . Norma Ware, Loew's Aldine, returned to duty after several weeks absence due to illness. . . . Mrs. Ellen Curry had been substituting.

A new trainee in the projection booth at the National is Hewitt Bundy, Jr., a June graduate of Howard High School and son of the National's chief projectionist.

Richard Edge, manager, Pike, Claymont, temporarily shelved his California visit.

—HENRY L. SHOLLY.

New Jersey

Trenton

John J. Bodley has been filling in the past few weeks at the Capitol directing the outdoor advertising and general publicity for the eight RKO houses.

At the RKO Brunswick, the seventh anniversary was observed with a program of events daily that registered strongly with neighborhood patrons of this house, managed by Henry Josephick. Merchants aided the theatre folk in making the anniversary a really big community affair. The merchants gave manager Josephick a full-page advertisement in The Daily Trentonian, paying the cost, much to the surprise of Josephick. Cookies for the kiddies and grown-ups were given to all patrons. A mammoth birthday cake was sliced in the foyer, and a portion given to the patrons. Another stunt that was a big hit was the giving of a bottle of fine perfume to the first 50 lady patrons each night of the anniversary.

Pennsylvania

Bangor

Borough Council decided that the eight per cent tax recently ordered levied on amusements events would go into effect on Oct. 10.

Ephrata

Ephrata Borough Council, through its attorney, F. Lyman Windolph, authorized preparation of an amusements tax ordinance, effective late in December or Jan. 1. The admissions tax on the two Ephrata theatres will be 10 per cent. If, and when passed, the ordinance will be the

third adopted by a Lancaster County town since the 1947 local revenue tax law was passed by the state legislature. Phares Sweigart, chairman, Ephrata Council finance committee, proposed the measure.

Harrisburg

Manager Jack O'Rear, Colonial, was honored at a surprise birthday party in his apartment, and presented with a desk set by his friends. The 12 guests for a spaghetti dinner included volley ball teammates from the Central YMCA. Sam Gilman, manager, Loew's Regent, was among the athletes present. . . . Sam Rubin, projectionist, Loew's Regent, was appointed a member of the Rent Advisory Board, Dauphin-Lebanon County area. . . . The State Department of Pennsylvania recently granted a charter to WKIN, Inc., which proposes to operate, maintain, and license the use of stations for radio broadcasting, including FM, and for television transmission. The capitalization amounts to \$50,000, and incorporators are John F. Byrne, Jr., Roy A. Prediger, and John J. Dunne, all of New York City.

Manager Sam Gilman, Loew's Regent, and his wife attended the World Series games in Cleveland, his home town. Larry Levy, Reading, relieved Gilman. . . . When "Canon City" played at the Senate, manager Bob Sidman used a special 40 by 60 lobby board, which featured a banner story in The Evening News on three jailbreaks in Pennsylvania. He was preparing to offer \$500 to any of the eight prisoners who escaped from prisons in Schuylkill, York, and Mercer Counties, if they entered the theatre, watched the picture, and surrendered to the law. The stunt was foiled, however, because seven of the eight men were captured before Sidman had time to advertise the offer.

Manager Gerry Wollaston, State, exploited "The Loves Of Carmen" by arranging a tie-up on a pocket book edition of the story, and providing 2000 book markers for the public library. . . . Edgar Goth, publicity and advertising director, Fabian-W. and V., has been named vice-chairman of an Optimist Club committee planning for the observance of "Optimist Week" in November. . . . Managers Jack O'Rear, Colonial, and Gerry Wollaston, State, attended the annual dinner meeting of the Chamber of Commerce. . . . Violet Heilner, Senate, is now Mrs. Gilmer Via. . . . Ardent fans at the Chocolate Bowl football game between Temple and West Virginia at Hershey included manager Gerry Wollaston and wife, manager Sam Gilman and wife, manager Bob Sidman and son, Robert, and Red McCarthy, WKBO disc jockey, and wife. . . . Manager Jack O'Rear, Colonial, effected a nice window tie-up on "Sorry, Wrong Number." He borrowed telephone equipment which was used by models in a display of ladies' dresses in a downtown store. . . . "Red River" was screened at Loew's Regent for members of the press and radio. . . . Jimmy Stewart was ably escorted on his "Pennsylvania Week" tour by Doug Beck, RKO.

Harvey's Lake

The Sandy Beach drive-in closed for the season.

Marietta

The first arrests here under the State law prohibiting race discrimination since it was passed in 1939 were made last week on charges brought by two Negroes who claimed they were denied admission to Rocky Springs Park bathhouse and swimming pool on Labor Day. The



Shown is the clever window tiein that Jack O'Rear, Colonial, Harrisburg, used recently during his run of Allied Artist's "The Babe Ruth Story". One of several such promotions, this one used Baby-Ruth candy bars.

charges were brought against Joseph Figari, Sr., president of the amusement park, and his son, James Figari, secretary-treasurer. Bond in the amount of \$300 each was posted for their appearance at a Nov. 4 hearing.

Mohrsville

The newly-organized Mohrsville Playground and Athletic Association is planning erection of a 50x100 foot recreation hall for shows, sports, and other community events. With \$1,913 already in the treasury, the association hopes to raise \$15,000 to \$20,000 to erect the building this fall. The association already owns a picture projector, using it in halls in nearby towns, sponsoring community movie shows. Mohrsville is 12 miles north of Reading, on the Pottsville State Highway.

Pottstown

Pottstown Borough officials are still trying to collect a fund, estimated at more than \$12,000, in back 1947 amusements taxes, from the Strand and the Hippodrome, lost to the borough treasury through a decision of the Montgomery County courts last February. Judge William F. Dannehower, Montgomery courts, ruled that sections of the Pottstown licensing law, placing a five per cent levy on gross receipts of Pottstown's two theatres, were null and void. C. Edmund Wells, formerly Pottstown's borough solicitor, and still in charge of the suit, now in the State Superior Court, presented a 45-minute appeal before the court in Philadelphia, the seven members sitting en banc. Wells contended in his argument before the Superior Court that the borough's authority was broad enough to impose the five per cent levy, and that regulation of the caliber of the shows presented in the theatres would result from the imposition of the fee. The

theatre lawyers, on the other hand, argued that the borough merely imposed a revenue-raising tax under the name of a license fee, and that prior to June 25, 1947, the borough did not have the power to tax the operators of motion pictures on their gross receipts, even under the guise of an ordinance imposing license fees.

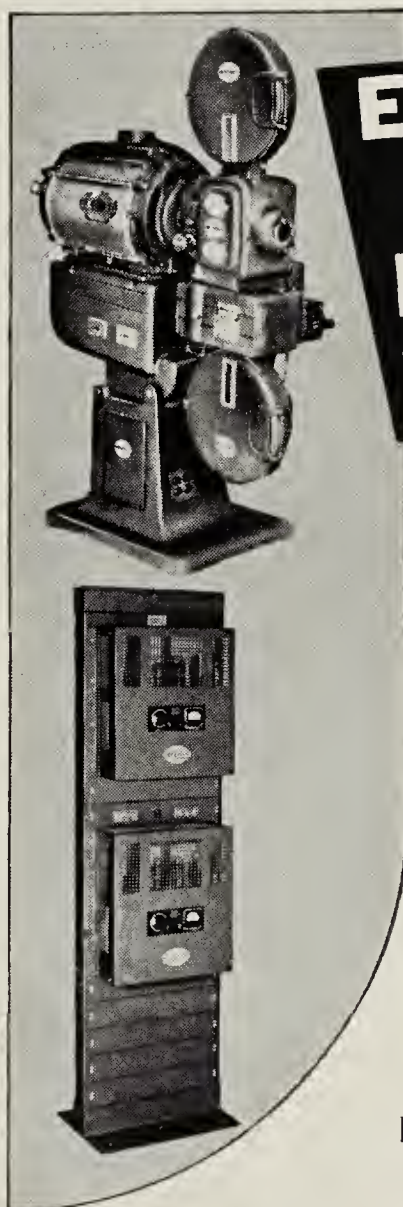
Pottsville

Mt. Carmel Borough Council, which passed a wage tax collectable from all its working residents on Sept. 23, found the

reaction by the voters too strenuous, and the tax, four mills on the dollar, was repealed. So was a similar tax placed on the net profits of business and professional activities. Mt. Carmel authorities also yielded to public opinion in another direction, withdrawing parking meters from three streets in the borough, in response to opposition by citizens generally.

Reading

Birk Binnard, manager, Warner, described problems and trends of the industry in a talk at the Exchange Club.



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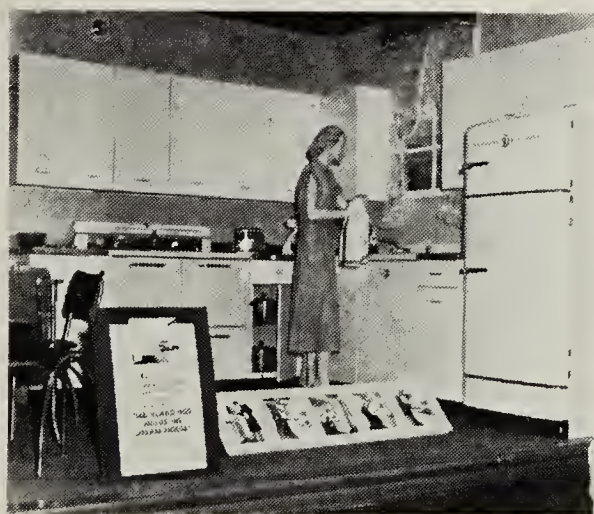
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The John Wanamaker Store, Philadelphia, recently gave three of its windows to things like this while SRO's "Mr. Blandings Builds His Dream House" was playing at the S-W Boyd. The house was built and furnished by Wanamakers, and erected in the suburbs.

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Get the BEST—"Motiograph Stands the Gaff"

Prizes totaling \$750 were awarded by the Embassy to phone subscribers called by WRAW in a "Sorry, Wrong Number" contest. The stunt, previously tried in Pittsburgh and Philadelphia, got very good results in Reading. Manager Paul E. Glase, Embassy, personally made a number of calls to persons he knew, just as a test, and found that a surprising number of those called were ready with the right answer.

Muhlenberg Township School District's amusements tax income is increasing. In September alone, the period in which the Reading Fair, setting new records, was held, the district's share of the tax was \$24,270.49. This goes into a separate fund to help pay for a big new high school annex to be built in 1949. Muhlenberg lies immediately north of the Reading City Line.

An automobile racing and stunting enterprise that leased the Reading Fair Grounds and track for a Sunday afternoon program took a lesson from the unfortunate Bicentennial Committee's book, staging Reading's municipal celebration last summer, with heavy losses. Instead of charging one admission at the gate, one for the bleachers or paddock, and another for grandstand seats, the stunt racing organization charged one price, good for admission to the grounds and also for seats facing the track, bleachers or grandstand. Result: one of the year's biggest crowds at the Fair Grounds, and also a big take for Muhlenberg Township School District, which levies a 10 per cent tax on every amusement ticket sold at the grounds.

Manager Birk Binnard, Warner, tied in with a jewelry store for a \$100 diamond ring gift presentation on the Warner stage. Persons going to see "Johnny Belinda" were advised in advertisements placed by the store and the theatre to ask at the store for free tickets to be used in the show in selection of the winner of the "White Rose" diamond offered as the prize.

For Real Coverage Of Happenings
In Your Area, Read THE EXHIBITOR.

Shillington

The Shillington, Joseph Shverha, owner-operator, will be a church on Sundays for some months to come. Shillington does not have Sunday movies and the building has been leased by the Catholic Archdiocese of Philadelphia, of which the Reading area is a part, for the use at Sunday masses, of a new parish being organized in Shillington and nearby. It will be known as the Church of St. John Baptist de la Salle. Until a building of its own can be erected by the new parish in Shillington, the services will be held in the theatre on Sundays and on special days.



Isaac Schultz, S-W Mastbaum's sign shop, made the oil-painting that brought this lobby display into the unusual class. It was effectively used during the recent S-W Mastbaum, Philadelphia, run of Warner's "Johnny Belinda".

THE EXHIBITOR will celebrate its 30th ANNIVERSARY

in the issue of
November 24

•
Watch For It!

KEY CITY

First Runs

WILMINGTON, DEL. (8)—Rialto, "Forever Amber" (20th-Fox); Warner, "Sorry, Wrong Number" (Para.); Loew's Aldine, "Pitfall" (UA); Queen, "Flowing Gold" (WB); "God's Country And The Woman" (WB); Arcadia, "Good Sam" (RKO); Grand, "The Strawberry Roan" (Col.); "The Checkered Coat" (20th-Fox).

TRENTON, N. J. (8)—Capitol, "Race Street" (RKO); "Adventures Of Casanova" (EL); Mayfair, "Pitfall" (UA); Trent, "Rachel And The Stranger" (RKO); Lincoln, "Luxury Liner" (MGM); "Best Man Wins" (Col.).

PHILADELPHIA (12)—Aldine, "The Search" (MGM); Boyd, "The Velvet Touch" (RKO); Capitol, Reissues; Earle, "Rachel And The Stranger" (RKO); Fox, "Apartment For Peggy" (20th-Fox); Goldman, "Sorry, Wrong Number" (Para.); Karlton, "The Saxon Charm" (U-I); Mastbaum, "Johnny Belinda" (WB); Princess, "The Damned" (Discena-Int.); Stanley, "Red River" (UA); Stanton, "Triple Threat" (Col.).

READING (16)—Warner, "Johnny Belinda" (WB); Astor, "Rachel And The Stranger" (RKO); Embassy, "Walk A Crooked Mile" (Col.); Loew's, "An Innocent Affair" (UA).

Stroudsburg

C. C. Cummins, manager, Sherman, reported SRO business at a recent midnight show of "Chasm Of Spasms," being handled in the territory by Dave Moliver.

Variety Club

Philadelphia, Tent 13

"Night Has A Thousand Eyes" was screened through the courtesy of Paramount.

Astor

BETRAYAL, THE-D—Leroy Collins, Myra Stanton, Verlie Cowan—Inferior all-Negro production—183m.—see July 21 issue.
DEADLINE-W—Sunset Carson, Pat Starling, Al Terry—Fair western—62m.—see May 12 issue.
FIGHTING MUSTANG-MUW—Sunset Carson, Al Terry, Pat Starling—Below-standard western—60m.—see March 31 issue.
LOOK-OUT SISTER-MUW—Louis Jordan, Suzette Harbin, Monte Hawley—Okeh for colored houses—61½m.—see Oct. 27 issue.

Columbia

(1946-47 releases from 801 up;
 1947-48 releases from 901 up)

ADVENTURES IN SILVERADO-W—William Bishop, Gloria Henry, Forrest Tucker—Pleasing western for the duallers—75m.—see March 31 issue—(902).
ARKANSAS SWING, THE-ACMU—The Hoosier Hot Shots, Gloria Henry, Stuart Hart—Average action musical—63m.—see Aug. 4 issue—(953).
BEST MAN WINS-D—Edgar Buchanan, Anna Lee, Robert Shayne—Pleasing dualler—75m.—see May 12 issue—Leg.: B.—(901).
BLACK ARROW, THE-AD—Louis Hayward, Janet Blair, George Macready—Adventure film has the angles—76m.—see July 21 issue—(942).
BLACK EAGLE, THE STORY OF A HORSE-OD—William Bishop, Virginia Patton, Gordon Jones—Good horse story for the duallers—76m.—see Sept. 15 issue—(903).
BLAZING ACROSS THE PECOS-WMU—Charles Starrett, Smiley Burnette, Patricia White—Okeh 'Durango' entry—55m.—see Aug. 18 issue—(968).
BLONDIE'S REWARD-C—Penny Singleton, Arthur Lake, Larry Simms—Average series entry—67m.—see May 26 issue—(912).
CORONER CREEK-W—Randolph Scott, Marquerite Chapman, George Macready—Good western—90m.—see June 23 issue—(Cinecolor)—(939).
FULLER BRUSH MAN, THE-C—Red Skelton, Janet Blair, Don McGuire—Entertaining comedy—93m.—see May 12 issue—(928).
GENTLEMAN FROM NOWHERE, THE-MD—Warner Baxter, Fay Baker, Luis Van Rooten—For the lower half—66m.—see Sept. 15 issue—(916).
I SURRENDER, DEAR-MUD—Gloria Jean, David Street, Don McGuire—Pleasing filler for the lower half—68m.—see Sept. 15 issue—(113).
LADY FROM SHANGHAI, THE-MD—Rita Hayworth, Orson Welles, Everett Sloane—Names will make the difference—87m.—see April 28 issue—Leg.: B.—(938).
LEATHER GLOVES-MD—Cameron Mitchell, Virginia Grey, Jane Nigh—Good entry for the duallers—75m.—see Oct. 13 issue.
LOST ONE, THE (La Traviata)-MU—Nelli Corradi, Gino Matterna, Manfredi Polverosi—High-rating picturization of opera, "La Traviata"—80m.—see April 28 issue—(Italian-made).
LOVES OF CARMEN, THE-ROMD—Rita Hayworth, Glenn Ford, Ron Randell—Colorful entry has names and angles to get the dough—98m.—see Sept. 1 issue—(Technicolor).
LULU BELLE-DMU—Dorothy Lamour, George Montgomery, Albert Dekker—Names will make the difference—87m.—see July 7 issue—Leg.: B.—(941).
MY DOG RUSTY-D—Ted Donaldson, John Litel, Ann Doran—Pleasing lower half entry—67m.—see April 28 issue—(914).
PORT SAID—Gloria Henry, William Bishop, Steven Geray—Adequate lower half entry—69m.—see April 28 issue—(909).
SINGIN' SPURS-WMU—The Hoosier Hotshots, Kirby Grant, Patricia White—Okeh dualler—61m.—see Oct. 13 issue—(954).
SONG OF IDAHO-WCMU—Hoosier Hot Shots, Kirby Grant, June Vincent—Okeh musical western—66m.—see May 26 issue—(952).
STRAWBERRY ROAN, THE-MUW—Gene Autry, Gloria Henry, Jack Holt—Good Autry—79m.—see April 28 issue—(Cinecolor)—(982).
THUNDERHOOF-MD—Preston Foster, Mary Stuart, William Bishop—Absorbing outdoor entry—77m.—see June 23 issue—(904).
TRAIL TO LAREDO-WMU—Charles Starrett, Smiley Burnette, Jim Bannon—Series average—53m.—see Sept. 15 issue—(967).
TRAPPED BY BOSTON BLACKIE-MD—Chester Morris, June Vincent, Richard Lane—Average series entry—67m.—see May 12 issue—(921).
TRIPLE THREAT-ACD—Richard Crane, Gloria Henry, Mary Stuart—Okay programmer with football angle to help—70m.—see Sept. 29 issue—(104).
WALK A CROOKED MILE-MD—Louis Hayward, Dennis O'Keefe, Louis Albritton—Good FBI meller—91m.—see Sept. 15 issue.
WEST OF SONORA-MUW—Charles Starrett, Smiley Burnette, Anita Castle—Okeh 'Durango Kid'—55m.—see May 12 issue—(966).
WHIRLWIND RAIDERS-MUW—Charles Starrett, Smiley Burnette, Nancy Saunders—Good series entry—54m.—see June 9 issue—(963).

TO BE REVIEWED OR IN PRODUCTION

AIR HOSTESS—Gloria Henry, William Wright, Ross Ford.
BIG SOMBRERO, THE—Gene Autry, Elena Verdugo, Stephen Dunne—(Cinecolor).
BLONDIE'S BIG DEAL—Arthur Lake, Penny Singleton, Larry Simms.
BLONDIE HITS THE JACKPOT—Penny Singleton, Arthur Lake, Larry Simms.
BLONDIE'S SECRET—Penny Singleton, Arthur Lake, Larry Simms.
BOSTON BLACKIE'S CHINESE VENTURE—Chester Morris, Maylia, Richard Lane.
CHALLENGE OF THE RANGE—Charles Starrett, Smiley Burnette, Paula Raymond.
CRIME DOCTOR'S DIARY, THE—Warner Baxter, Lols Maxwell, Adele Jergens.
DARK PAST, THE—William Holden, Lee J. Cobb, Nina Foch.

THE EXHIBITOR SERVICE SECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION TWO
 Vol. 40, No. 24

OCTOBER 20, 1948

DESERT VIGILANTE—Charles Starrett, Smiley Burnette, Peggy Stewart.
DOOLIN GANG, THE—Randolph Scott, George Macready, John Ireland.
EL DORADO PASS—Charles Starrett, Smiley Burnette, Elena Verdugo.
GALLANT BLADE, THE—Larry Parks, Marguerite Chapman, Victor Jory—(Cinecolor).
HER WONDERFUL LIE—Jan Kiepura, Marta Eggerth, Janis Carter—(Italian-made).
KNOCK ON ANY DOOR—Humphrey Bogart, John Derek, Susan Perry—(Santana).
LADIES OF THE CHORUS—Adele Jergens, Rand Brooks, Marilyn Monroe.
LARAMIE—Charles Starrett, Smiley Burnette.
LAW OF THE BARBARY COAST—William Bishop, Gloria Henry, Adele Jergens.
LEATHER GLOVES—Cameron Mitchell, Virginia Grey, Blake Edwards.
LOADED PISTOLS—Gene Autry, Barbara Britton, Jack Holt—(Monochrome).
LONE WOLF AND HIS LADY, THE—Ron Randell, June Vincent, Alan Mowbray.
LOST TRIBE, THE—Johnny Weissmuller, Elena Verdugo, Myrna Dell.
LOVERS, THE—Cornel Wilde, Patricia Knight, John Baragrey.
MAKE BELIEVE BALLROOM—Jerome Courtland, Jimmy Dorsey, Frankie Laine.
MAN FROM COLORADO, THE—Glenn Ford, William Holden, Ellen Drew—(Technicolor).
MANHATTAN ANGEL—Gloria Jean, Alice Tyrrell, Ross Ford.
MR. SOFT TOUCH—Glenn Ford, Evelyn Keyes, John Ireland.
OUILAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
QUICK ON THE TRIGGER—Charles Starrett, Smiley Burnette.
RACING LUCK—Gloria Henry, Stanley Clements, David Bruce.

RETURN OF OCTOBER, THE—Glenn Ford, Terry Moore, James Gleason—(Technicolor).
RIDERS OF THE WHISTLING PINES—Gene Autry, Patricia White, Jimmy Lloyd—(Monochrome).
ROUGH SKETCH—Jennifer Jones, John Garfield, Pedro Armendariz.
RUSTY LEADS THE WAY—Ted Donaldson, Ann Doran, John Litel. 59m.
RUSTY SAVES A LIFE—Ted Donaldson, John Litel, Ann Doran.
SLIGHTLY FRENCH—Dorothy Lamour, Don Ameche, Janis Carter.
SMOKY MOUNTAIN MELODY—Roy Acuff, Smoky Mountain Boys.
SONG OF INDIA—Sabu, Gail Russell, Turhan Bey—(Cinecolor).
TRIPLE THREAT—Gloria Henry, Richard Crane, leading pro football stars.
UNDERCOVER MAN—Glenn Ford, Nina Foch, James Whitmore.
UNTAMED BREED, THE—Sonny Tufts, Barbara Britton, Gabby Hayes—(Cinecolor).
WALKING HILLS, THE—Randolph Scott, Ella Raines, William Bishop.

Eagle Lion

(1946-47 releases from 101 and 701 up;
 1947-48 releases from 801 up)

ADVENTURES OF GALLANT BESS-OD—Cameron Mitchell, Audrey Long, Fuzzy Knight—Pleasing outdoor show—73m.—see Sept. 1 issue—(Cinecolor)—(905).
ASSIGNED TO DANGER-MD—Gene Raymond, Noreen Nash, Mary Meade—Satisfactory meller for the duallers—66m.—see May 12 issue—(821).
BEHIND LOCKED DOORS-MD—Lucille Bremer, Richard Carlson, Douglas Fowley—Fair programmer for the duallers—61m.—see Sept. 15 issue—(906).
BLACK HILLS-MUW—Eddie Dean, Roscoe Ates, Shirley Patterson—Good series entry—58m.—see Feb. 4 issue—(851).
BLANCHE FURY-D—Valerie Hobson, Stewart Granger, Michael Gough—Adult import will need selling—93½m.—see Sept. 15 issue—(English-made)—(Technicolor).
CANON CITY-DOCMD—Scott Brady, Jeff Corey, Mabel Paige—High-rating documentary-type entry has the angles—82m.—see July 7 issue—(826).
CLOSE-UP-MD—Alan Baxter, Virginia Gilmore, Richard Kollmar—Programmer will fit nicely into the duallers—76m.—see April 28 issue—(824).
COBRA STRIKES, THE-MD—Sheila Ryan, Richard Fraser, Leslie Brooks—For the lower half—62m.—see May 26 issue—(820).
ENCHANTED VALLEY, THE-D—Alan Curtis, Anne Gwynne, Donn Gift—Exploitable film has strongest appeal for neighborhoods, small towns—77m.—see April 14 issue—(Cinecolor)—(817).
HANGMANS NOOSE—See The October Man.
HOLLOW TRIUMPH-D—Paul Henreid, Joan Bennett, Leslie Brooks—Names will make the difference—83m.—see Sept. 1 issue—(904).
IN THIS CORNER-D—Scott Brady, Anabel Shaw, Jimmy Millican—Good fight film for the duallers—61m.—see Sept. 15 issue—(903).
LADY AT MIDNIGHT-MD—Richard Denning, Frances Rafferty, Lora Lee Michel—For the duallers—61m.—see Aug. 4 issue—(831).
MAN FROM TEXAS-MUW—James Craig, Lynn Bari, Johnny Johnston—Mild western—71m.—see April 14 issue—(815).
MICKEY-ROMCMU—Lois Butler, Bill Goodwin, Irene Hervey—Pleasing program—87m.—see June 23 issue—(Cinecolor)—(825).
MILLION DOLLAR WEEKEND-MD—Gene Raymond, Stephanie Paull, Francis Lederer—For the duallers—73m.—see Oct. 27 issue.
NOOSE HANGS HIGH, THE-C—Bud Abbott, Lou Costello, Cathy Downs—Abbott and Costello entry should find popular appeal—77m.—see April 14 issue—(819).
NORTHWEST STAMPEDE-OD—Joan Leslie, James Craig, Jack Oakie—Good outdoor show—76m.—see Sept. 1 issue—(Cinecolor)—(901).
OCTOBER MAN, THE (Hangman's Noose)-D—John Mills, Joan Greenwood, Edward Chapman—Average British entry—86m.—see March 31 issue—(English-made)—(818).

KEY

Leg. is the symbol for the Legion of Decency ratings which are included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either unobjectionable or unclassified.

Abbreviations following titles indicate type of picture.

ACD—Action drama	MUC—Musical comedia
AD—Adventure drama	MUCD—Musical comedy drama
ACMU—Action musical	MU—Musical
ADMD—Adult melodrama	MUSAT—Musical satire
BID—Biographical drama	MUW—Musical western
BIDMU—Biographical drama with music	MY—Mystery
C—Comedy	MYC—Mystery comedy
CAR—Cartoon Feature	MYCM—Mystery comedy musical
CD—Comedy drama	MYD—Mystery drama
CDMU—Comedy drama musical	MYMD—Mystery melodrama
CFAN—Comedy fantasy	MYMU—Mystery musical
CFANMU—Comedy fantasy musical	MYW—Mystery western
CMD—Comedy melodrama	NOV—Novelty
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	ROMC—Romantic comedy
DFAN—Drama fantasy	ROMCMU—Romantic comedy musical
DMU—Dramatic musical	ROMD—Romantic drama
DOC—Documentary	ROMDMU—Romantic drama with music
DOCD—Documentary drama	SAT—Satire
DOCMD—Documentary melodrama	SCD—Sex comedy drama
ED—Educational feature	TRAV—Travelogue
F—Farce	W—Western
FAN—Fantasy	WC—Western comedy
FANMU—Fantasy musical	WCMU—Western comedy musical
FMD—Factual melodrama	WD—Western drama
FMU—Farce musical	WMD—Western melodrama
HISD—Historical drama	WMDMU—Western melodrama musical
MDMU—Melodrama musical	WMU—Western Musical
MD—Melodrama	

OLYMPIC GAMES OF 1948, THE—DOC—Produced and directed by Castleton Knight, narrated by Bill Stern and Ted Husing and British sportscasters—High rating sports documentary—94m.—see Sept. 29 issue—(Technicolor)—(English made)—(902).

PRAIRIE OUTLAWS—MUW—Eddie Dean, Roscoe Ates, Sarah Padden—Satisfactory series entry—57m.—see April 28 issue—(857).

RAW DEAL—MD—Dennis O'Keefe, Claire Trevor, Marsha Hunt—Exciting meller—78m.—see May 26 issue—(822).

RUTHLESS—D—Zachary Scott, Louis Hayward, Diana Lynn—Absorbing entry—102m.—see April 14 issue—Leg.: B.—(816).

SHED NO TEARS—D—Wallace Ford, June Vincent, Frank Albertson—Average dualler—70m.—see Aug. 4 issue—(829).

SPIRITUALIST, THE—D—Turhan Bey, Lynn Bari, Cathy O'Donnell—Intriguing meller has plenty of selling angles—79m.—see Aug. 18 issue—(827).

SWORD OF THE AVENGER—D—Ramon Del Gado, Sigrid Gurie, Ralph Morgan—Fair programmer for the dualers—76m.—see May 12 issue—(823).

TO BE REVIEWED OR IN PRODUCTION

ALICE IN WONDERLAND—Carole Marsh, Steven Murray—(Ansa-color)—(English-made).

ALL IN A GAME—James Brown, Noreen Nash, Sheila Ryan.

JIG CAT, THE—Lan McCallister, Peggy Ann Garner, Preston Foster—(Technicolor).

BROKEN JOURNEY—Phyllis Calvert, Margat Grahame, Francis L. Sullivan—(English-made).

CALENDAR, THE—Greta Gynt, John McCallum, Santa Halm—(English-made).

CORPSE CAME CALLING, THE—Hugh Beaumont, Cheryl Walker, Paul Bryar.

ESTHER WATERS—Kathleen Ryan, Dirk Bagarde, Fay Compton—(English-made).

LET'S LIVE A LITTLE—Hedy Lamarr, Robert Cummings, Anna Sten.

LORD BYRON—Dennis Price, Mai Zetterling, Joan Greenwood—(English-made).

MAN WITHOUT A GUN—Bob Steele, Sid Saylor, Ellen Hall.

MIRANDA—Googie Withers, Griffith Jones, Glynis Johns—(English-made).

MR. PERRIN AND MR. TRAIL—David Farrar, Marjorie Goring, Greta Gynt—(English-made).

OLIVER TWIST—Robert Newton, Kay Walsh, Alec Guinness—(English-made)—(828).

PAROLE, INC.—Michael O'Shea, Turhan Bey, Evelyn Ankers.

RED SHOES, THE—Anton Walbrook, Maira Shearer, Leonide Massine—(English-made)—(Technicolor)—Leg.: B.

RED STALLION IN THE ROCKIES—Jean Heather, Arthur Franz, Jim Davis—(Cinecolor).

REIGN OF TERROR—Robert Cummings, Arlene Dahl, Richard Basehart.

SARABAND—Stewart Granger, Françoise Rosay, Jaan Greenwood—(English-made)—(Technicolor).

SCOTT OF THE ANTARCTIC—John Mills, Derek Band, Anne Firth—(English-made)—(Technicolor).

SLEEPING CAR TO VENICE—Albert Lieven, Derrick De Marney, Jean Kent—(English-made).

STRANGE MRS. CRANE, THE—Marjorie Lard, Pierre Watkin, John McGuire.

TULSA—Susan Hayward, Robert Preston, Pedra Armendariz—(Technicolor).

29 CLUES—Richard Basehart, Scott Brady, Roy Roberts.

WHEN THE DEVIL DRIVES—James Cardwell, Jan Ford, Damian O'Flynn.

WORLD AND LITTLE WILLIE, THE—Robert Young, June Lackhart.

Film Classics

ARGYLE SECRETS—MYMD—William Gargan, Marjorie Lard, Ralph Byrd—Dualler has exploitation possibilities—63m.—see May 12 issue.

BLONDE ICE—MD—Robert Paige, Leslie Brooks, Russ Vincent—Okeh dualler—73m.—see May 26 issue.

DEVIL'S CARGO—MYMD—John Calvert, Rachelle Hudson, Roscoe Karns—Satisfactory programmer for the dualers—61m.—see March 31 issue.

DISCOVERY—DOC—Admiral Byrd, and his group of scientists, astronomers, and naval personnel—Highly exploitable documentary—74m.—see July 9 issue—(Discovery).

MIRACULOUS JOURNEY—AD—Rory Calhoun, George Cleveland, Audrey Lang—Exploitable entry for the lower half—76m.—see Sept. 1 issue—(Cinecolor).

MONEY MADNESS—D—Hugh Beaumont, Frances Rafferty, Harlan Warde—Interesting programmer for the dualers—73m.—see April 14 issue.

SOFIA—MD—Gene Raymond, Sigrid Gurie, Mischa Auer—Exploitable program—83m.—see Sept. 1 issue—(Cinecolor).

WILL IT HAPPEN AGAIN?—DOC—Adolph Hitler, Eva Braun, Herman Goering—Topical documentary has exploitation angles—61m.—see May 26 issue.

TO BE REVIEWED OR IN PRODUCTION

DATE WITH MURDER, A—John Calvert, Catherine Craig, Lyle Talbot.

DAUGHTER OF RAMONA—Martha Vickers, Philip Reed, Donald Woods—(Cinecolor).

INNER SANCTUM—Mary Beth Hughes, Charles Russell, Billy House.

UNKNOWN ISLAND—Virginia Grey, Barton MacLane, Philip Reed—(Cinecolor).

Metro-Goldwyn-Mayer

(1946-47 releases from 701 up;
1947-48 releases from 801 up;
1948-49 releases from 901 up)

BIG CITY—CDMU—Margaret O'Brien, Robert Preston, Danny Thomas—Names and angles will make the difference—103m.—see April 14 issue—(827).

DATE WITH JUDY, A—CMU—Wallace Berry, Jane Powell, Elizabeth Taylor—Entertaining entry for the family trade—112½m.—see July 7 issue—(Technicolor)—(831).

EASTER PARADE—MU—Judy Garland, Fred Astaire, Peter Lawford—Topnotch—103m.—see June 9 issue—(Technicolor)—(829).

GONE WITH THE WIND—D—Clark Gable, Leslie Howard, Olivia de Havilland—Reissue will still get the dough—228m.—see June 11 issue—(Technicolor)—(3000).

HILLS OF HOME—D—Edmund Gwenn, Donald Crisp, Janet Leigh, Lassie—Okay "Lassie" entry for the family trade—95½m.—see Oct. 13 issue—(Technicolor).

HOME COMING—D—Clark Gable, Lana Turner, Anne Baxter—Solid—112m.—see April 14 issue—(826).

JULIA MISBEHAVES—C—Greer Garson, Walter Pidgeon, Peter Lawford—Names will make the difference—99m.—see Sept. 1 issue—(903)—Leg.: B.

LUXURY LINER—CMU—George Brent, Lauritz Melchior, Jane Powell—Good entertainment—98m.—see Sept. 1 issue—(Technicolor)—(901).

NO MINOR VICES—C—Dana Andrews, Lilli Palmer, Louis Jourdan—Screwty entry for sophisticates—95½m.—see Oct. 13 issue.

ON AN ISLAND WITH YOU—MUCD—Esther Williams, Peter Lawford, Jimmy Durante—Names and angles will make the difference—107m.—see May 12 issue—(Technicolor)—(828).

PIRATE, THE—MU—Judy Garland, Gene Kelly, Walter Slezak—Topnotch musical—101½m.—see April 14 issue—(Technicolor)—(825).

SEARCH, THE—D—Montgomery Clift, Aline MacMahon, Jarmila Novatna—Excellent dramatic entry—103m.—see March 31 issue—(830).

SECRET LAND, THE—DOC—Men and ships of the U. S. Navy. Narration by Robert Montgomery, Robert Taylor, and Van Heflin—Well-done documentary offers exploitation possibilities—71m.—see Sept. 1 issue—(Technicolor).

SOUTHERN YANKEE, A—F—Red Skelton, Brian Donlevy, Arlene Dahl—Skelton starrer packs plenty of laughs—90m.—see Sept. 1 issue—(902).

STATE OF THE UNION—CD—Spencer Tracy, Katherine Hepburn, Van Johnson—Excellent, timely entry—121m.—see April 14 issue—(824).

TARZAN'S NEW YORK ADVENTURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Average reissue has the angles—71m.—see April 28 issue—(823).

TARZAN'S SECRET TREASURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Reissue should attract series' fans—80m.—see April 28 issue—(822).

THREE MUSKETEERS, THE—ROMCOSD—Lana Turner, Gene Kelly, June Allyson—Standout entry—125m.—see Oct. 13 issue—(Technicolor)—Leg.: B.

TO BE REVIEWED OR IN PRODUCTION

ACT OF VIOLENCE—Van Heflin, Robert Ryan, Janet Leigh.

BARKLEYS OF BROADWAY, THE—Ginger Rogers, Fred Astaire, Oscar Levant—(Technicolor).

BIG JACK HORNER—Wallace Berry, Richard Conte, Marjorie Main.

BRIBE, THE—Robert Taylor, Ava Gardner, Charles Laughton.

CAUGHT—James Masan, Robert Ryan, Barbara Bel Geddes—(Enterprise).

COMMAND DECISION—Clark Gable, Walter Pidgeon, Van Johnson.

FORCE OF EVIL—John Garfield, Beatrice Pearson, Thomas Gomez—(Enterprise).

GREAT SINNER, THE—Gregory Peck, Ava Gardner, Ethel Barrymore.

GREEN PROMISE, THE—Marguerite Chapman, Walter Brennan, Robert Paige.

KISSING BANDIT, THE—Frank Sinatra, Kathryn Grayson, J. Carroll Naish—(Technicolor).

LITTLE WOMEN—June Allyson, Margaret O'Brien, Elizabeth Taylor—(Technicolor).

PERSONAL TOUCH, THE—Lionel Barrymore, Lucille Bremer, Edward Arnold.

SECRET GARDEN, THE—Margaret O'Brien, Claude Jarman, Jr., Dean Stockwell.

SUN IN THE MORNING—Jeanette MacDonald, Lloyd Nolan, Claude Jarman, Jr.—(Technicolor).

TAKE ME OUT TO THE BALL GAME—Gene Kelly, Frank Sinatra, Esther Williams—(Technicolor).

3 GODFATHERS—John Wayne, Pedra Armendariz, Mae Marsh—(Argosy)—(Technicolor).

WORDS AND MUSIC—Judy Garland, Mickey Rooney, June Allyson—(Technicolor).

Monogram

(1946-47 releases from 601 up;
1947-48 releases from 4701 up;
1948-49 releases from 4801 up)

BACK TRAIL—W—Johnny Mack Brown, Raymond Hatton, Mildred Coles—Just another western—53m.—see Aug. 18 issue—(4757).

CAMPUS SLEUTH—MYCM—Freddie Stewart, June Preisser, Warren Mills—For the lower half—57½m.—see March 31 issue—(4713).

COWBOY CAVALIER—WCMU—Jimmy Wakely, 'Cannonball' Taylor, Jan Bryant—Okeh series entry—54m.—see Sept. 1 issue—(4762).

CROSSED TRAILS—W—Johnny Mack Brown, Raymond Hatton, Lynne Carver—Routine—53m.—see May 12 issue—(4755).

DOCKS OF NEW ORLEANS—MYD—Roland Winters, Victor Sen Young, Mantan Moreland—Routine 'Chan' entry—64m.—see March 31 issue—(4712).

FIGHTING RANGER, THE—W—Johnny Mack Brown, Raymond Hatton, Christine Larsen—Okeh series entry—57½m.—see Sept. 15 issue—(4753).

FRENCH LEAVE—CMD—Jackie Cooper, Jackie Coogan, Renee Godfrey—For the lower half—64m.—see April 28 issue—(4714).

FRONTIER AGENT—W—Johnny Mack Brown, Raymond Hatton, Rena Blair—Below average western—56m.—see June 9 issue—(4756).

GOLDEN EYE, THE—MYMD—Roland Winters, Wanda McKay, Victor Sen Young—Okeh series entry—69m.—see Sept. 29 issue—(4720).

I WOULDN'T BE IN YOUR SHOES—MD—Don Castle, Elyse Knox, Regis Toomey—Mild meller for the lower half—70m.—see May 12 issue—(4716).

JINX MONEY—MYC—Lea Gorcery, Huntz Hall, Betty Caldwell—One of the better series entries—68m.—see June 9 issue—(4717).

JOE PALOOKA IN WINNER TAKE ALL—MD—Joe Kirkwood, Elyse Knox, William Frawley—Good "Palooka" 64½m.—see Sept. 1 issue—(4802)—Leg. B.).

KIDNAPPED—AD—Raddy McDowell, Sue England, Dan O'Herlihy—Has exploitation possibilities—72m.—see Sept. 15 issue—(4725).

LAND OF THE LAWLESS—W—Johnny Mack Brown, Raymond Hattan, Christine McIntire—Average western—59m.—see May 28 issue—(671).

MICHAEL O'HALLORAN—D—Scotty Beckett, Allene Roberts, Tommy Cook—Interesting dualler should appeal most to nabes, small towns—79m.—see July 7 issue—(4719).

MUSIC MAN—DMU—Phil Brito, Freddie Stewart, June Preisser—Tuneful dualler—66m.—see Aug. 4 issue—(4721).

OKLAHOMA BLUES—MUW—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont—Good Wakely—56m.—see April 28 issue—(4761).

OVERLAND TRAILS—W—Johnny Mack Brown, Raymond Hatton, Virginia Belmont—Better than average for the series—58m.—see March 31 issue—(4751).

PARTNERS OF THE SUNSET—MUW—Jimmy Wakely, Dub Taylor, Christine Larson—Routine series entry—53m.—see June 9 issue—(4765).

RANGE RENEGADES—W—W—Jimmy Wakely, Jennifer Holt, 'Cannonball' Taylor—Fair western—54m.—see July 7 issue—(4766).

SHERIFF OF MEDICINE BOW, THE—W—Johnny Mack Brown, Raymond Hattan, Evelyn Finley—Mild western—54½m.—see Sept. 15 issue—(4754).

SIGN OF THE WOLF—ACD—Michael Whalen, Grace Bradley, Darryl Hickman—Reissue for the dualers—69m.—see Sept. 3 issue—(4711).

16 FATHOMS DEEP—AD—Lon Chaney, Jr., Arthur Lake, Tanis Chandler—Colorful entry has plenty of selling angles—82m.—see Sept. 1 issue—(Lake)—(Ansa-Color)—(4801).

SHANGHAI CHEST, THE—MYD—Roland Winters, Mantan Moreland, Deannie Best—Okeh series entry—65m.—see July 21 issue—(4718).

SMUGGLERS COVE—C—Leo Garcey, Huntz Hall, Gabriel Dell—Good series entry—66m.—see Oct. 13 issue—(4726).

STAGE STRUCK—MYD—Kane Richmond, Audrey Lang, Conrad Nagel—For the lower half—70m.—see May 26 issue—(4715).

WOLF CALL—OMD—John Carrall, Movita, Peter George Lynn—Reissue for the lower half—61m.—see May 28, '47 issue—(619).

TO BE REVIEWED OR IN PRODUCTION

GALLANT TEXAN, THE—Jimmy Wakely, 'Cannonball' Taylor.

COURTIN' TROUBLE—Jimmy Wakely, Virginia Belmont, Dub Taylor—(4768).

GUNNING FOR JUSTICE—Johnny Mack Brown, Raymond Hatton, Evelyn Finley—(4758).

HEADIN' FOR TROUBLE—Jimmy Wakely, Cannonball Taylor, Virginia Belmont.

HIDDEN DANGER—Johnny Mack Brown, Raymond Hatton, Christine Larson.

INCIDENT—Waren Douglas, Jane Frazee, Joyce Campton—(4803).

IRON DUKES—Leo Garcey, Huntz Hall, Frankie Darro.

JIGGS AND MAGGIE IN COURT—Joe Yule, Renie Riano, Wanda McKay—(4805).

JOE PALOOKA IN THE BIG FIGHT—Leon Erroll, Joe Kirkwood, David Bruce.

MURDER LOVES COMPANY—Leo Garcey, Bowery Boys.

OUTLAW BRAND—Jimmy Wakely, 'Cannonball' Taylor, Kay Morley—57m.—(4764).

RAINMAKER, THE—Raymond Walburn, Walter Catlett, William Tracy.

RANGERS RIDE, THE—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont—(4767).

SILVER TRAILS—Jimmy Wakely, 'Cannonball' Taylor, Christine Larsen—53m.—(4763).

TEMPTATION HARBOR—Robert Newton, Simone Simon—(English made)—(4804).

TROUBLE MAKERS—Leo Garcey, Huntz Hall, Helen Parrish.

Allied Artists

(1947-48 releases from AA-1 up)

BABE RUTH STORY, THE—BIDMU—William Bendix, Claire Trevor, Charles Bickford—Topnotch—106m.—see Aug. 4 issue—(AA-10).

DUDE GOES WEST, THE—WC—Eddie Albert, Gale Storm, James Gleason—Highly entertaining western comedy—87m.—see May 12 issue—(AA-8).

SMART WOMAN—D—Brian Aherne, Constance Bennett, Barry Sullivan—Attractive programmer has names to help—93m.—see March 31 issue—Leg.: B—(AA-6).

TO BE REVIEWED OR IN PRODUCTION

LAST OF THE BADMEN—Barry Sullivan, Majrerie Reynolds, Broderick Crawford.

MY BROTHER JONATHAN—Michael Denison, Dulcie Gray, Ronald Howard—(English-made)—(Pathe).

STRIKE IT RICH—Rod Cameron, Banita Granville, Dan Castle.

TEMPTATION HARBOR—Robert Newton, Simone Simon.

WHEN A MAN'S A MAN—Guy Madison, Rory Calhoun, Gale Storm.

Paramount

(1946-47 releases from 4601 up;
1947-48 releases from 4701 up;
1948-49 releases from 4801 up)

BEYOND GLORY—D—Alan Ladd, Donna Reed, Tam Neal—Ladd starrer will get the dough—82m.—see June 23 issue—(4726).

BIG TOWN SCANDAL—MD—Philip Reed, Hillary Brooke, Stanley Clements—For the lower half—62m.—see June 9 issue—(4722).

CRUSADES, THE—AD—Loretta Young, Henry Wilcoxon, Ian Keith—Reissue is packed with angles—126m.—see June 9 issue—(3508).

DREAM GIRL—CD—Betty Hutton, Macdonald Carey, Patricia Knowles—Will depend on Hutton draw—85m.—see May 26 issue—Leg. B—(4721).

EMPEROR WALTZ, THE—CMU—Bing Crosby, Joan Fontaine, Roland Culver—Should land in the higher grosses—106m.—see May 12 issue—(Technicolor)—(4720).

FOREIGN AFFAIR, A—CD—Jean Arthur, Marlene Dietrich, John Lund—Topnotch—116m.—see June 23 issue—Leg. B—(4724).

HATTER'S CASTLE—MD—Robert Newton, James Mason, Deborah Kerr—Mediocre British entry—100m.—see April 28 issue—(English-made)—(4718).

HAZARD—CD—Paulette Goddard, Macdonald Carey, Fred Clark—Names will make the difference—95m.—see March 31 issue—Leg. B—(4716).

ISN'T IT ROMANTIC—ROMDMU—Veronica Lake, Mona Freeman, Mary Hatcher—Fair program—87m.—see Sept. 1 issue.

MISS TATLOCK'S MILLIONS—F—Wanda Hendrix, Barry Fitzgerald, John Lund—Pleasing comedy—100m.—see Sept. 15 issue—(4805)—Leg. B.

NIGHT HAS A THOUSAND EYES—MD—Edward G. Robinson, Gail Russell, John Lund—Absorbing entry—81m.—see Sept. 1 issue—(4803).

SAIGON—MD—Alan Ladd, Veronica Lake, Donald Dick—Typical Ladd show—94m.—see Feb. 4 issue—(4710).

SAINTED SISTERS, THE—C—Veronica Lake, Joan Caulfield, Barry Fitzgerald—Entertaining comedy—89m.—see March 31 issue—(4714).

SEALED VERDICT—D—Ray Milland, Florence Marly, John Hoyt—Will depend on name values—83m.—see Sept. 15 issue—(4804).

SHAGGY—OD—Brenda Joyce, George Nokes, Robert Shayne—Good family entry for the duallers—71m.—see April 28 issue—(Cinecolor)—(4717).

SO EVIL MY LOVE—MYD—Ray Milland, Ann Todd, Geraldine Fitzgerald—Names will have to carry slow-moving drama—108½m.—see June 9 issue—(English-made)—(4723).

SORRY, WRONG NUMBER—MD—Barbara Stanwyck, Burt Lancaster, Ann Richards—Names will make the difference—89m.—see Sept. 1 issue—(4801).

WATERFRONT AT MIDNIGHT—MD—William Gargan, Mary Beth Hughes, Richard Travis—Okeh meller for the lower half—63m.—see May 26 issue—(4719).

TO BE REVIEWED OR IN PRODUCTION

ACCUSED, THE—Loretta Young, Robert Cummings, Wendell Corey.

CONNECTICUT YANKEE, A—Bing Crosby, Rhonda Fleming, Sir Cedric Hardwicke—(Technicolor).

DARK CIRCLE—Ray Milland, Audrey Totter, Thomas Mitchell.

DAUGHTER OF DARKNESS—Anne Crawford, Siobhan McKenna—(English-made).

DISASTER—Richard Denning, Trudy Marshall, Damien O'Flynn—60m.—(4806).

DYNAMITE—Virginia Welles, William Gargan, Richard Crane.

EL PASO—John Payne, Gail Russell, Gabby Hayes—(Nasour)—(Cinecolor).

FROZEN GOLD—Robert Lowery, Russell Hayden.

GREAT GATSBY, THE—Alan Ladd, Betty Field, Macdonald Carey.

HEIRESS, THE—Olivia de Havilland, Miriam Hopkins, Sir Ralph Richardson, Montgomery Clift.

MASK FOR LUCRETIA, A—Paulette Goddard, John Lund, Macdonald Carey.

MY OWN TRUE LOVE—Phyllis Calvert, Melvyn Douglas, Wanda Hendrix.

NOW AND FOREVER—Claude Rains, Macdonald Carey, Wanda Hendrix.

ONE WOMAN—Alan Ladd, Donna Reed, June Havoc.

PALEFACE, THE—Bob Hope, Jane Russell, Samuel L. Hinds—91m.—(Technicolor)—(4807).

SORROWFUL JONES—Bob Hope, Lucille Ball, Mary Jane Saunders.

SPECIAL AGENT—William Eythe, Laura Elliot, George Reeves.

STRANGE TEMPTATION—Ray Milland, Audrey Totter, Thomas Mitchell.

STREETS OF LAREDO—William Holden, Macdonald Carey, Mona Freeman—(Technicolor).

TOP O' THE MORNING—Bing Crosby.

WHISPERING SMITH—Alan Ladd, Brenda Marshall, Robert Preston—(Technicolor).

RKO

(1946-47 releases from 701 up;
1947-48 releases from 801 up;
1948-49 releases from 901 up)

ARIZONA RANGER, THE—W—Tim Holt, Jack Holt, Nan Leslie—Good western—63m.—see April 14 issue—(814).

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Charles Korvin—Documentary-type meller is exciting screen fare—86m.—see April 14 issue—(815).

BEST YEARS OF OUR LIVES, THE—D—Myrna Loy, Frederic March, Dana Andrews, Teresa Wright—This rates among the best—172m.—see Nov. 27, '46 issue—(Goldwyn)—Leg. B—(751).

BODYGUARD—MD—Laurence Tierney, Priscilla Lane, Philip Reed—Good for the lower half—62m.—see Sept. 15 issue—(905).

BRING 'EM BACK ALIVE—TRAV—Frank Buck—Exploitation reissue is packed with selling angles—65m.—see May 26 issue—(818).

DESIGN FOR DEATH—DOC—Produced by Theron Warth and Richard O. Fleischer; narrated by Kent Smith and Hans Conreid—Thrill-packed documentary—48m.—see Sept. 1 issue—(907).

FIGHTING FATHER DUNNE—CD—Pat O'Brien, Darryl Hickman, Una O'Connor—Pleasant program—93m.—see May 12 issue—(816).

FORT APACHE—MD—John Wayne, Henry Fonda, Shirley Temple—Soldiers and Indians show should get the dough—127m.—see March 31 issue—(Argosy)—(870).

GOOD SAM—C—Gary Cooper, Ann Sheridan, Ray Collins—High-rating comedy—114m.—see Sept. 1 issue—(Rainbow)—(962).

GUNS OF HATE—W—Tim Holt, Nan Leslie, Richard Martin—Routine—62m.—see May 26 issue—(819).

I REMEMBER MAMA—D—Irene Dunne, Barbara Bel Geddes, Oscar Homolka—Topnotch—134m.—see March 31 issue—(868).

MAD WEDNESDAY—C—Harold Lloyd, Frances Ramsden, Jimmy Conlin—Word-of-mouth should help delightful comedy—89m.—see Sept. 3 issue—(Sturges).

MELODY TIME—CAR—Roy Rogers, Sons of the Pioneers, Ethel Smith, Buddy Clark—Should find plenty of popular appeal—75m.—see Sept. 1 issue—(Disney)—Technicolor—(991).

MOURNING BECOMES ELECTRA—D—Rosalind Russell, Michael Redgrave, Raymond Massey—Play picturization will need special handling—121m.—see Sept. 1 issue—(904).

MYSTERY IN MEXICO—MD—William Lundigan, Jacqueline White, Ricardo Cortez—Entertaining dueller—66m.—see July 7 issue—(822).

RACE STREET—MD—George Raft, William Bendix, Marilyn Maxwell—Good Raft entry—79m.—see June 23 issue—(821).

RACHEL AND THE STRANGER—DMU—Loretta Young, William Holden, Robert Mitchum—Interesting drama has names to help—92m.—see Sept. 1 issue—(902).

RETURN OF THE BADMEN—W—Randolph Scott, Robert Ryan, Anne Jeffreys—Average western has the angles—90m.—see May 26 issue—(817).

SONG IS BORN, A—C—Danny Kaye, Virginia Mayo, Benny Goodman—Names will make the difference—112m.—see Sept. 1 issue—(Goldwyn)—(Technicolor)—Leg. B.

STATION WEST—W—Dick Powell, Jane Greer, Agnes Moorehead—Good western—91½m.—see Sept. 29 issue.

TARZAN AND THE MERMAIDS—OD—Johnny Weissmuller, Brenda Joyce, Linda Christian—Exploitation show has the usual angles—68m.—see April 14 issue—(Lesser)—(813).

THEY LIVE BY NIGHT—ROMD—Cathy O'Donnell, Farley Granger, Howard Da Silva—Well-made drama will need plenty of push—95m.—see July 7 issue—(820).

VARIETY TIME—MUC—Jack Paar, Edgar Kennedy, Leon Erroll—Fair novelty offering for the lower half—59m.—see Sept. 1 issue—(902)—Leg. B.

VELVET TOUCH, THE—D—Rosalind Russell, Leo Genn, Claire Trevor—Will depend on the name draw—97m.—see July 21 issue—(Independent Artists)—(872).

VENDETTA—George Dolenz, Faith Domergue, Nigel Bruce—(California).

TO BE REVIEWED OR IN PRODUCTION

BALTIMORE ESCAPE—Robert Young, Shirley Temple, John Agar.

BLOOD ON THE MOON—Robert Mitchum, Barbara Bel Geddes, Robert Preston.

BOY WITH GREEN HAIR, THE—Pat O'Brien, Robert Ryan, Barbara Hale—(Technicolor).

BROTHERS IN THE SADDLE—Tim Holt, Richard Martin, Carol Forman.

ENCHANTMENT—David Niven, Teresa Wright, Evelyn Keyes—(Goldwyn).

EVERY GIRL SHOULD BE MARRIED—Cary Grant, Franchot Tone, Diana Lynn.

FOLLOW ME QUIETLY—William Lundigan, Dorothy Patrick, Jeff Corey.

GUN RUNNERS—Tim Holt, Richard Martin, Martha Hyer.

HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.

INDIAN AGENT—Tim Holt, Richard Martin, Nan Leslie.

INTERFERENCE—Victor Mature, Lucille Ball, Elizabeth Scott.

JOAN OF ARC—Ingrid Bergman, Jose Ferrer, George Colours—(Sierra)—(Technicolor).

JUDGE STEPS OUT, THE—Ann Sothorn, Alexander Knox, George Tobias.

LONG DENIAL, THE—Melvyn Douglas, Maureen O'Hara, Gloria Grahame.

MR. JOSEPH YOUNG OF AFRICA—Terry Moore, Ben Johnstone, Robert Armstrong—(Arko).

ROUGHSHOD—Robert Sterling, Claude Jarman, Jr., Gloria Grahame.

RUSTLERS VALLEY—Tim Holt, Richard Martin, Martha Hyer.

TARZAN'S FOUNTAIN OF YOUTH—Lex Barker, Brenda Joyce, Albert Dekker.

WEEP NO MORE—Joseph Cotten, Valli, Spring Byington.

WINDOW, THE—Barbara Hale, Arthur Kennedy, Bobby Driscoll.

Republic

(1946-47 releases from 601 up;
1947-48 releases from 701 up)

ANGEL IN EXILE—MD—John Carroll, Adele Mara, Thomas Gomez—Interesting program—90m.—see Oct. 13 issue—(719).

BOLD FRONTIERSMAN, THE—W—Allan 'Rocky' Lane, Eddy Waller, Roy Barcroft—Good western—60m.—see May 12 issue—(754).

CALIFORNIA FIREBRAND—MUW—Monte Hale, Adrian Booth, Paul Hurst—Good western—63m.—see April 14 issue—(Trucolor)—(654).

CARSON CITY RAIDERS—W—Allan 'Rocky' Lane, Eddy Waller, Beverly Jons—Routine—60m.—see June 9 issue—(755).

CODE OF SCOTLAND YARD—MD—Oscar Homolka, Derek Farr, Muriel Pavlow—Fair entry for the duallers—60m.—see Sept. 1 issue—(English-made)—(713)—Leg. B.

DAREDEVILS OF THE CLOUDS—MD—Robert Livingston, Mae Clark, James Cardwell—Okeh far the duallers—60m.—see Aug. 4 issue—(716).

DESPERADOES OF DODGE CITY—WD—Allan 'Rocky' Lane, Eddy Waller, Mildred Coles—Better-than-average-series entry—59m.—see Oct. 13 issue—(757).

EYES OF TEXAS—WMU—Roy Rogers, Lynne Roberts, Andy Devine—Standard Rogers—70m.—see Aug. 4 issue—(Trucolor)—(732).

GALLANT LEGION, THE—MUW—Bill Elliott, Adrian Booth, Joseph Schildkraut—Good western—88m.—see June 9 issue—(715).

HEART OF VIRGINIA—D—Janet Martin, Robert Lowery, Frankie Dorro—For the lower half—61m.—see April 14 issue—(707).

INSIDE STORY, THE—CD—Marsha Hunt, Charles Winninger, William Lundigan—Average programmer—87m.—see April 14 issue—(705).

I, JANE DOE—D—Ruth Hussey, John Carroll, Vera Ralston—Names should help programmer—85m.—see May 26 issue—(710).

KING OF THE GAMBLERS—MD—Janet Martin, William Wright, Thurston Hall—For the lower half—60m.—see June 9 issue—(709).

LIGHTNIN' IN THE FOREST—CMD—Lynne Roberts, Donald Barry, Warren Douglas—Far the lower half—58m.—see April 14 issue—(706).

MARSHAL OF AMARILLO—W—Allan 'Rocky' Lane, Mildred Coles, Eddy Waller—Good Western—59m.—see Aug. 18 issue.

MOONRISE—D—Dane Clark, Gail Russell, Ethel Barrymore—Heavy drama will need selling—90m.—see Sept. 15 issue—(714).

NIGHTTIME IN NEVADA—MUW—Roy Rogers, Adele Mara, Andy Devine—First rate Rogers—67m.—see Sept. 29 issue—(Trucolor)—(733).

NORTHWEST OUTPOST—DMU—Nelson Eddy, Ilona Massey, Joseph Schildkraut—Names and music should sell this—91m.—see May 14 issue—(615).

OKLAHOMA BADLANDS—W—Allan 'Rocky' Lane, Eddie Waller, Mildred Coles—Routine western—59m.—see March 17 issue—(753).

OLD LOS ANGELES—MUW—William Elliott, John Carroll, Catherine McLeod—One of the better Republic offerings—87m.—see April 28 issue—(708).

OUT OF THE STORM—D—James Lydon, Lois Collier, Marc Lawrence—Interesting programmer for the lower half—61m.—see Sept. 15 issue—(717).

SECRET SERVICE INVESTIGATOR—MD—Lynne Roberts, Lloyd Bridges, George Zucco—Okeh meller for the duallers—60m.—see June 9 issue—(711).

SONS OF ADVENTURE—MYD—Russell Hayden, Lynne Roberts, Gordon Jones—Far the lower half—60m.—see Oct. 13 issue—(718).

TIMBER TRAIL, THE—MUW—Monte Hale, Lynne Roberts, James Burke—Average western—67m.—see July 7 issue—(Trucolor)—(656).

TRAIN TO ALCATRAZ—MD—Donald Barry, Janet Martin, William Phipps—Okeh meller for the duallers—60m.—see July 21 issue—(712).

UNDER CALIFORNIA STARS—MUW—Roy Rogers, Jane Frazee, Andy Devine—Fair Rogers entry—70m.—see May 26 issue—(Trucolor)—(731).

TO BE REVIEWED OR IN PRODUCTION

CIMARRON TRAILS—Allan 'Rocky' Lane, Eddie Waller.

DAUGHTER OF THE JUNGLE—Lois Hall, James Cardwell, Sheldon Leonard.

DENVER KID, THE—Allan 'Rocky' Lane, Eddy Waller, Carole Gallagher.

DRUMS ALONG THE AMAZON—George Brent, Vera Ralston, Brian Aherne.

FAR FRONTIER, THE—Roy Rogers, Andy Devine, Gail Davis—(Trucolor).

GRAND CANYON TRAIL—Roy Rogers, Andy Devine, Jane Frazee—(Trucolor).

HOMICIDE FOR THREE—Warren Douglas, Audrey Long, Lloyd Corrigan.

MACBETH—Orson Welles, Roddy McDowell, Jeanette Nolan.

MISSOURIANS, THE—William Elliott, Adrian Booth, Forrest Tucker—(Trucolor).

PLUNDERERS, THE—Rod Cameron, Ilona Massey, Adrian Booth—(Trucolor).

RECOIL—William Wright, Janet Martin, William Henry.

RED PONY, THE—Myrna Loy, Robert Mitchum, Louis Calhern—(Feldman-Milestone)—(Technicolor).

RENEGADES OF SONORA—Allan 'Rocky' Lane, Eddie Waller, Roy Barcroft.

ROSE OF THE YUKON—Myrna Dell, William Wright, Steve Brodie.

SON OF GOD'S COUNTRY—Monte Hale, Paul Hurst, Pamela Blake.

TOO LATE FOR TEARS—Elizabeth Scott, Dan Duryea, Don DeFore.

WAKE OF THE RED WITCH—John Wayne, Gail Russell, Gig Young.

Screen Guild

(1946-47 releases from 4604 up;

1947-48 releases from 4701 up;

1948-49 releases from 4801 up;

(1947-48 Herald releases from X-1 up)

HARPOON—MD—John Bromfield, Alyce Louis, James Cardwell—Whaling story has plenty of selling angles—85m.—see Oct. 13 issue—(4805).

JUNGLE GODDESS—AD—George Reeves, Ralph Byrd, Wanda McKay—Far the lower half—64m.—see Sept. 29 issue—(4802).

MIRACLE IN HARLEM—MYMU—Sheila Guyse, Stepin Fetchit, Hilda Offley—Good all-Negro meller—71m.—see Aug. 18 issue—(Sepia)—(X-3).

PRAIRIE, THE—HISD—Lenore Aubert, Alan Baxter, Russ Vinson—For the lower half—68m.—see Sept. 1 issue.

RETURN OF WILDFIRE, THE—W—Richard Arlen, Patricia Morison, Mary Beth Hughes—Pleasing program—79m.—see Sept. 1 issue.

TO BE REVIEWED OR IN PRODUCTION

DEAD MAN'S GOLD—Lash La Rue, Al St. John, Peggy Stewart.

FRONTIER REVENGE—Lash La Rue, Al 'Fuzzy' St. John, Nancy Saunders.

LAST OF THE WILD HORSES—James Ellison, Jane Frazee, Mary Beth Hughes—(82m.).

MARK OF THE LASH—Lash La Rue, Al St. John, Peggy Stewart.

MOZART STORY, THE—Hans Holt, Winnie Markus, Irene V. Meyendorff—(4805).

OUTLAW COUNTRY—Lash La Rue, Al 'Fuzzy' St. John, Peggy Stewart.

SHEP COMES HOME—Robert Lowery, Margia Dean, Billy Kimberly.
SON OF BILLY THE KID—Lash La Rue, Fuzzy St. John, Marian Colby.
S. O. S. SUBMARINE—Semi-documentary.
THUNDER IN THE PINES—George Reeves, Ralph Byrd—(62m.).

SRO

MR. BLANDINGS BUILDS HIS DREAM HOUSE—C—Cary Grant, Myrna Loy, Melvyn Douglas—High rating—93m.—see April 14 issue.

TO BE REVIEWED OR IN PRODUCTION

PORTRAIT OF JENNIE—Jennifer Jones, Joseph Cotten, Ethel Barrymore.

20th Century-Fox

(1947 releases from 701 up;

1948 releases from 801 up)

ANNA KARENINA—D—Vivien Leigh, Ralph Richardson, Kieron Moore—Heavy English drama for class spots—111m.—see April 28 issue—(English-made)—(Korda)—(820).
APARTMENT FOR PEGGY—CD—Jeanne Crain, William Holden, Edmund Gwenn—High rating heartwarmer—99m.—see Sept. 29 issue—(Technicolor)—(842).
ARTHUR TAKES OVER—C—Lois Collier, Richard Crane, Skippy Homeier—For the lower half—63m.—see April 14 issue—(Wurtzel)—(817).
BELLE STARR—MD—Randolph Scott, Gene Tierney, Dana Andrews—Names will help reissue—87m.—see July 7 issue—(830).
BLOOD AND SAND—MD—Tyrone Power, Linda Darnell, Rita Hayworth—Reissue has the names to sell—125m.—see Sept. 1 issue—(834).
CHECKERED COAT, THE—MYD—Tom Conway, Noreen Nash, Hurd Hatfield—For the lower half—67m.—see July 21 issue—(Belsam)—(825).
COUNTERFEITERS, THE—MYMD—John Sutton, Doris Merri-
 ckh, Hugh Beaumont—Good entry for the duallers—73m.—see June 23 issue—(Reliance)—(819).
CREEPER, THE—MY—Eduardo Cianelli, Onslow Stevens, June Vincent—For the lower half—64½m.—see Sept. 15 issue—(Reliance)—(839).
CRY OF THE CITY—MD—Victor Mature, Richard Conte, Betty Garde—Good meller has selling power—96m.—see Sept. 29 issue—(841).
DEEP WATERS—D—Dana Andrews, Jean Peters, Cesar Romero—Pleasant drama has names to attract—85m.—see July 7 issue—(821).
ESCAPE—D—Rex Harrison, Peggy Cummins, William Hartnell—Import will need selling—78m.—see June 9 issue—(English-made)—(822).
FIGHTING BACK—CD—Paul Langton, Jean Rogers, Gary Gray—For the lower half—61m.—see July 21 issue—(Wurtzel)—(828).
FOREVER AMBER—COSMD—Linda Darnell, Cornell Wilde, Richard Greene—Has the angles—140m.—see Sept. 29 issue—(Technicolor)—(838).
FRONTIER MARSHAL—W—Randolph Scott, Cesar Romero, Nancy Kelly—Mild reissue—71m.—see July 7 issue—(831).
FURY AT FURNACE CREEK—MD—Victor Mature, Coleen Gray, Glenn Langan—Fair programmer—88m.—see April 14, issue—(815).
GAY INTRUDERS, THE—C—John Emery, Tamara Geva, Leif Erickson—Entertaining above average dualler—68m.—see June 23 issue—(Seltzer)—(840).
GIVE MY REGARDS TO BROADWAY—CMU—Dan Dailey, Charles Winninger, Nancy Guild—Pleasing entry should ride into the better money—89m.—see May 26 issue—(Technicolor)—(827).
GREEN GRASS OF WYOMING—OD—Peggy Cummins, Charles Coburn, Lloyd Nolan—Good entry for the rural and small town sectors—89m.—see May 12 issue—(Technicolor)—(818).
I WAKE UP SCREAMING—MD—Betty Grable, Victor Mature, Carole Landis—Reissue has the names to sell—82m.—see Sept. 1 issue—(835).
IRON CURTAIN, THE—MD—Dana Andrews, Gene Tierney, June Havoc—Topical entry offers wealth of selling opportunities—87m.—see May 26 issue—(816).
JUNGLE PATROL—D—Kristine Miller, Arthur Franz, Ross Ford—Good dramatic entertainment stacked with selling angles—72m.—see Oct. 13 issue.
LUCK OF THE IRISH, THE—CFAN—Tyrone Power, Anne Baxter, Cecil Kellaway—Pleasing entry with fantasy touch—99m.—see Sept. 15 issue—(837).
MEET ME AT DAWN—C—William Eythe, Stanley Holloway, Beatrice Campbell—Minor import—89m.—see March 31 issue—(English-made)—(812).
MINE OWN EXECUTIONER—PD—Burgess Meredith, Dulcie Gray, Michael Shepley—Absorbing import has restricted appeal—105m.—see June 23 issue—(English-made)—(Korda)—Leg.: B—(824).
NIGHT WIND—MD—Charles Russell, Virginia Christine, John Ridgely—Okeh dog picture for the duallers—68m.—see Sept. 1 issue—(Wurtzel)—(843).
ROAD HOUSE—MD—Ida Lupino, Celeste Holm, Richard Widmark—Good melodrama—95m.—see Sept. 29 issue—(844)—Leg.: B.
ROSE OF WASHINGTON SQUARE—MU—Tyrone Power, Al Jolson, Alice Faye—Reissue will benefit from name draw—86m.—see July 7 issue—(832).
SLAVE SHIP—MD—Wallace Beery, Mickey Rooney, Elizabeth Allan—Names will help reissue—92m.—see July 7 issue—(833).
STREET WITH NO NAME, THE—MD—Mark Stevens, Richard Widmark, Barbara Lawrence—Very good meller—91m.—see July 7 issue—(823).
THAT LADY IN ERMINE—CMU—Betty Grable, Douglas Fairbanks, Jr., Cesar Romero—Will depend on the Grable draw—89m.—see July 21 issue—(Technicolor) (Lea. B)—(836).
UNFAITHFULLY YOURS—C—Rex Harrison, Linda Darnell, Rudy Vallee—Name draw will make the difference—106m.—(850).
13 LEAD SOLDIERS—MD—Tom Conway, Maria Palmer, Helen Westcott—For the lower half—67m.—see April 14 issue—(Reliance)—(814).

WALLS OF JERICHO, THE—D—Cornel Wilde, Linda Darnell, Anne Baxter—Good filmization of a best-seller also has names to sell—106m.—see July 21 issue—(826).
WINNER'S CIRCLE, THE—OD—Johnny Longden, Morgan Farley, Jean Willes—Fair dualler—70m.—see July 7 issue—(Polimer)—(829).

TO BE REVIEWED OR IN PRODUCTION

BEAUTIFUL BLONDE FROM BASHFUL BEND, THE—Betty Grable, Cesar Romero, Rudy Vallee.
BELLE STARR'S DAUGHTER—George Montgomery, Rod Cameron, Ruth Roman—(Alson).
BONNIE PRINCE CHARLIE—David Niven, Margaret Leighton, Will Fyfe—(English-made)—(Korda)—(Technicolor).
BUNGALOW 13—Tom Conway, Margaret Hamilton, Richard Cromwell—(Belsam).
CANADIAN PACIFIC—Randolph Scott, Jane Wyatt, J. Carroll Naish—(Cinecolor).
CHICKEN EVERY SUNDAY—Dan Dailey, Alan Young, Celeste Holm.
DOWN TO THE SEA IN SHIPS—Richard Widmark, Cecil Kellaway, Dean Stockwell.
FAN, THE—Jeanne Crain, George Sanders, Madeleine Carroll.
LETTER TO THREE WIVES—Jeanne Crain, Linda Darnell, Jeffrey Lynn.
LOST ILLUSION, THE—Michele Morgan, Ralph Richardson, Sonia Dresdel—(English-made)—(Korda).
MISS MINK OF 1949—Jimmy Lydon, Richard Lane, Lois Collier—(Wurtzel).
MOTHER IS A FRESHMAN—Loretta Young, Van Johnson, Rudy Vallee—(Technicolor).
PRINCE OF FOXES—Tyrone Power, Orson Welles, Wanda Hendrix.
SAND—Mark Stevens, Coleen Gray, Rory Calhoun—(Technicolor).
SNAKE PIT, THE—Olivia de Havilland, Leo Genn, Mark Stevens.
THAT WONDERFUL URGE—Tyrone Power, Gene Tierney, Reginald Gardiner.
THIS WAS A WOMAN—Sonia Dresdel, Emyrs Jones, Barbara White—(English-made).
TROUBLE PREFERRED—Peggy Knudson, Charles Russell, Lynne Roberts—(Wurtzel).
TUCSON—Jimmy Lydon, Penny Edwards, Charles Russell—(Wurtzel).
WHEN MY BABY SMILES AT ME—Betty Grable, Dan Dailey, Jack Oakie—(Technicolor).
WINSLOW BOY, THE—Robert Donat, Margaret Leighton—(English-made)—(Korda).
YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark.

United Artists

ADVENTURES OF DON COYOTE, THE—W—Richard Martin, Frances Rafferty, Marc Cramer—For the lower half—65m.—see May 14 issue—(Cinecolor)—(Comet).
ANGRY GOD, THE—MD—Alicia Parla, Casimiro Ortega, Maria Forastieri—Strictly for the art houses—57m.—see Oct. 27 issue—(Mexican made)—(Full color) (Peskov).
DEAD DON'T DREAM, THE—MYW—William Boyd, Andy Clyde, Mary Sawdon—Good 'Hopalong Cassidy'—62m.—see Sept. 1 issue—(Hopalong Cassidy).
FOUR FACES WEST—WD—Joel McCrea, Frances Dee, Charles Bickford—Unusual western should attract plenty of attention—90m.—see May 26 issue—(Enterprise).
GIRL FROM MANHATTAN, THE—CD—Dorothy Lamour, George Montgomery, Charles Laughton—Names will have to sell this—81m.—see Sept. 29 issue—(Bogaus).
HERE COMES TROUBLE (Laff-Time—Part 1)—C—Bill Tracy, Joe Sawyer, Emory Parnell—Mild comedy for the lower half—50m.—see April 28 issue—(Roach)—(Cinecolor).
INNOCENT AFFAIR, AN—ROMC—Fred MacMurray, Madeleine Carroll, Charles 'Buddy' Rogers—Humorous entry has names to help—90m.—see Sept. 15 issue—(Nasser)—Leg.: 8.
KINGS OF THE OLYMPICS—PART I—DOC—The 11th Olympic meet covered by 600 cameramen; narrated by Bill Slater; edited by Joseph Lerner and Max Rosenbaum—Good entry for sport spots—60m.—see Feb. 4 issue—(German-made).
LAFF-TIME—See Here Comes Trouble, Who Killed Doc Robin.
MY DEAR SECRETARY—C—Lorraine Day, Kirk Douglas, Keenan Wynn—Comedy has names to help—94m.—see Sept. 29 issue—(Popkin)—Leg.: B.
OLYMPIC CAVALCADE—DOC—Glenn Morris, Bobby Clark, Jesse Owens, leading athletes of fifty nations—Good dualler entry for the sports spots—56m.—see Sept. 15 issue—(Westport-Int.).
PITFALL—MD—Dick Powell, Elizabeth Scott, Jane Wyatt—Intriguing meller—85m.—see Aug. 18 issue—(Regal).
RED RIVER—OD—John Wayne, Montgomery Clift, Joanne Dru—Topnotch—125m.—see July 21 issue—(Monterey).
SILENT CONFLICT—W—William Boyd, Andy Clyde, Rand Brooks—Fair series entry—61m.—see April 14 issue—(Hopalong Cassidy).
SINISTER JOURNEY—MYW—William Boyd, Andy Clyde, Rand Brooks—Par series entry—72m.—see Sept. 15 issue—(Hopalong Cassidy).
SO THIS IS NEW YORK—C—Henry Morgan, Rudy Vallee, Virginia Grey—Entertaining comedy will need selling—79½m.—see May 26 issue—(Enterprise).
TEXAS, BROOKLYN AND HEAVEN—C—Guy Madison, Diana Lynn, James Dunn—Average program comedy—76m.—see Aug. 4 issue—(Golden).
TIME OF YOUR LIFE, THE—CD—James Cagney, William Bendix, Jeanne Cagney—Fine picturization of hit play—109m.—see June 9 issue—(Cagney).
URUBU—AD—George Breakston, Yorbe Coplen, all-Native Cast—Exploitation show has the angles—65m.—see Sept. 1 issue—(Breakston-Copley).
VICIOUS CIRCLE, THE—D—Conrad Nagel, Fritz Kortner, Reinhold Schunzel—Mild drama for the duallers has some angles to offer—77m.—see June 9 issue—(Wilder).
WHO KILLED 'DOC' ROBBIN—(Laff-Time—Part 2)—C—Virginia Grey, Don Castle, George Zucco—For the lower half—50m.—see May 26 issue—(Roach)—(Cinecolor).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF THE CISCO KID—Duncan Renaldo, Leo Carillo, Barbara Billingsley—(Krasne).
ATLANTIS, THE LOST CONTINENT—Maria Montez, Jean Pierre Aumont, Dennis O'Keefe—(Nebenzal)—Leg.: 8.
BORROWED TROUBLE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
COVER UP—William Bendix, Dennis O'Keefe, Barbara Britton—(Nasser).
FALSE PARADISE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
GAY AMIGO, THE—Duncan Renaldo, Leo Carillo—(Krasne).
HIGH FURY—Madeleine Carroll, Ian Hunter, Michael Rennie—(Swiss-made)—(Rogers-Cohn).
IMPACT—Brian Donlevy, Ella Raines, Charles Coburn—(Popkin).
INDIAN SCOUT—George Montgomery, Ellen Drew—(Small).
JUST WILLIAM'S LUCK—Leslie Bradley, Garry Marsh, Jane Welsh—(Carter).
LITTLE PRINCE, THE—feature length cartoon—(Harman-Ising).
LOVE HAPPY—The Marx Brothers, Ilona Massey, Vera Ellen—(Pickford-Cowan).
LUCKY STIFF, THE—Dorothy Lamour, Brian Donlevy, Claire Trevor—(Amusement Enterprises).
OUTPOST IN MOROCCO—George Raft, Akim Tamiroff, Marie Windsor—(Star).
PLOT TO KILL ROOSEVELT, THE—Semi-documentary—(Selected).
SENIOR BADMAN—Leo Carillo, Duncan Renaldo, Barbara Billingsley—(Krasne).
STRANGE GAMBLE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).
TOO LATE FOR TEARS—Elizabeth Scott, Dan Duryea, Don DeFore—(Stromberg).

Universal-International

(1946-47 releases from 601 up;

1947-48 releases from 624 up)

ABBOTT AND COSTELLO MEET FRANKENSTEIN—C—Bud Abbott, Lou Costello, Lenore Aubert—One of the better Abbott and Costello entries—83m.—see July 7 issue—(664).
ANOTHER PART OF THE FOREST—D—Fredric March, Dan Duryea, Ann Blyth—High calibre—106½m.—see April 28 issue—(660).
ARE YOU WITH IT?—CMU—Donald O'Connor, Olga San Juan, Martha Stewart—Entertaining programmer—90m.—see March 31 issue—Leg.: 8. (656).
BAD SISTER—D—Margaret Lockwood, Joan Greenwood, Ian Hunter—Import has femme angles—90m.—see June 23 issue—(English-made)—Leg.: B—(663).
BLACK BART—OMD—Yvonne De Carlo, Dan Duryea, Jeffrey Lynn—Should get the business—80m.—see Feb. 4 issue—(Technicolor)—(653).
BROTHERS, THE—D—Patricia Roc, Will Fyffe, Maxwell Reed—Good English drama for the class houses—90m.—see May 26 issue—(English-made)—(Prestige).
CASE AGAINST CALVIN COOKE, THE—(Live Today For Tomorrow)—D—Frederic March, Edmond O'Brien, Florence Eldridge—Good dramatic entry—91m.—see Sept. 1 issue—(673)—Leg.: B.
CORRIDOR OF MIRRORS—D—Eric Portman, Edana Romney, Joan Maude—Above average import for the art houses—96m.—see July 7 issue—(English-made).
DEAR MURDERER—MD—Eric Portman, Greta Gynt, Dennis Price—Below average British import—90m.—see May 26 issue—(English-made)—(658).
END OF THE RIVER, THE—MD—Sabu, Raymond Lovell, Eva Hudson—Import will need selling—80m.—see July 7 issue—(English-made)—(Prestige)—(676).
FEUDIN', FUSSIN', AND A-FIGHTIN'—CMU—Donald O'Connor, Marjorie Main, Percy Kilbride—Will depend upon names—78m.—see June 23 issue—(665).
FOR THE LOVE OF MARY—CMU—Deanna Durbin, Edmond O'Brien, Don Taylor—Program—90½m.—see Sept. 1 issue—(672).
HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Powerful picturization of Shakespeare's work should prove strong grosser in many areas on special handling basis—153m.—see July 21 issue—(English-made).
KISS THE BLOOD OFF MY HANDS—MD—Joan Fontaine, Burt Lancaster, Robert Newton—Names will make the difference—79m.—see Oct. 27 issue—(681).
LARCENY—MD—John Payne, Joan Caulfield, Dan Duryea—Good meller—89m.—see Sept. 1 issue—(669).
LETTER FROM AN UNKNOWN WOMAN—ROMD—Joan Fontaine, Louis Jourdan, Mady Christians—Femme appeal will make the difference—86½m.—see April 28 issue—Leg.: B. (659).
LIVE TODAY FOR TOMORROW—see Case Against Calvin Cooke, The.
MAN-EATER OF KUMAON—AD—Sabu, Wendell Corey, Joanne Page—High-rating exploitation show is packed with selling angles—79m.—see June 23 issue—(666).
MIKADO, THE—MU—Kenny Baker, John Barclay, Jean Colin—Reissue should have appeal for class spots—90m.—see May 26 issue—(English-made)—(Prestige)—(Technicolor)—(678).
MR. PEABODY AND THE MERMAID—CFAN—William Powell, Ann Blyth, Irene Hervey—Better-than-average comedy has names to help—89m.—see July 21 issue—(667).
ONE TOUCH OF VENUS—CMU—Ava Gardner, Robert Walker, Dick Haymes—Names should help picturization of stage hit—81m.—see Sept. 1 issue—(670)—Leg.: B.
RIVER LADY—AD—Yvonne De Carlo, Rod Cameron, Dan Duryea—Program—78m.—see May 26 issue—(Technicolor)—(661).
ROGUE'S REGIMENT—MD—Dick Powell, Marta Toren, Vincent Price—Suspenseful meller—86m.—see Oct. 13 issue.
SAXON CHARM, THE—D—Robert Montgomery, Susan Hayward, John Payne—Picturization of best-seller has plenty of selling angles—88m.—see Sept. 15 issue—(671).
TAP ROOTS—D—Van Heflin, Susan Hayward, Boris Karloff—Topnotch drama—109m.—see July 7 issue—(Technicolor)—(668).

UP IN CENTRAL PARK—CMU—Deanna Durbin, Dick Haymes, Vincent Price—Will depend on nome draw—87m.—see June 9 issue—(662).

TO BE REVIEWED OR IN PRODUCTION

AMBOY DUKES, THE—Peter Fernandez, Al Romsen, Joshua Shelley.
CHRISTOPHER COLUMBUS—Fredric March, Florence Eldridge, Francis L. Sullivan—(English-made)—(Technicolor).
COUNTESS OF MONTE CRISTO, THE—Sonja Henie, Michael Kirby, Olga San Juan.
CRISS CROSS—Burt Lancaster, Yvonne DeCarla, Dan Duryea.
DEVIL IN THE FLESH (Le Diable Au Corps)—Micheline Presle, Gerard Philipe—(French-made).
FAMILY HONEYMOON—Claudette Colbert, Fred MacMurray, Rita Johnson.
MEXICAN HAYRIDE—Bud Abbott, Lou Costello, Virginia Grey.
O'FLYNN, THE—Douglas Fairbanks, Jr., Helena Carter, Richard Greene.
RED CANYON—Ann Blyth, George Brent, Howard Duff—(Technicolor).
THREE KIDS AND A QUEEN—Fred Brady, Mary Morris, Beverly Simmons.
YOU GOTTA STAY HAPPY—Joan Fontaine, James Stewart, Eddie Albert.

Warners

(1946-47 releases from 601 up;
 1947-48 releases from 701 up;
 1948-49 releases from 801 up)

APRIL SHOWERS—CMU—Jack Carson, Ann Sothorn, Robert Alda—Show biz entry will depend on the names—94m.—see March 31 issue—(719).
BIG PUNCH, THE—MD—Wayne Morris, Lois Maxwell, Gordon MacRae—Neat programmer—80m.—see June 9 issue—(727).
EMBRACEABLE YOU—D—Dane Clark, Geraldine Brooks, S. Z. Sakall—Interesting programmer—80m.—see Aug. 4 issue—(732).
FIGHTING 69TH, THE—D—James Cagney, Pat O'Brien, George Brent—Reissue has the names and angles—79m.—see April 28 issues—(723).
FLOWING GOLD—OMD—John Garfield, Frances Farmer, Pat O'Brien—Names will help fair reissue—82m.—see July 7 issue—(730).
GOD'S COUNTRY AND THE WOMAN—OD—George Brent, Beverly Roberts, Barton MacLane—Mild reissue—71m.—see July 7 issue—(729).
JEZEBEL—MD—Bette Davis, Henry Fonda, Margaret Lindsay—Reissue has the names to help—93m.—see Nov. 26 issue—(710).
JOHNNY BELINDA—D—Jane Wyman, Lew Ayres, Charles Bickford—High-rating—102m.—see Sept. 29 issue—(804).
JUNE BRIDE—C—Bette Davis, Robert Montgomery, Fay Bainter—High-rating comedy—97m.—see Oct. 27 issue—(805).
KEY LARGO—MD—Humphrey Bogart, Edward G. Robinson, Lauren Bacall—High-rating thriller—101m.—see July 21 issue—(731).
LIFE WITH FATHER—CD—Irene Dunne, William Powell, Elizabeth Taylor—Picturization of topnotch play will be among top grossers—118m.—see Sept. 3 issue—(Technicolor)—(702).
ROMANCE ON THE HIGH SEAS—ROMCMU—Jack Carson, Janis Paige, Don DeFore—Pleasing entertainment—99m.—see June 23 issue—(Technicolor)—(728).
ROPE—MD—James Stewart, John Dall, Joan Chandler—Impressive psychological thriller—80m.—see Sept. 1 issue—(Transatlantic)—(Technicolor)—(802).
SILVER RIVER—WD—Errol Flynn, Ann Sheridan, Thomas Mitchell—Names should make the difference—110m.—see May 26 issue—(725).
SMART GIRLS DON'T TALK—MD—Virginia Mayo, Bruce Bennett, Robert Hutton—Fair program—81m.—see Sept. 29 issue.
TO THE VICTOR—D—Dennis Morgan, Viveca Lindfors, Victor Francen—Interesting dramatic entry has names to help—101m.—see April 14 issue—(720).
TWO GUYS FROM TEXAS—CMU—Dennis Morgan, Jack Carson, Dorothy Malone—Good comedy has the names and angles—86m.—see Sept. 1 issue—(Technicolor)—(801).
VALLEY OF THE GIANTS—OMD—Wayne Morris, Claire Trevor, Frank McHugh—Reissue should draw action fans—78m.—see April 28 issue—(722).
WALLFLOWER—ROMC—Joyce Reynolds, Robert Hutton, Janis Paige—Mild program—77m.—see May 26 issue—Leg.: B—(726).
WINTER MEETING—D—Bette Davis, Janis Paige, James Davis—Slow-moving drama for the femme trade—104m.—see April 14 issue—(721).
WOMAN IN WHITE, THE—MYD—Alexis Smith, Eleanor Parker, Sydney Greenstreet—Interesting entry has names to help—109m.—see May 12 issue—(724).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF DON JUAN, THE—Errol Flynn, Viveca Lindfors, Robert Douglas—(Technicolor).
CLEOPATRA ARMS—Jane Wyman, David Niven, Wayne Morris.
COLORADO TERRITORY—Joel McCrea, Virginia Mayo, Dorothy Malone.
DECISION OF CHRISTOPHER BLAKE, THE—Alexis Smith, Robert Douglas, Cecil Kellaway.
FIGHTER SQUADRON—Edmond O'Brien, Robert Stack, Henry Hull—(Technicolor).
FLAMINGO ROAD—Joan Crawford, Zachary Scott, Sydney Greenstreet.
FLAMINGO ROAD—Joan Crawford, Gladys George, Gert-rude Micheal.
FLAXY MARTIN—Zachary Scott, Virginia Mayo, Dorothy Malone.
FOUNTAINHEAD, THE—Gary Cooper, Patricia Neale, Kent Smith.
GIRL FROM JONES BEACH—Ronald Reagan, Virginia Mayo, Eddie Bracken.
HAPPY TIMES—Danny Kaye, Walter Slezak, Lee J. Cobb—(Technicolor).
HOMICIDE—Robert Douglas, Helen Westcott, Robert Alda.

HOUSE ACROSS THE STREET, THE—Wayne Morris, Janis Paige, Bruce Bennett.
JOHN LOVES MARY—Ronald Reagan, Jack Corsan, Patricia Neal.
LOOK FOR THE SILVER LINING—June Haver, Ray Bolger, Gordon MacRae—(Technicolor).
MONTANA—Alexis Smith, Errol Flynn—(Technicolor).
MY DREAM IS YOURS—Jack Carson, Doris Day, Lee Bowman—(Technicolor).
NIGHT UNTO NIGHT—Viveca Lindfors, Ronald Reagan, Osa Massen—(84m.).
ONE LAST FLING—Alexis Smith, Zachary Scott, Douglas Kennedy.
ONE SUNDAY AFTERNOON—Dennis Morgan, Janis Paige, Dorothy Malone—(Technicolor).
SERENADE—Ann Sheridan, Dennis Morgan.
SOMEWHERE IN THE CITY—Edmond O'Brien, Viveca Lindfors, Virginia Mayo.
SOUTH OF ST. LOUIS—Joel McCrea, Zachary Scott, Alexis Smith—(Technicolor).
TWO GUYS AND A GAL—Dennis Morgan, Jack Carson, Larroine Day—(Technicolor).
UNDER CAPRICORN—Ingrid Bergman, Joseph Cotton, Michael Wilding—(Transatlantic)—(English-made).
UP UNTIL NOW—Ronald Reagan, Viveca Lindfors, Claude Rains.
WHIPLASH—Dane Clark, Alexis Smith, Zachary Scott.
YOUNGER BROTHERS, THE—Janis Paige, Wayne Morris, Bruce Bennett—(Technicolor).

Miscellaneous

(Address of producers and distributors will be furnished on request).
BOB AND SALLY—ED—Gloria Marlen, Ralph Hodges, Rick Vallin—Exploitation show—71m.—see June 23 issue—(Social Guidance).
CHRIST THE KING—BID—Jose Cibrian, Jose Baviera, Aurora Walker—Good religious offering for non-commercial outlets—75m.—see March 31 issue—(Mexican-made)—(Barry-Simpex).
CITIZEN SAINT—DOC—Jed Prouty, Loraine MacMartin, Walter Butterworth—Religious offering has restricted appeal—68m.—see June 23 issue—(Elliott).
DREAMS THAT MONEY CAN BUY—FAN—John Bittner, John Latouche, Valerie Tie—Unique art house offering—84m.—see May 26 issue—(Films Int. of America)—Leg.: B. (16mm. Kodachrome).
GREAT BETRAYAL, THE—DOC—Narration by W. S. Gailmor—Good documentary for the specialty houses—72m.—see June 25 issue—(Screencraft).
IRELAND TODAY—DOC—Michael Shannan, Julie Conway—Satisfactory entry for the Irish neighborhoods—80m.—see July 7 issue—(Irish-American)—(Kodachrome).
KILLER DILLER—MUC—Dusty Fletcher, George Wiltshire, Butterfly McQueen—Okeh for the Negro spots—73m.—see July 7 issue—(All-American).
LOUISIANA STORY—Joseph Baudreaux, Lionel LeBlanc, Frank Hardy—High rating drama for the art houses—77m.—see Sept. 29 issue—(Lopert).
NIGHT AT THE FOLLIES—A—MU—Evelyn West, Rene Andre, Pot O'Shea—Novelty picturization of burlesque show for censorless spots—48m.—see Aug. 18 issue—(Excelsior).
STORY OF LIFE, THE—ED—Joseph Crehan, Wanda McKay, John Parker—Educational sex film requires special selling—62m.—see Aug. 4 issue—(Crusade).
STRANGE VICTORY—DOC—Virgil Richardson, Cathy McGregor, Sophie Maslaw—High-rating documentary will need selling—73m.—see Aug. 4 issue—(Target).
WE LIVE AGAIN—DOCD—Produced by M. Bahelfer, O. Fessler, A. Hamza—Good Yiddish documentary-type drama—54m.—see Sept. 29 issue—(Yiddish-made)—(English titles)—(Jewish Films).

Foreign

(Address of producers and distributors will be furnished on request).
ANGELINA—D—Anna Magnani, Nando Bruno, Ave Ninchi—High-rating Italian entry—90m.—see May 12 issue—(Italian-made)—(English titles)—(President).
ANTOINETTE AND ANTOINETTE—D—Roger Pigaut, Claire Maffei, Noel Roquevert—High rating—88m.—see May 12 issue—(French-made)—(English titles)—(Sirtzky-Int.)—Leg.: B.
AUGUST 14 (ONE DAY IN THE USSR)—DOC—Suitable entry for Russian patronage—68m.—see Sept. 1 issue—(Russian-made)—(English Titles)—(Artkino)—(Color).
BLIND DESIRE—DMU—Jean-Louis Barrault, Edwige Feuillere, Jean Wall—Mediocre French import—88m.—see June 23 issue—(French-made)—(English titles)—(Discina Int.).
CHAMPAGNE CHARLIE—MUC—Tommy Trinder, Stanley Holloway, Betty Warren—Entertaining British import for the duallers—71m.—see Sept. 1 issue—(English-made)—(Bell).
CONFESSIONS OF A ROGUE—CD—Louis Jouvet, Suzy Delair, Annette Poivre—Good French entry—91m.—see April 28 issue—(French-made)—(English titles)—(Distinguished).
CRIME AND PUNISHMENT—D—Hampe Faustman, Gunn Wallgren, Sigurd Wallen—High-rating Swedish import—105m.—see March 31 issue—(Swedish-made)—(English titles)—(Film Rights Int.).
DAMNED, THE—D—Henri Vidal, Florence Marly, Kurt Kronefeld—High-rating French import—104m.—see May 26 issue—(French-made)—(English titles)—(Discina Int.)—Leg.: B.
DAY OF WRATH—D—Thirkild Roose, Lisbeth Movin, Sigrid Neiiendam—Slow-moving Danish drama for the art houses—97m.—see May 12 issue—(Danish-made)—(English titles)—(Schaefer).
DIE FLEDERMAUS—MUC—Marte Harell, Johannes Heesters, Willi Dohm—Good German entry for the art houses—96m.—see May 12 issue—(German-made)—(English titles)—(Artkino)—(Agfa color)—Leg.: B.
EAGLE WITH TWO HEADS, THE—D—Edwige Feuillere, Jean Marais, Sylvia Montfort—Absorbing French import—90m.—see Oct. 13 issue—(French made)—(English titles)—(Vog).

FIRST OPERA FILM FESTIVAL—MU—Tito Gabbi, Pina Malcarini, Vittoria Diopredi—Unique offering for the specialty spots—95m.—see June 23 issue—(Italian-made)—(Classic).
FRIC-FRAC—CD—Fernandel, Arletty, Michael Simon—Entertaining adult fare—90m.—see June 23 issue—(French-made)—(English titles)—(Oxford)—Leg.: C.
FRIEND WILL COME TONIGHT—A—D—Michel Simon, Madeleine Sologne, Louis Salou—Better-than-average French offering—90m.—see Aug. 4 issue—(French-made)—(English titles)—(Lopert).
GELOSIA—D—Luisa Ferida, Roldano Lupi, Elena Zareschi—Average Italian import—87m.—see May 12 issue—(Italian-made)—(English titles)—(World-Wide).
HONORABLE CATHERINE, THE—C—Edwige Feuillere, Andre Luguet, Denise Grey—Weak French import—85m.—see Sept. 1 issue—(French-Made)—(English titles)—(LeLarge).
ILLEGALS, THE—DOC—Tereska Torres, Yankel Mikalovich—Documentary-type drama has limited appeal—77½m.—see July 7 issue—(Palestinian-made)—(Mayer-Burstyn).
LOVES OF CASANOVA—ROMCMU—Georges Guetary, Aime Clariond, Jean Tissier—Entertaining—101m.—see Oct. 13 issue—(French-made)—(English titles)—(Vog. Films).
LOVES OF DON JUAN, THE—ROMD—Adriano Rimoldi, Dina Sassoli, Paolo Stoppa—Fair Italian entry—92m.—see Sept. 15 issue—(Italian-made)—(English titles)—(Superfilm).
LYSISTRATA—CD—Judith Helzmeister, Paul Kemp, O. W. Fischer—Mediocre German offering—85m.—see July 7 issue—(German-made)—(English titles)—(Distinguished).
MALACARNE—ROMD—Mariella Lotti, Otello Tosso, Madeo Nazzari—Fair Italian import—101m.—see Oct. 27 issue—(Italian made)—(English titles)—(Saturnia).
MARIUS—CD—Raimu, Pierre Fresnay, Charpin—Excellent French import—125m.—see May 26 issue—(French-made)—(English titles)—(Sirtzky Int.).
MARRIAGE IN THE SHADOWS—D—Paul Klinger, Ilse Steppat, Alfred Balthoff—Impressive German entry—90m.—see Oct. 13 issue—(German-made)—(English titles)—(Gramercy).
MERRY CHASE, THE—ROMC—Clara Calamini, Nino Besotti, Rossano Brazzi—Amusing Italian entry—75m.—see Oct. 13 issue—(Italian-made)—(English titles)—(Superfilm).
MR. ORCHID—MD—Noel-Noel, Nadine Alari, Jose Arthur—Good import—93m.—see May 12 issue—(French-made)—(English titles)—(Lapert).
MURDERERS AMONG US—D—Hildegard Knef, Ernst Borchers, Arno Paulsen—Suspenseful tale of postwar Berlin—84m.—see Sept. 1 issue—(German-made)—(English titles)—(Artkino).
NOT GUILTY—MD—Michel Simon, Jany Holt, Jean Debucourt—High-rating French import—94m.—see May 26 issue—(French-made)—(English titles)—(LeLarge-Ariane)—Leg.: B.
PORTRAIT OF INNOCENCE—CD—Louise Carletti, Gilbert Gil, Pierre Larquey—Good French offering—86m.—see June 23 issue—(French-made)—(English titles)—(Sirtzky-Int.).
PRIVATE LIFT OF AN ACTOR—CD—Socha Guitry, Iana Marconi, Marguerite Pierry—Stimulating French entry has the names to help—96m.—see Oct. 13 issue—(French-made)—(English titles)—(International).
QUIET WEEK END—C—Derek Farr, Frank Collier, Marjorie Fielding—Moderate English import—83m.—see Sept. 15 issue—(English-made)—(Distinguished).
RAZZIA—MD—Paul Bildt, Elli Burgmer, Walter Gross—Good German-made offering for the art houses—94m.—see July 7 issue—(German-made)—(English titles)—(Artkina).
REVENGE—D—Anna Magnani, Gino Cervi, Luisa Poselli—Good Italian import—66m.—see Dec. 10 issue—(Italian-made)—(English titles)—(Distinguished).
ROOM UPSTAIRS, THE—ROMD—Marlene Dietrich, Jean Gabin, Jean d'yd—Above average import—86m.—see June 9 issue—(French-made)—(English titles)—(Lopert).
RUY BLAS—ROMD—Danielle Darrieux, Jean Marais, Marcel Herrand—Disappointing—87m.—see Oct. 13 issue—(French made)—(English titles)—(Discina International).
SHOWTIME—DMU—Richard Greene, Ann Todd, Peter Graves—Minor English entry—90m.—see June 23 issue—(English-made)—(English Films).
SON OF THE REGIMENT—D—Yura Yankin, Alexander Morosov, Gregory Pluzhnik—High-rating Russian import—75m.—see May 12 issue—(Russian-made)—(English titles)—(Artkino).
SPRING—CMU—Lubov Orlova, Nikolai Cherkassov, Nikolai Kononov—Good Russian comedy—104m.—see April 28 issue—(Russian-made)—(English titles)—(Artkino).
SYMPHONIE PASTORAL—D—Michele Morgan, Pierre Blanchard, Line Nora—High rating French film—105m.—see Sept. 29 issue—(French-made)—(English titles)—(Films International)—Leg.: B.
THEY ARE NOT ANGELS—DOCD—Pierre Blonchar, Raymond Bussieres, Jean Wall—Excellent French entry—123m.—see July 7 issue—(French-made)—(English titles)—(Sirtzky-Int.)—Leg.: B.
TRIUMPH OF YOUTH—DOC—The Athletic and Youth Clubs of Soviet Russia—Good filler for the art houses—44m.—see June 23 issue—(Russian-made)—(Artkino)—(Color).
VILLAGE TEACHER—D—Vera Maretskaya, Dmitri Sagal, Vassili Maruta—Fair Russian entry—97m.—see July 21 issue—(Russian-made)—(English titles)—(Artkino).
WELL DIGGER'S DAUGHTER, THE—D—Raimu, Fernandel, Josette Day—Excellent French entry—120m.—see Oct. 16 issue—(French-made)—(English titles)—(Sirtzky-International)—Leg.: B.
WHEN LOVE CALLS—ROMCMU—Gino Bechi, Silvana Pampini, Araldo Trieri—Entertaining Italian import—105m.—see Oct. 27 issue—(Italian made)—(English titles)—(Superfilm).
WHERE WORDS FAIL—ROMDMU—Enrique Muino, Italo Bertini, Linda Lorena—Fair Spanish entry—63½m.—see Sept. 15 issue—(Spanish-made)—(English titles)—(Lopert).
WHO KILLED SANTA CLAUS—CMD—Harry Baur, Raynand Rouleau, Renee Faure—Mediocre French import—95m.—see May 26 issue—(French-made)—(English titles)—(Film Rights Int.).

The Shorts Parade

(Additional listing of 1946-47 shorts product will be found on pages 2225, 2226, 2227, 2244, 2245, 2303, 2304, 2305, 2404, 2405, and 2406 of The Pink Section, another regular service of THE EXHIBITOR. Additional listing of 1947-48 shorts will be found on pages 2446, 2447, and 2448. The number opposite each series designates the total announced by the company at the beginning of the season. Uncompleted 1946-47 and 1947-48 series will appear until ended.—Ed.) (Ratings: E—Excellent; G—Good; F—Fair; B—Bad.)

Release No. Release Date Title Rating Running Time Page Reviewed In Pink Section

Columbia

Two Reel
COMEDIES

ASSORTED AND ALL-STAR (20)

9421	(Oct. 9)	Wedding Belle (Schilling-Lane)	F	17m.	2287
9422	(Nov. 13)	Should Husbands Marry? (Herbert)	F	17m.	2302
9423	(Jan. 29)	Silly Billy (Burke)	F	18m.	2351
9424	(Feb. 19)	Two Nuts In A Rut (Schilling and Lane)	F	18m.	2360
9425	(Apr. 15)	Tall, Dark and Gruesome (Herbert)	F	16m.	2375
9426	(May 13)	Crabbin' in the Cabin (Vernon and Quillan)	F	18m.	2413
9427	(June 10)	Pardon My Lamb Chop (Schilling and Lane)	8	17m.	2422
9431	(Sept. 4)	Rolling Down To Reno (Von Zell)	G	16 1/2m.	2262
9432	(Sept. 18)	Hectic Honeymoon (Holloway)	F	17m.	2271
9433	(Nov. 20)	Wife To Spare (Clyde)	F	16m.	2302
9434	(Dec. 18)	Wedlock Deadlock (DeRita)	G	16m.	2328
9435	(Dec. 25)	Radio Romeo (Von Zell)	F	17 1/2m.	2351
9436	(Jan. 15)	Man or Mouse (Holloway)	F	18m.	2351
9437	(Mar. 11)	Eight-Ball Andy (Clyde)	F	17 1/2m.	2369
9438	(Apr. 29)	Jitter Bughouse (De Rita)	G	17m.	2393
9439	(May 27)	The Sheepish Wolf (Von Zell)	F	17 1/2m.	2413
9440	(June 24)	Flat Feet (Holloway)	F	17 1/2m.	2436

(1948-49) (12)

1421	(Sept. 9)	Billie Gets Her Man (Burke)	G	17m.	2473
1422	(Oct. 14)	Go Chase Yourself (Clyde)	F	17m.	

COMEDY FAVORITES

(1948-49) (6)

1441	(Sept. 30)	Pest From the West	G	18 1/2m.	2481
1442	(Oct. 21)	Ay Tank Ay Go		16m.	

SERIALS (3)

9120	(Sept. 4)	The Sea Hound	G	15ep.	2241
9140	(Dec. 18)	Brick Bradford	G	15ep.	2311
9160	(Apr. 1)	Tex Granger	G	15ep.	2369

SPECIAL FEATURE SERIAL

9180	(July 15)	Superman	E	15ep.	2428
1120	(Oct. 28)	Congo Bill		15cp.	

SPECIAL (1)

9451	(Jan. 15)	A Voice Is Born	E	20 1/2m.	2271
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THREE STOOGES (8)

9401	(Sept. 11)	Brideless Groom	G	16 1/2m.	2262
9402	(Oct. 30)	Sing A Song of Six Pants	F	17m.	2287
9403	(Dec. 11)	All Gummed Up	F	18m.	2302
9404	(Jan. 8)	Shivering Sherlocks	G	17m.	2375
9405	(Feb. 26)	Pardon My Clutch	F	15m.	2351
9406	(Mar. 4)	Squareheads of the Round Table	F	18m.	2360
9407	(May 6)	Fiddlers Three	B	17m.	2393
9408	(July 8)	The Hot Scots	G	17m.	2436

(1948-49) (8)

1401	(Sept. 2)	Heavenly Daze	F	16 1/2m.	2473
1402	(Oct. 7)	I'm A Monkey's Uncle	G	16m.	

One Reel

COLOR FAVORITES (8)

(Re-releases)

(Technicolor)

9601	(Oct. 30)	Dreams On Ice	G	6 1/2m.	2271
9602	(Nov. 20)	Novelty Shop	F	6 1/2m.	2303
9603	(Dec. 18)	Dr. Bluebird	F	8m.	2302
9604	(Jan. 22)	In My Gondola	F	7 1/2m.	2329
9605	(Feb. 19)	Animal Cracker Circus	G	7m.	2336
9606	(Apr. 8)	Bon Bon Parade	G	8 1/2m.	2375
9607	(May 6)	House That Jack Built	F	7m.	2393
9608	(July 15)	The Untrained Seal	F	7 1/2m.	2436

(1948-49) (8)

1601	(Sept. 9)	The Stork Takes A Holiday	F	8m.	2474
1602	(Oct. 14)	Swing, Monkey, Swing	G	8m.	

COLOR PHANTASIES (8)

9701	(Nov. 6)	Kitty Caddy	F	6m.	2287
9702	(Feb. 5)	Topsy Turkey	F	6 1/2m.	2352
9703	(June 3)	Short Snorts On Sports	F	6 1/2m.	2422

COLOR RHAPSODIES (8)

(Technicolor)

9501	(Sept. 11)	Swiss Tease	F	6m.	2263
9502	(Dec. 4)	Boston Beany	G	6m.	2302
9503	(Mar. 18)	Flora	G	7m.	2352

Release No. Release Date Title Rating Running Time Page Reviewed In Pink Section

(1948-49) (8)

1501	(Sept. 2)	Pickled Puss	G	6 1/2m.	2474
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COMMUNITY SINGS (12)

(Series 12)

9651	(Sept. 4)	No. 1—Linda	G	10m.	2243
9652	(Oct. 2)	No. 2—April Showers	G	9m.	2271
9653	(Nov. 6)	No. 3—Peg O' My Heart	G	9m.	2303
9654	(Dec. 4)	No. 4—When You Were Sweet Sixteen	G	9 1/2m.	2328
9655	(Jan. 8)	No. 5—Feudin' & Fightin'	G	10 1/2m.	2352
9656	(Feb. 12)	No. 6—Civilization	G	10m.	2360
9657	(Apr. 29)	No. 7—I'm Looking Over A Four-Leaf Clover	G	9 1/2m.	2376
9658	(June 3)	No. 8—Manana	G	10 1/2m.	2413
9659	(Aug. 12)	No. 9—California Here I Come	G	9m.	2463

(Series 13)

(1948-49) (8)

1651	(Sept. 16)	No. 1—Baby Face	G	9m.	2481
1652	(Oct. 21)	No. 2—My Happiness			

FILM NOVELTIES (8)

9901	(Nov. 27)	Aren't We All	F	10 1/2m.	2328
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ONE REEL SPECIAL

1551	(Oct. 21)	Candid Microphone	E	10m.	
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SCREEN SNAPSHOTS (12)

(Series 27)

9851	(Sept. 4)	Hollywood Cowboys	G	9 1/2m.	2243
9852	(Oct. 9)	Laguna, U. S. A.	G	9 1/2m.	2303
9853	(Nov. 27)	Out of This World Series	G	9m.	2328
9854	(Dec. 18)	Off The Air	F	10m.	2328
9855	(Jan. 22)	Hawaii In Hollywood	G	10m.	2361
9856	(Mar. 18)	Photoplay Magazine's Gold Medal Awards	G	9 1/2m.	2376
9857	(Apr. 1)	Smiles and Styles	G	9 1/2m.	2376
9858	(May 6)	Hollywood Honors Hersholt	G	8m.	2393
9859	(June 10)	Hollywood Party	G	9m.	2422
9860	(July 8)	Hollywood Friars Honor George Jessel	G	9 1/2m.	2437

(1948-49)

(Series 28) (12)

1851	(Sept. 2)	Hollywood Holiday	G	9m.	2490
1852	(Oct. 7)	A Day At C.B.S.		9 1/2m.	

THRILLS OF MUSIC (12)

(Series 2)

9951	(Sept. 18)	Boyd Raeburn and Orchestra	G	11m.	2263
9952	(Oct. 30)	Claude Thornhill and Orchestra	G	11m.	2271
9953	(Nov. 13)	Lecuona Cuban Boys	G	10 1/2m.	2297
9954	(Dec. 11)	Skitch Henderson and Orchestra	G	10m.	2352
9955	(Jan. 15)	Charlie Barnet and Orchestra	G	10 1/2m.	2393
9956	(Mar. 25)	Ted Weems & Orchestra	G	10 1/2m.	2361
9957	(June 10)	Gene Krupa and Orchestra	F	10m.	2422
9958	(July 22)	Tony Pastor and Orchestra	G	10m.	2463

(1948-49) (12)

1951	(Sept. 23)	Elliot Lawrence and Orchestra	G	10m.	2474
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VERA VAGUE LAFF TOURS

1751	(Oct. 28)	A Lass In Alaska		10 1/2m.	
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WORLD OF SPORTS (12)

9801	(Sept. 25)	Cinderella Cagers	G	9 1/2m.	2263
9802	(Oct. 23)	Ski Demons	G	9m.	2287
9803	(Nov. 13)	Bowling Kings	G	10m.	2306
9804	(Dec. 25)	Navy Crew Champions	G	10m.	2328
9805	(Jan. 29)	Rodeo Thrills and Spills	G	9 1/2m.	2361
9806	(Mar. 11)	Net Marvels	G	9m.	2377
9807	(May 13)	Champions in the Making	F	8 1/2m.	2407
9808	(June 17)	No Holds Barred	G	9m.	2423
9809	(July 15)	Aqua Zanies	F	9m.	2437

(1948-49) (12)

1801	(Sept. 23)	Diving Champions	G	9 1/2m.	2490
1802	(Oct. 14)	Ocrabatic Babies	G	9 1/2m.	

Metro-Goldwyn-Mayer

Two Reel

SPECIALS (4)

A-901	(Mar. 27)	Drunk Driving	F	21m.	2360
A-902	(Apr. 24)	Going To Blazes	E	21m.	2384

One Reel

CARTOONS (16)

(Technicolor)

(T-J—Tom and Jerry)

W-931	(Sept. 20)	Slap Happy Lion	G	7m.	2281
W-932	(Sept. 27)	The Invisible Mouse (T-J)	F	7m.	2256
W-933	(Dec. 6)	King Size Canary	F	7m.	2297
W-934	(Jan. 31)	The Bear and the Bean	G	7m.	2336
W-935	(Mar. 20)	What Price Freedom	F	6m.	2352
W-936	(Apr. 24)	Make Mine Freedom	G	9m.	2376
W-937	(May 1)	Kitty Foiled (T-J)	E	7m.	2384
W-938	(May 15)	Little Tinker	G	8m.	2413
W-939	(June 26)	The Bear and the Hare	F	7m.	2422
W-940	(July 17)	The Truce Hurts (T-J)	G	7m.	2444
W-941	(Aug. 7)	Half-Pint Pygmy	F	7m.	2462

(1948-49) (16)

W-31	(Sept. 18)	Old Rockin' Chair Tom (T-J)	G	7m.	2481
()	()	Lucky Ducky	F	7m.	2489
()	()	Professor Tom (T-J)	F	7m.	

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FITZPATRICK TRAVELTALKS (6)

(Technicolor)

T-911	(Nov. 29)	Visiting Virginia	G	9m.	2281
T-912	(Dec. 13)	Cradle Of A Nation	G	10m.	2297
T-913	(May 8)	Cape Breton Island	G	9m.	2438
T-914	(July 31)	Chicago, the Beautiful	G	10m.	2444
()	()	Wandering Through Wales	G	10m.	

GOLD MEDAL REPRINT CARTOONS (7)

(Technicolor)

W-921	(Nov. 22)	Goldilocks and the Three Bears	F	11m.	2289
W-922	(Dec. 20)	The Fishing Bear	F	8m.	2311
W-923	(Feb. 14)	The Milky Way	E	8m.	2342
W-924	(Mar. 27)	The Midnight Snack	F	9m.	2360
W-925	(Apr. 24)	Puss 'N' Toots	G	7m.	2393
W-926	(June 12)	The Bowling Alley Cat	F	8m.	2428

MARTIN BLOCK'S

MUSICAL MERRY-GO ROUND

M-981	(Feb. 14)	No. 1—Freddy Martin and Keenan Wynn	E	10m.	2342
M-982	(Apr. 24)	No. 2—Tex Beneke and Orchestra	G	10m.	2352
M-983	(June 26)	No. 3—Ray Noble and Buddy Clark	G	11m.	2422
M-984	(July 17)	No. 4—Les Brown and Virginia O'Brien	G	10m.	2444
M-985	(Aug. 28)	No. 5—Frankie Carle and Orchestra		10m.	
M-986	(Aug. 30)	Art Lund—Tex Beneke—Les Brown		10m.	

PASSING PARADES (6)

K-971	(Dec. 20)	Miracle in A Cornfield (Technicolor)	E	8m.	2312
K-972	(Jan. 10)	It Can't Be Done	E	10m.	2337
K-973	(Jan. 24)	Goodbye Miss Turlock	G	10m.	2342
K-974	(Feb. 7)	My Old Town	G	9m.	2342
K-975	(June 19)	Souvenirs of Death	G	10m.	2428
K-976	(Aug. 28)	The Fabulous Fraud		11m.	

PETE SMITH SPECIALTIES (10)

S-951	(Sept. 6)	Football Thrills No. 10	E	10m.	2250
S-952	(Oct. 18)	Surfboard Rhythm (Technicolor)	G	9m.	2263
S-953	(Nov. 8)	What D'Ya Know?	G	9m.	2281
S-954	(Dec. 13)	Have You Ever Wondered?	G	10m.	2303
S-955	(Jan. 10)	Bowling Tricks	E	9½m.	2312
S-956	(Feb. 7)	I Love My Mother-In-Law, But	G	8m.	2337
S-957	(Mar. 20)	Now You See It (Technicolor)	G	9m.	2361
S-958	(May 29)	You Can't Win	F	9m.	2393
S-959	(July 17)	Just Suppose	F	9m.	2444
S-960	(Aug. 21)	Football Thrills No. 11	G	9m.	2444

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(1948-49) (10)
P8-1 (Sept. 3) The Mite Makes Right G 7m. 2481
P8-2 (Sept. 3) Hector's Hectic Life G 7m. 2481
P8-3 (Sept. 3) Old Shell Game G 7m. 2481
P8-4 (Sept. 3) Little Red School House G 7m. 2481
P8-5 (Sept. 10) Hep Cat Symphony G 7m. 2481
P8-6 (Oct. 1) Lost Dream

PACEMAKERS (6)
K7-1 (Oct. 3) It Could Happen To You G 11m. 2281
K7-2 (Nov. 14) Babies, They're Wonderful G 11m. 2287
K7-3 (Jan. 2) Bundle From Brazil G 11m. 2313
K7-4 (Mar. 12) Musical Miracle G 11m. 2361
K7-5 (May 28) A Madel Is Born G 7m. 2403
K7-6 (July 30) Neighbor To The North..... G 13m. 2437

(1948-49) (12)
K8-1 (Oct. 8) Appointment with Baby.....
K8-2 (Dec. 3) Mr. Groundling Takes The Air

POPEYE CARTOONS (8)
(Polacolor)
E7-1 (Dec. 19) All's Fair At The Fair G 8m. 2302
E7-2 (Jan. 30) Olive Oyl For President... G 7m. 2313
E7-3 (Feb. 27) Wigwam Whoopee G 8m. 2360
E7-4 (Mar. 26) Pre-Hysterical Man G 7m. 2376
E7-5 (June 18) Popeye Meets Hercules ... G 7m. 2414
E7-6 (July 30) A Wolf In Sheik's Clothing F 8m. 2444
E7-7 (Aug. 27) Spinach vs. Hamburgers F 8m. 2463
E7-8 (Sept. 3) Snow Place Like Home G 7m.

(1948-49) (8)
E8-1 (Nov. 11) Robin Hood Winked
E8-2 (Dec. 31) Symphony In Spinach

POPULAR SCIENCE (6)
(Magnacolor)
J7-1 (Oct. 17) No. 1—Radar Fishermen G 10m. 2281
J7-2 (Dec. 26) No. 2—Desert Destroyers G 11m. 2303
J7-3 (Feb. 20) No. 3—Streamlined Luxury G 10m. 2337
J7-4 (Apr. 2) No. 4—Fog Fighters G 10m. 2376
J7-5 (May 21) No. 5—The Big Eye G 10m. 2393
J7-6 (Aug. 6) No. 6—The Flying Wing.... G 10m. 2463

(1948-49) (6)
J8-1 (Dec. 24) No. 1—Solar Secrets

SCREEN SONG (8)
(Polacolor)
X7-1 (Dec. 26) The Circus Comes To Clown G 7m. 2312
X7-2 (Jan. 23) Base Brawl G 8m. 2337
X7-3 (Feb. 20) Little Brown Jug G 8m. 2337
X7-4 (Mar. 12) The Golden State G 8m. 2360
X7-5 (Mar. 19) Winter Draws On G 7m. 2360
X7-6 (June 4) Sing Or Swim G 7m. 2414
X7-7 (July 16) Camptown Races G 8m. 2444
X7-8 (Aug. 20) The Lane Star State F 9m. 2463

(1948-49) (12)
X8-1 (Sept. 17) Readin', 'Ritin' and 'Rhythmic G 7m.

SPEAKING OF ANIMALS (6)
Y7-1 (Oct. 3) Dog Crazy G 11m. 2281
Y7-2 (Nov. 14) Ain't Nature Grand F 10m. 2287
Y7-3 (Dec. 12) Monkey Shines G 9m. 2306
Y7-4 (Feb. 6) Home Sweet Home F 10m. 2337
Y7-5 (Apr. 16) 'Tain't So F 10m. 2376
Y7-6 (June 18) As Headliners G 10m. 2414

(1948-49) (6)
Y8-1 (Oct. 29) The Gnu Look G 10m.

UNUSUAL OCCUPATIONS (6)
(Magnacolor)
L7-1 (Nov. 7) Na. 1—Hula Magic G 10m. 2281
L7-2 (Jan. 2) No. 2—Bagpipe Lassies G 11m. 2313
L7-3 (Feb. 13) Na. 3—Modern Pioneers G 11m. 2361
L7-4 (Apr. 16) No. 4—Nimrod Artist G 10m. 2376
L7-5 (May 14) Na. 5—Feather Finery G 10m. 2393
L7-6 (Aug. 13) No. 6—Aerial Hot Rods.... G 16m. 2474

(1948-49) (6)
L8-1 (Nov. 26) No. 1—The Glass Orchestra

RKO

Two Reel

EDGAR KENNEDY COMEDIES (6)
83401 (Nov. 21) Mind Over Mouse F 17m. 2311
83402 (Jan. 2) Brother Knows Best F 17m. 2336
83403 (Feb. 6) No More Relatives F 18m. 2351
83404 (May 14) Haw Ta Clean House F 18m. 2403
83405 (June 25) Dig That Gold F 17m. 2436
83406 (Aug. 6) Home Canning F 16m. 2462

(1948-49) (6)
93401 (Oct. 1) Contest Crazy 16m.

LEON ERROL COMEDIES (6)
83701 (Jan. 16) Bet Your Life G 14m. 2336
83702 (Mar. 5) Don't Fool Your Wife F 18m. 2360
83703 (Apr. 9) Secretary Trouble F 17m. 2403
83704 (Sept. 17) Bachelor Blues F 17m. 2489

(1948-49) (6)
93701 (.....) The Uninvited Blonde

(1948-49) (6)
MY PAL (4)
83201 (Oct. 31) My Pal G 22m. 2262
83202 (Sept. 24) Pal's Adventure

RAY WHITLEY MUSICAL WESTERN REISSUES (4)

83501 (Sept. 5) Mally Cures A Cowboy ... F 19m. 2256
83502 (Oct. 10) Musical Bandit F 16m. 2280
83503 (Nov. 14) Carralling A School Marm F 20m. 2319
83504 (Dec. 19) Prairie Spooners G 13m. 2328

SPECIALS

83901 (Dec. 12) Football Highlights of 1947 G 19 1/2m. 2302
841 (.....) Louis-Walcott Fight G 21m. 2302
83601 (Apr. 1) Twenty Years of Academy Awards E 18m. 2369
83801 (Apr. 23) Basketball Headliners Of 1948 G 18m. 2384
842 (June 26) Louis-Walcott Fight No. 2 G 19m. 2422

THIS IS AMERICA (13)

83101 (Nov. 14) Border Without Bayanets E 16m. 2286
83102 (Dec. 12) Switzerland Today E 18m. 2311
83103 (Jan. 9) Children's Village E 19m. 2319
83104 (Feb. 6) Operation White Tower G 18m. 2336
83105 (Mar. 5) Photo Frenzy E 16m. 2352
83106 (Apr. 2) Funny Business E 18m. 2369
83107 (Apr. 30) Democracy's Diary E 17m. 2384
83108 (May 28) Crime Lab E 17m. 2403
83109 (June 25) Letter To A Rebel G 16m. 2428
83110 (July 23) Sport's Golden Age G 17m. 2436
83111 (Aug. 20) Glamour Street G 16m. 2462
83112 (Sept. 17) Friend Of The Family G 18m. 2489
83113 (Oct. 15) Who's Delinquent? 17m.

One Reel

FLICKER FLASHBACKS (7)
84201 (Oct. 24) No. 1 G 10m. 2281
84202 (Dec. 5) No. 2 G 9m. 2319
84203 (Jan. 16) No. 3 F 9m. 2337
84204 (Feb. 27) No. 4 F 9m. 2361
84205 (Apr. 9) No. 5 F 8m. 2385
84206 (May 21) No. 6 F 9m. 2437
84207 (July 2) No. 7 G 9m. 2438

JAMBOREES (7)

(Re-Releases)

84401 (Sept. 5) Enric Madriguera and Orchestra F 8m. 2256
84402 (Oct. 3) It's Tommy Tucker Time ... F 8m. 2281
84403 (Oct. 31) Johnny Long and His Orchestra G 8m. 2287
84404 (Nov. 28) Duke Ellington and His Orchestra G 9m. 2319
84405 (Dec. 26) Jerry Wald and His Orchestra G 9m. 2328
84406 (Jan. 23) Ray McKinley and His Orchestra F 8m. 2328
84407 (Feb. 20) Dick Stabile and His Orchestra G 8m. 2337

SPORTSCOPES (13)

84301 (Sept. 19) Ski Holiday G 8m. 2271
84302 (Oct. 17) Golf Doctor G 8m. 2271
84303 (Nov. 14) Quail Painters G 8m. 2287
84304 (Dec. 12) Pin Games G 8m. 2312
84305 (Jan. 9) Racing Day G 8m. 2319
84306 (Feb. 6) Sports Coverage G 8m. 2337
84307 (Mar. 5) Teen Age Tars G 9m. 2361
84308 (Apr. 2) Daggonne Clever G 8m. 2385
84309 (Apr. 30) Big Mouth Bass F 8m. 2437
84310 (May 28) Muscles and the Lady G 9m. 2414
84311 (June 25) Ladies In Wading G 8m. 2437
84312 (July 23) Athletic Varieties G 8m. 2463
84313 (Aug. 20) Strikes Ta Spare G 8m. 2490

WALT DISNEY CARTOONS (18)

(Ninth Series)

(Technicolor)

(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto;

F—Figaro)

(1946-47)

74101 (May 30) Figaro And Frankie (F) F 7m. 2131
74102 (June 20) Clawed of the Jungle (D) G 6m. 2154
74103 (July 11) Donald's Dilemma (D) G 7m. 2163
74104 (Aug. 1) Crazy With The Heat (D) F 6m. 2187
74105 (Aug. 22) Battle Beetle (D) G 7m. 2211
74106 (Sept. 12) Wide Open Spaces (D) G 7m. 2187
74107 (Oct. 3) Mickey's Delayed Date (M) G 7m. 2250
74108 (Oct. 31) Fault Hunting (G) F 6m. 2250
74109 (Nov. 14) Mail Dog (P) G 7m. 2271
74110 (Nov. 28) Chip An' Dale G 7m. 2286
74111 (Dec. 26) Pluto's Blue Note (P) G 7m. 2311
74112 (Jan. 23) They're Off (G) G 7m. 2337
74113 (Feb. 6) The Big Wash (G) G 7m. 2271
74114 (Mar. 5) Drip Dippy Donald (D) E 7m. 2360
74115 (Mar. 19) Mickey Down Under (M) F 7m. 2385
74116 (Apr. 16) Daddy Duck (D) G 7m. 2403
74117 (Apr. 30) Bone Bandit (P) F 7m. 2403
74118 (May 21) Donald's Dream Voice (D) E 6m. 2422

(1948-49) (18)

94101 (July 9) Pluto's Purchase G 7m. 2463
94102 (July 30) Trial of Donald Duck G 7m. 2490
94103 (Aug. 13) Cat Nip Pluto (P) G 6m. 2489
94104 (Aug. 27) Inferior Decorator (D) F 6m. 2489
94105 (Sept. 10) Pluto's Fledgling (P) 7m.
(.....) Donald's Happy Birthday (D)

WALT DISNEY REISSUES (6)

(Technical)

84701 (Oct. 17) Hawaiian Holiday E 8m. 2280
84702 (Dec. 12) The Clock Cleaners E 8m. 2319
84703 (Feb. 20) Little Hiawatha E 9m. 2336
84704 (Apr. 2) Alpine Climbers E 9m. 2329
84705 (May 14) Woodland Cafe E 8m. 2337
84706 (Sept. 3) Three Little Pigs E 9m. 2436

Republic

(Serial)

891-13 (.....) Federal Agents vs. Under-world, Inc. G 12ep. 2489

20th Century-Fox

Two Reel

THE MARCH OF TIME

(Vol. 14)

(Sept. 5) No. 1—Is Everybody Listening? F 18 1/2m. 2243
(Oct. 3) No. 2—T-Men In Action E 18m. 2262
(Oct. 31) No. 3—End of an Empire G 18 1/2m. 2280
(Nov. 28) No. 4—Public Relations ... This Means You G 17m. 2286
(Dec. 26) No. 5—The Presidential Year G 17m. 2319
(Jan.) No. 6—The 'Cold War': Act 1—France G 18 1/2m. 2328
(Feb.) No. 7—Marriage and Divorce F 17m. 2352
(Mar.) No. 8—Crisis In Italy E 17m. 2360
(Apr.) No. 9—Life With Junior G 18m. 2375
(May) No. 10—Battle for Greece G 17m. 2393
(June) No. 11—The Fight Game G 18 1/2m. 2413
(July) No. 12—The Case of Mrs. Canrad E 20m. 2428
(Aug.) No. 13—White Collar Girls G 17m. 2443
(Sept.) No. 14—Life With Grandpa G 18m. 2474
(Oct. 20) No. 15—Battle For Germany E 18 1/2m. 2489

SPECIAL

(.....) Report For Action G 17m. 2403

One Reel

FEMININE WORLD

(Ilka Chase)

8601 (Feb.) Something Old—Something New E 9m. 2337
8602 (Apr.) Fashioned for Action G 8m. 2376

LEW LEHR DRIBBLE PUSS PARADE

8901 (Nov. 21) Album of Animals F 9m. 2250
8902 (May) Dying To Live G 9m. 2403

MOVIETONE ADVENTURES (12)

(Black and White)

8201 (Sept. 12) Horizons Of Tomorrow G 9 1/2m. 2281
8202 (Nov. 7) The Three R's Ga Modern G 9m. 2243
8203 (Mar.) Sky Thrills E 9m. 2342
8204 (July) Majesty Of Yellowstone G 9m. 2393

(Color)

(T—Technicolor; C—Cinecolor)

8251 (Aug. 22) Haliday In South Africa (T) G 8m. 2256
8252 (Oct. 17) Home Of The Danes (T) G 8m. 2256
8253 (Dec. 12) Jungle Closeups (T) G 8m. 2342
8254 (Jan.) Copenhagen Pageantry (T) G 8m. 2342
8255 (June) Scenic Sweden (T) G 8m. 2407
8256 (July) Riddle of Rhodesia (T) G 9m. 2444
8257 (Aug.) Bermuda (S) G 8m. 2444
8258 (Aug.) Desert Light (T) G 8m. 2444
8259 (Oct.) Portrait of the West (T) 8m.
8260 (Dec.) Way Of The Padres (T) 8m.

MOVIETONE SPECIALTIES

8801 (Sept.) Symphony Of A City 11m.

SPECIAL

(.....) Thanks America E 11m. 2352
(.....) Israel Reborn G 10m. 2437

SPORTS REVIEWS (6)

(Technical)

8351 (Sept. 26) Vacation Magic G 8m. 2256
8352 (Jan.) Aqua Capers F 8m. 2297
8353 (Apr.) Playtime in Scandinavia G 8m. 2377

(Black and White)

8301 (Aug. 1) Gridiron Greatness G 10 1/2m. 2243
8302 (Feb.) Olympic Class G 10m. 2342
8303 (May) Everglades Adventure G 9m. 2342
8304 (.....) Football Finesse G 10m. 2444
8305 (Nov.) Olympic Water Wizards.... 9m.
8306 (Dec.) Yankee Ski-Doodle 9m.

TERRYTOONS (24)

(Technical)

8501 (Feb.) One Note Tony G 7m. 2256
8502 (Aug. 15) The Talking Magpies In Flying South F 7m. 2256
8503 (Aug. 29) Mighty Mouse In A Date For Dinner F 7m. 2256
8504 (Sept. 19) The Talking Magpies In Fishing By The Sea F 6 1/2m. 2281
8505 (Oct. 10) Mighty Mouse in the First Snow F 6 1/2m. 2297
8506 (Oct. 24) The Talking Magpies in The Super Salesman F 6 1/2m. 2297
8507 (Nov. 14) Mighty Mouse In A Fight to the Finish F 7m. 2303
8508 (Dec. 5) The Wolf's Pardon G 7m. 2311
8509 (Dec. 19) Mighty Mouse In Swiss Cheese Family Robinson G 7m. 2337
8510 (Dec. 12) The Talking Magpies In

THE EXHIBITOR

Pictures in order of release, with principal players, are placed as close as possible to the actual date of release. All dates are subject to change. Westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information from various home offices.

	COLUMBIA	EAGLE-LION	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
SEPT 24	Singin' Spurs H. Hotshots, P. White, K. Grant (End 1947-48)	My Son, My Son B. Aherne, M. Carroll, L. Hayward (Reissue) International Lady (Reissue) G. Brent, I. Massey, B. Rathbone (Reissue)		Ranger's Ride J. Wakely, D. Taylor, C. Larson	(1948-49) Sorry, Wrong Number B. Stanwyck, B. Lancaster, A. Richards	The Best Years of Our Lives F. March, D. Andrews, M. Loy, T. Wright (Disney) (Technicolor) Return of the Badmen R. Scott, R. Ryan, A. Jeffries		Harpoon J. Bromfield, A. A. Louis	(September releases) The Luck Of The Irish T. Power, A. Baxter, C. Kellaway	Urubu (Breakstone-Coplen) Olympic Cavalcade (Westport)		Rope J. Stewart, J. Dahl, J. Chandler, (Transatlantic) (Technicolor)
OCT 1	Triple Threat R. Crane, G. Henry, Pro Football Stars Walk A Crooked Mile D. O'Keefe, L. Hayward, L. Albritton	Hollow Triumph P. Henreid, J. Bennett, L. Brooks		The Sheriff Of Medicine Bow, W J. M. Brown, E. Pinley, R. Hutton		Melody Time (Disney) (Technicolor) Return of the Badmen R. Scott, R. Ryan, A. Jeffries	Moonrise D. Clark, G. Russell, E. Barrymore (Feldman-Grant)	Duke of West Point L. Hayward, J. Fontaine (Reissue) Miss Annie Rooney S. Temple, W. Gargan (Reissue)	Escape R. Harrison, P. Cummins, W. Hartnell (English-made)	The Girl From Manhattan D. Lamour, C. Laughton, G. Montgomery (Bogeous)		
8	I Surrender Dear G. Jean, D. Street, D. McGuire	Adventures of Gallant Bess C. Mitchell, A. Long, P. Knight (Cinecolor)	A Southern Yankee R. Skelton, B. Danlevy, A. Dahl (September releases)	Smuggler's Cove Bowery Boys	Isn't It Romantic V. Lake, M. Hatcher, B. DeWolfe	Design For Death Documentary Bodyguard L. Tierney, P. Lane, J. Paar	Grand Canyon, Trail R. Rogers, A. Devine, J. Frazee (Trucolor)	The Mozart Story H. Holt, W. Markus	Forever Amber L. Darnell, C. Wilde, R. Greene (Technicolor)	Strange Gamble, W W. Boyd, A. Clyde, R. Brooks (Hopalong Cassidy)		Smart Girls Don't Talk V. Mayo, B. Bennett, R. Hutton
15	El Dorado Pass, W C. Starrett, S. Burnette, E. Verdugo	Behind Locked Doors R. Carlson, L. Bremer, R. Moore	Luxury Liner G. Brent, J. Powell, L. Melchior (Technicolor)			The Pearl P. Armendariz, M. E. Marques (Mexican-made) The Velvet Touch R. Russell, L. Genn S. Greenstreet	The Denver Kid, W A. Lane, E. Waller, C. Gallagher		The Creeper E. Cianelli, O. Stevens, J. Vincent	An Innocent Affair F. MacMurray, M. Carroll, C. Rogers (Nasser)	(September releases)	
22	Rusty Leads The Way T. Donaldson, S. Moffett, J. Lital	The Count Of Monte Cristo R. Donat, E. Landi (Reissue) The Son Of Monte Cristo L. Hayward, J. Bennett, G. Sanders (Reissue)	Julia Misbehaves G. Garson, W. Pidgeon, P. Lawford (October releases)	Outlaw Brand, W J. Wakely, C. Taylor, C. Larson	Night Has A Thousand Eyes E. G. Robinson, G. Russell, J. Lund	Good Sam G. Cooper, A. Sheridan, R. Collins (McCarey) Race Street G. Raft, Wm. Bendix Rachel and the Stranger L. Young, W. Holden, R. Mitchum	Code of Scotland Yard O. Homolka, D. Farr (English-made)	Stagecoach War, W W. Boyd (Reissue)	Cry Of The City V. Mature, R. Conte, B. Garde	The Plot to Kill Roosevelt (English-made) (Selected Films)	The Saxon Charm R. Montgomery, S. Hayward, J. Payne For The Love Of Mary D. Durbin, E. O'Brien, D. Taylor, J. Lynn	Johnny Belinda J. Wyman, L. Ayers, C. Bickford
29	The Loves Of Carmen R. Hayworth, G. Ford, R. Randell (Technicolor) The Untamed Breed S. Tufts, B. Britton, G. Hayes (Cinecolor)		The Secret Land Admiral Byrd Adventure (Technicolor) (November releases)		Sealed Verdict R. Milland, F. Marly, J. Hoyt	Station West D. Powell, J. Greer A Song Is Born D. Kaye, V. Mayo, (Goldwyn) Indian Agent, W T. Holt, N. Beery, Jr., R. Martin Blood On The Moon R. Mitchum, B. Bel Geddes Every Girl Should Be Married C. Grant, B. Drake Mourning Becomes Electra R. Russell, M. Redgrave, R. Massey	Drums Along The Amazon G. Brent, V. Ralston, B. Aherne		Apartment For Peggy J. Crain, W. Holden, E. Gwenn (Technicolor) Night Wind C. Russell, V. Christine, J. Ridgely (Wurtzel)		Rogues' Regiment D. Powell, M. Toren, V. Price Kiss The Blood Off My Hands J. Fontaine, B. Lancaster, R. Newton	
NOV 5			No Minor Vices D. Andrews, L. Palmer, L. Jourdan (Enterprise) The Three Musketeers L. Turner, G. Kelly, V. Heffin (Technicolor)	Gunning For Justice, W J. M. Brown, R. Hutton, E. Finley Courtin' Trouble, W J. Wakely, V. Belmont, D. Taylor		Indian Agent, W T. Holt, N. Beery, Jr., R. Martin Blood On The Moon R. Mitchum, B. Bel Geddes Every Girl Should Be Married C. Grant, B. Drake Mourning Becomes Electra R. Russell, M. Redgrave, R. Massey They Live By Night F. Granger, C. O'Donnell The Boy With The Green Hair P. O'Brien, B. Hale, D. Stockwell (Technicolor)	Sundown In Santa Fe, W A. Lane, E. Waller	Mark Of The Lash, W L. La Rue, A. St. John	My Dear Secretary L. Day, K. Douglas, K. Wynn (Popkin) Road House C. Wilde, I. Lupino, C. Holm, R. Widmark When My Baby Smiles At Me B. Grable, D. Dailey, (Technicolor) Belle Starr's Daughter G. Montgomery, R. Cameron (Alperson)		June Bride B. Davis, R. Montgomery, F. Bainter	
12	Leather Gloves C. Mitchell, V. Grey, S. Laverne						Renegades In Sonora, W A. Lane, E. Waller The Plunderers R. Cameron, I. Massey, R. Booth (Trucolor)			High Fury M. Carroll, I. Hunter, M. Rennie (Rogers-Cohn) (Foreign-made)		
19	Racing Luck G. Henry, S. Clements, D. Bruce							Last Of The Wild Horses J. Ellison, J. Frazee, M. B. Hughes (Septiatone)				
26	The Return of October G. Ford, T. Moore, J. Gleason (Technicolor)			Kidnapped R. McDowall S. England, D. O'Herlihy								
DEC 3	The Gallant Blade L. Parks, M. Chapman, V. Jory (Cinecolor)			Hidden Danger, W J. M. Brown, C. Larson, D. Taylor					Jungle Patrol K. Miller, A. Franz, R. Ford			

HOLIDAYS—SPECIAL EVENTS

Nov. 2—Election Day
Nov. 11—Armistice Day
Nov. 25—Thanksgiving Day

FILM CLASSICS

Drums—(Technicolor) (Reissue)
Four Feathers—(Technicolor)—(Reissue)
Miraculous Journey—R. Calhoun, V. Grey, (Cinecolor).
Sofia—G. Raymond, S. Gurie—(Cinecolor)
Border Wolves—(Western Reissue)
Pony Post—(Western Reissue)

**Mr. Exhibitor: HERE'S YOUR
BOX-OFFICE SCORE CARD
FROM REPUBLIC!**

JANE DOE"

JANE DOE
starring RUTH HUSSEY • JOHN CARROLL • VERA RALSTON
A FRANK BORZAGE production

MOONRISE"
CLARK • GAIL

starring DANE CLARK • GAIL RUSSELL

JOHN STEINBECK'S

THE RED PONY

starring MYRNA LOY • ROBERT MITCHUM • Color by TECHNICOLOR

A CHARLES K. FELDMAN Presentation

A LEWIS MILESTONE Production

A CHARLES K. FELDMAN Presentation

LEWIS MILESTONE Production

MACBETH

starring ORSON WELLES and C

"DRUMS Along the AMAZON"
starring George BRENT • Vera RALSTON • Brian AHERNE • Constance BENNETT

"MILK"

starring George BRENT

"ANGEL IN EXILE"

JOHN CARROLL • ADELE MARA with

starring JOHN CARROLL • ADELE MARIN

"THE PLUNDERERS" IN TRUCOLOR

starring ROD CAMERON • ILONA MASSEY • ADRIAN BOOTH • FORREST TUCKER

"AUDIT" IN TRUCOLOR

starring ROD CAMERON • 1934

"THE LAST BANDIT" TRUCOLOR

starring WILLIAM ELLIOTT • ADRIAN BOOTH • FORREST TUCKER

TRUCOLOR

starring WILLIAM ELLIOTT • ADRIAN PAUL

ROY ROGERS

TRUCOLOR
WESTERNS

14 ACTS

4 SUPER SERIALS • 20 VARIETY FEATURES • 14 ACTION WESTERNS

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Total

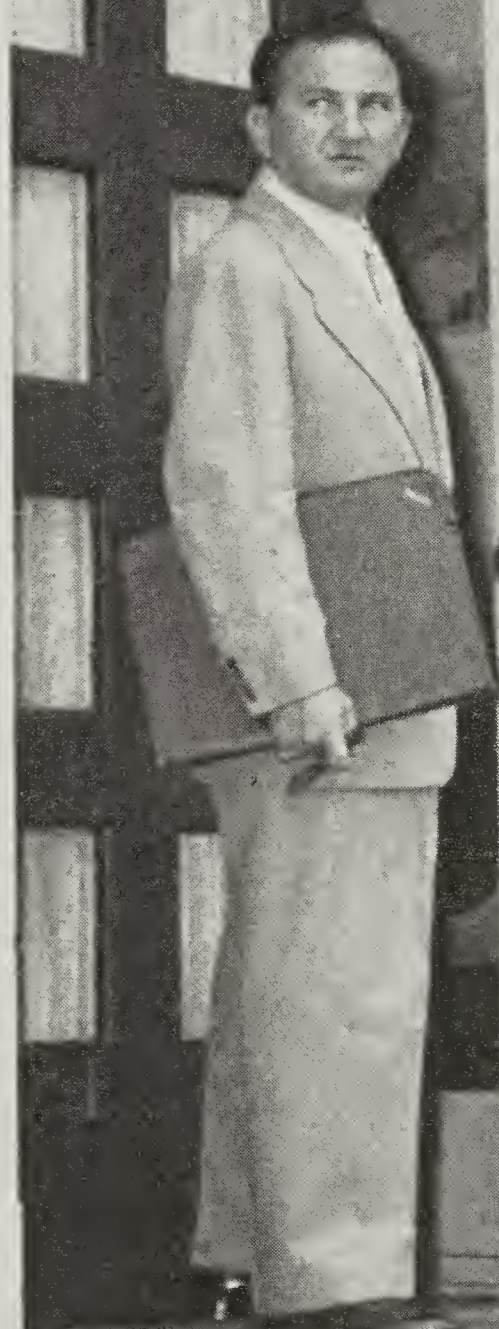
JIMMY GRAINGER'S

in honoring **JIMMY CARR**
10th ANNIVERSARY DRIVE!
SEPT. 27th to DEC. 31st

SEPT. 27th to DEC. 31st

THE EXHIBITOR

EDWARD
SHERMAN
AGENCY
LESTER SALKOW



SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE



VOLUME 40
NUMBER 25

OCTOBER 27, 1943

NOT SOLD

Agent Eddie Sherman stands outside of his office on Hollywood's famous Sunset Boulevard, an office which represents much of that far which he stands, the confidence his clients have in him and the scrupulous honesty and fairness with which he always handles their many and varied affairs.

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

IN THIS ISSUE:

Paul Manning presents

highlights of the latest production activities in

STUDIO SURVEY

NOTE TO GUS EYSELL:
Congratulations on your 30 Years in Show
Business! Again you've picked a record-breaker!

Radio City Music Haul!

"Julia Misbehaves" sets
new all-time M-G-M
record for 1st week and
continues misbehaving
beautifully!

THEATRE
ENTRANCE

RADIO CITY
GREER GARSON • WALTER PIDGEON
M-G-M's JULIA MISBEHAVES



M-G-M presents GREER GARSON • WALTER PIDGEON in "JULIA MISBEHAVES" • PETER LAWFORD
ELIZABETH TAYLOR • CESAR ROMERO • Lucile Watson • Nigel Bruce • Mary Boland • Reginald Owen
Screen Play by William Ludwig, Harry Ruskin and Arthur Wimperis • Adaptation by Gina Kaus and
Monckton Hoffe • Based Upon the Novel "The Nutmeg Tree" by Margery Sharp • Directed by JACK
CONWAY • Produced by EVERETT RISKIN • A Metro-Goldwyn-Mayer Picture

Lines around Radio
City Music Hall! Your
public will soon
know the fun and
you'll know the prof-
its of M-G-M's new
audience sensation!

DOUBLE-LINE
CIRCLES BLOCK





THE EXHIBITOR

VOL. 40, No. 25



OCTOBER 27, 1948

"Joan Of Arc"

GREAT PICTURES are milestones in the history of this industry. To "The Birth Of A Nation", "The Big Parade", "Ben Hur", and "Gone With The Wind", to mention a few, may now be added "Joan Of Arc".

"JOAN OF ARC" was produced by Walter Wanger at a cost of \$4,600,000 for production alone. One bank, the Bankers' Trust Company, advanced \$3,500,000, said to be the largest loan ever on a single production, and it was so proud of its association with the production that it even has a banner displayed in its quarters.

AT SUCH A COST, "Joan Of Arc" must be a roadshow to break even. If ever a film was entitled to advanced sales, this is it, for "Joan Of Arc" is not only in itself a fine picture but it is produced on a scale which will make the roadshow patron feel he is getting his money's worth.

THERE is much more also to be said for "Joan Of Arc", its excellent cast headed by Ingrid Bergman, its high rating direction by Victor Fleming, its outstanding rating in every department, but there is yet another point in its favor, that such a film, released at this time, will materially aid the public relations program of the industry. Not only RKO, which is releasing the show, but other companies will benefit from such a film, for it demonstrates once again that there is no medium for expression like the motion picture. "Joan Of Arc" will create a new episode in the industry's forward progress.

COMING at a time when the world needs faith and perseverance so badly, "Joan Of Arc" brings these and more with it. It is timely, even necessary. It demonstrates not only important picture-making, but again points up the ability of producer Walter Wanger, whose foresight resulted in the film.

WHAT caused him to produce the show we do not know but it may be found in a portion of a speech by Father Massieu, which closes the film: "Oh, mistaken men, traitors to yourselves and your country—you . . . shall never hear the end of this day's work. The winning of a few victories, that could be put aside as a nine-day's wonder . . . you've made her a symbol and her ashes and her words will blow like seeds, and take roots in the deserts and pavements. They will flower into heroes and prophets to spread her name. This will be her age, her century, and all the rest of us, priests and kings, will be minor figures in her tragedy."

"JOAN OF ARC" will be a symbol to the motion picture industry.

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A MAN who never lets an opportunity go without taking advantage of it is Doug Amos, manager, Webb Playhouse, Wethersfield, Conn. When his assistant, Bill Dougherty, was hurt in an auto accident in front of the theatre, the house was playing "The Best Years Of Our Lives," so Amos hung the following card on Dougherty's hospital room door: "This fellow might miss 'The Best Years Of Our Lives', now playing at the Webb Playhouse, Wethersfield, make sure you don't miss it." After undergoing such treatment at the hands of his manager, it is surprising that Dougherty came through it all.

★

THE ATMOSPHERE has been cleared in Kentucky, where an official ruling declares that a deputy state fire marshal's admission to a theatre should be limited to times when he is on duty, and actually inspecting the place. It seems an exhibitor felt that the deputy visited too often, but the latter countered that while he was watching the show, he was also actually looking for fire hazards.

★

SOME EASTERN PARENTS have decided to call their offspring Tarzan, in honor of the new Tarzan who is soon to make his debut. It is probably very fortunate that the child wasn't born while a Dracula picture was in production.

★

APPARENTLY out to prove that if it was good enough for our grandparents it is good enough for us, television stations are now working backwards. First came sound films with subtitles, and now real, old time silents such as "The Great Train Robbery" have been announced. Anyway, it might make some of the current features look wonderful by comparison.

★

A COAST THEATRE is not only setting up a baby sitter service for its patrons, but is giving the sitters a free pass, good at the theatre, on nights when they aren't working.

—H. M. M.

I N D E X

VOL. 40, No. 25

OCTOBER 27, 1948

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INTO THE
CIMARRON COUNTRY
CAME A NEW
OUTLAW QUEEN
MORE EXCITING
THAN BELLE
STARR
HERSELF!



GEORGE MONTGOMERY · ROD CAMERON
and RUTH ROMAN as

BELLE STARR'S DAUGHTER

with WALLACE FORD · CHARLES KEMPER · WILLIAM PHIPPS · EDITH KING

Jack Lambert · Fred Libby · Isabel Jewell · J. Farrell MacDonald · Cris-Pin Martin

Directed by

Produced by

LESLEY SELANDER · EDWARD L. ALPERSON

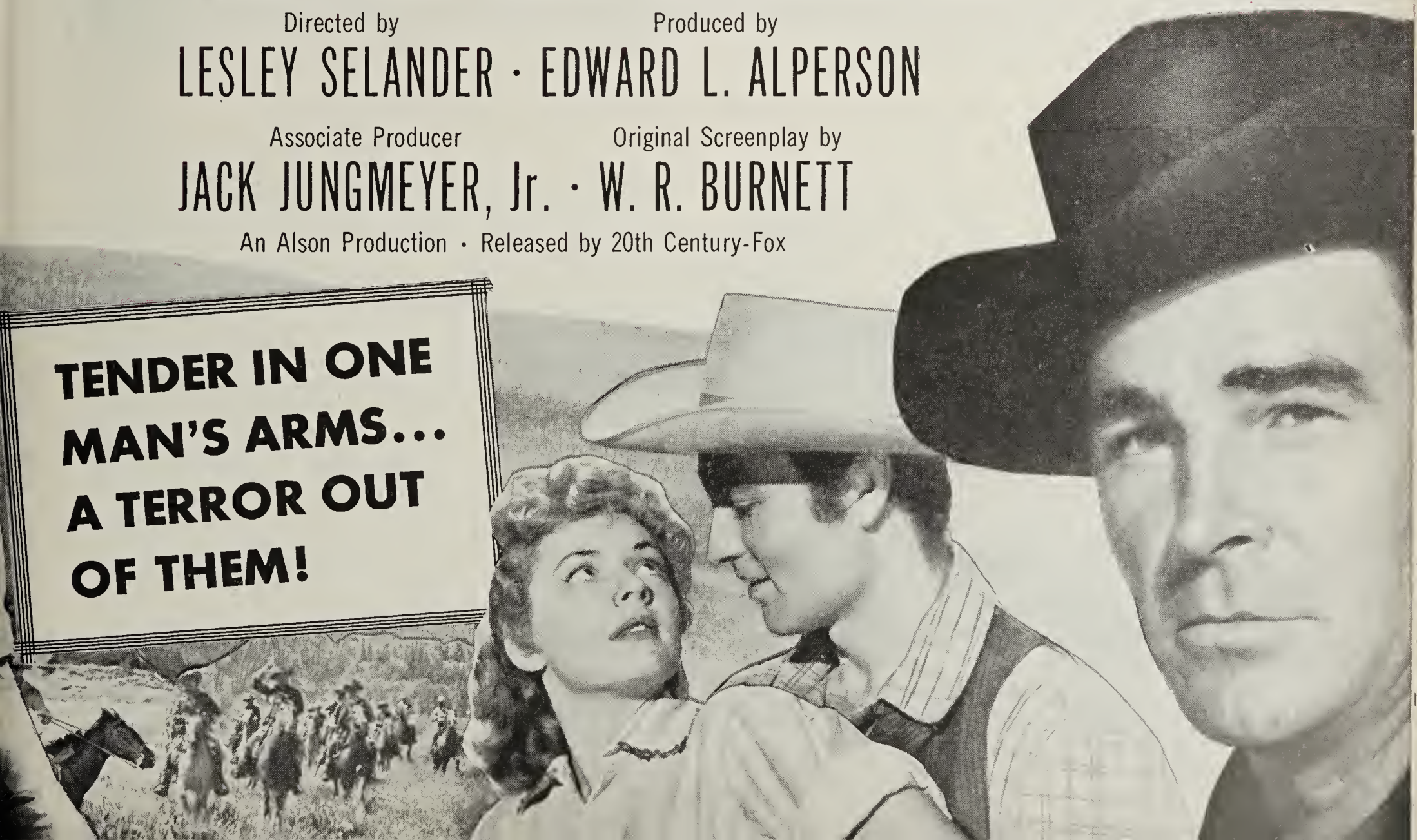
Associate Producer

Original Screenplay by

JACK JUNGMEYER, Jr. · W. R. BURNETT

An Alson Production · Released by 20th Century-Fox

**TENDER IN ONE
MAN'S ARMS...
A TERROR OUT
OF THEM!**





EDDIE SHERMAN SHOWS PRODUCER GEORGE JESSEL AND WRITER HUGH F. HERBERT SOME EXCELLENT REVIEWS WHICH A CLIENT RECEIVED.

An Agent's Day Is Never Done

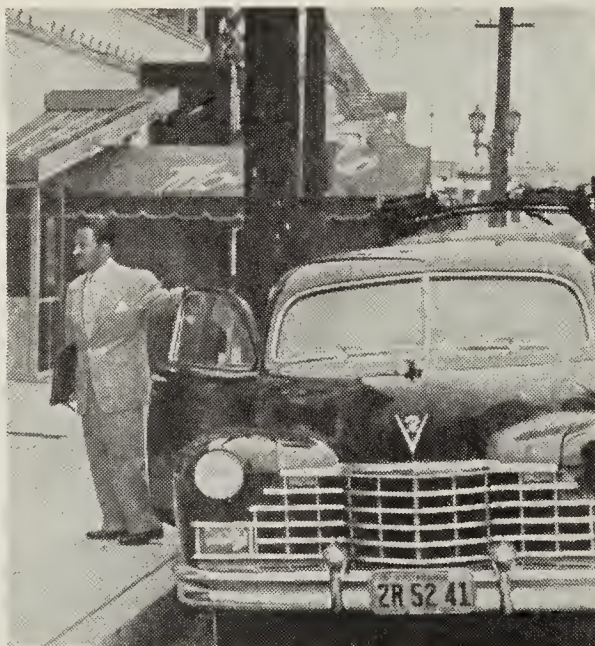
Eddie Sherman Is A Good Example Of Leaders In His Industry Division

MUCH has been written in the past of the Hollywood agent. Many exhibitors hold him largely responsible for the sharp rise in star and player salaries. While this may be true to some extent, a reputable agent feels not only a strong obligation to his client but to the industry in which his client works, for he knows that as the industry goes, so do his client's interests.

Such an agent is Eddie Sherman, a small man with a great deal of energy. He is a Hollywood actor's agent, one of the best.

Most people who have ever heard of an agent are under the impression that he is a man who stands with his hand out to collect his 10 per cent every payday. It just isn't so. "Any successful agent, with really important people under contract, has reached that point only by acting as father, mother, and big brother to his clients," Sherman says.

That is exactly what he has done.



As agent Sherman arrives at his offices, located on Sunset Boulevard on the famous Hollywood section known as "The Strip", he knows he has a long, busy day which may last into the night.

Recently, he took a trip to Rome and Paris, and returned to Hollywood fairly tired out. Three days later, he was in London again, completing a deal for a client. His diplomacy, honesty, and business ability have won him universal respect not only among his clients but also with the executives with whom he comes in daily touch. He has been connected with every branch of show business, including vaudeville, radio, pictures, and television, and has handled night club talent.

According to Sherman, legitimate agents are a hard-working bunch who seldom relax their vigilance over their clients' welfare. To see what an average agent does during his working day, THE EXHIBITOR sent its Hollywood representative around with Sherman, who may be said to represent all his brother agents in recording "A Day With A Hollywood Agent". The results are on this and the next two pages.

—PAUL MANNING.



Appointments come first on Sherman's busy schedule, since arranging his full day is important. The smile on Marsha Quinn's face means that Sherman's secretary is talking to comedian Hugh Herbert, one of Sherman's many clients. Herbert drew an appointment for later that afternoon.



Sherman and his associate, Lester Salkow, go over a script with client Frances Rafferty. The script is for a picture which is still being discussed, and which is far from the sound stage. Sherman is wide awake, and tries to secure parts for his clients every time a good play comes to him.



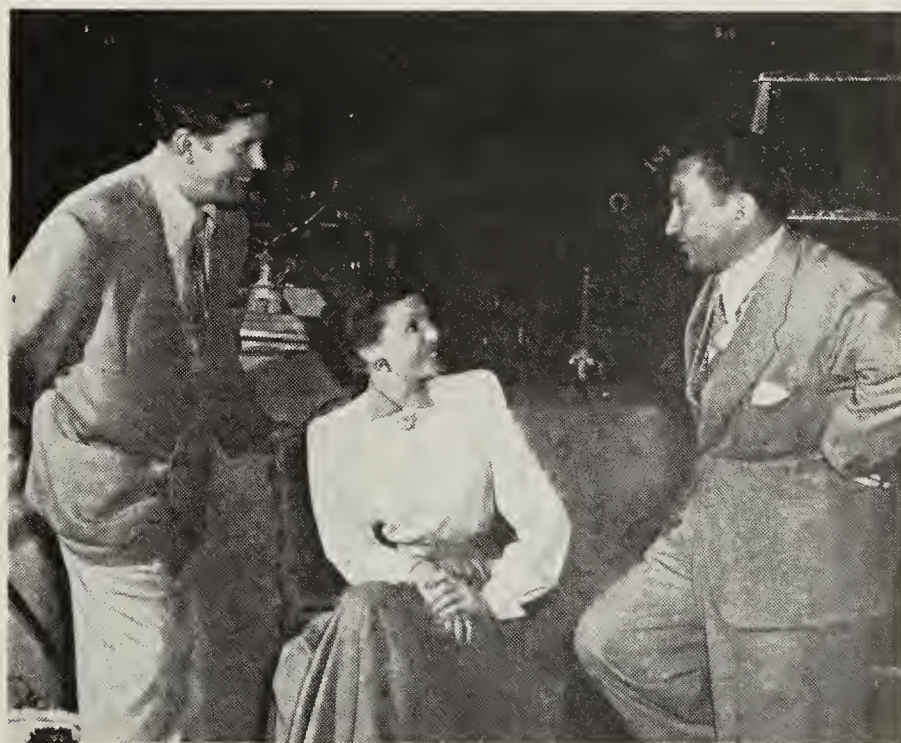
Earlier in the morning Sherman had gotten a call from client Rudy Vallee, who had heard of a script change on his current vehicle. Sherman is seen conferring on the matter with 20th-Fox producer Walter Morosco, who explained things to Sherman, and satisfied him Vallee wouldn't be hurt.



While at 20th-Fox, Sherman stopped in to see Ben Lyon, 20th-Fox executive in charge of casting and talent. Lyon's secretary hands him a contract form which provides for employment of a Sherman client. It is most important that all changes in the standard form be familiar to the agent.



On the sound stage, Vallee, concentrating with Sherman, gets an explanation of the changes that have been made in the script. Pen in hand, Vallee traces them, satisfied that Sherman has, as usual, been protecting his best interests. Actors rely greatly on their agents in such matters.



Everything in the new script safely ironed out, Vallee, Sherman, and Loretta Young, star of the picture, which is "Mother Is A Freshman", indulge in a little small talk. Sherman's diplomacy and friendliness have made him popular with his own clients and producers and directors.



When the company breaks at lunch, Lloyd Bacon, veteran director in charge of the picture, okehs the changes while Vallee looks on, much relieved that he has been well taken care of. Sherman, meanwhile, keeps going, and makes an appointment for later on with producer Jessel.



A quick rush to the Cafe de Paris gives Sherman time for lunch. Richard Widmark, working in one of the scenes in "Down to the Sea in Ships", stops by the table to chat for a moment. An agent for many years, Sherman is well-known, and on good terms with many leading industryites.



Still at lunch, Sherman's attention is drawn to a trained monkey who was brought into the commissary by his trainer. Actor Mark Stevens, who saw the monkey first, joins in the laugh. In the course of the busy Hollywood day, Sherman has little time to relax, and fin's laughing good relaxation.



Believing in promptness, Sherman keeps his appointment with Lew Schrieber, assistant to Darryl F. Zanuck, on the dot. It is now 3:30 p. m., and he discusses some of the foreign personalities that he discovered on his last trip to Europe. Agents always have their eyes open for talent.



Back in his own office, Sherman and Salkow listen to a transcription of a radio show in which Pat Ryan, another of his clients, will star. The intent looks show how important the transcribed sample is, since it is a good sign of how the show will actually sound once it is being broadcast.



At 5:30 p. m., comedian Herbert gets his turn to converse with Sherman. They go over a script in which Herbert has a good role. Usually full of fun, the jokester takes his parts seriously. He knows from experience that comedy is serious business. It is, and Sherman is now extremely tired.

MEL KONECOFF'S NEW YORK

THE OTHER DAY, we dropped up to the hotel room of Bob Lippert, exhibitor, director, producer, and president, Screen Guild Productions, and we wondered whether distributor Lippert had a tough job making exhibitor Lippert accept Screen Guild films at the right price or whether exhibitor Lippert would threaten to take his business elsewhere. Before we get confused, let's relate some of what happened.



Lippert related some of the background of the company's formation and the details leading up to his election as prexy last July, after which he agreed to make 16 productions under the banner of Lippert Productions. These are moderately budgeted at around \$100,000 apiece, and confine themselves to outdoor or action films. Seven of these are already completed, four will go into production within the next two months, and the lot will be in the can around March. He met with the board of directors over the weekend, at which time it was expected that a contract would be signed for next year, which would have Lippert Productions making 26 in 1949.

Getting back to the 1948-49 season, Lippert reported that a total of 48 were announced for release, of which 34 are already completed, including a few re-issues. That quantity includes a number of "Lash" LaRue westerns made by Frances White. He opined that the company would continue its policy of making moderate-budgeted films to meet any theatre situation, which, to date, have been popularly received. He reported that several of the first releases have reached the 10,000 playdate figure, while one has garnered some 12,000 dates, "The Return Of Wildfire."

Lippert revealed that the company will employ 11 special salesmen at a cost of \$100,000 to cover the country thoroughly, and visit heretofore neglected accounts. Each man will cover two normal territories, and those hired need not necessarily already be salesmen. Rather, he would prefer to have them trained following different methods. Appointments will be effective in November.

Television was touched on by Lippert, who stated that Screen Guild was not selling that medium at the moment. He personally said that television was going to "raise hell" with theatres and theatre business once it gets set on a wide-spread basis. Also touched on was divorcement, strongly advocated by Lippert.

Lippert devoted part of his comment to the Hollywood scene. Studio economies he labeled a farce. He did, however, pay tribute to the works and efforts of Edward Small and Sam Goldwyn on behalf of exhibitors.

Lippert opined that branch managers and salesmen ought to get more money than the stars or the production executives because, in the final analysis, they have to sell the "stuff."

WHERE WEST IS WEST: The other day, we had lunch with Philip N. Krasne, producer of the new "Cisco Kid" series to be made for United Artists release, and he related how he is in the process of creating a new Hollywood for westerns in the California desert. The new community is called Pioneertown, 125 miles southeast of Hollywood in the San Bernardino Mountains. It was originally founded as a resort town, and is some 4500 feet above sea level and some 30 miles from Palm Springs. Some 300 residents have come to Pioneertown to live, and do business, the latter including such items as a hotel, a restaurant, a corral, a western outfitter, electrical appliance shop, etc.

Krasne made exclusive arrangements to make western films, and, more specifically, the "Cisco Kid" series. The local business

people will benefit by providing clothes, horses, electrical needs, quarters, etc., and when a picture gets under way, they will also appear as extras before the cameras or will help out behind the scenes. Krasne's agreement also calls for the non-development of Main Street for the next generation.

Krasne's permanent technicians, who will be used on all his films, have already taken up residence there with their families, while the full union crews will be recruited from the townfolk.

While there is no doubt that costs per film will be lower than if a company had to start out from Hollywood on location, economy as such is not Krasne's aim. He rather hopes to be able to show more on the screen for the money than was heretofore spent, and he feels that exhibitors and the public will benefit from the new set-up. The \$150,000 worth of sets Krasne purchased from Enterprise Studios will also be of help in turning out the "Cisco Kid" eight times per year for the next three years. Other producers will be welcome at this desert version of Hollywood, at a fee, of course.

CROSBY SINGS AGAIN: We understand that Crosby's latest, "A Connecticut Yankee," in Technicolor, was being considered by the Radio City Music Hall. However, its length of two-and-a-half hours, which would have played hob with the house's stage show and the number of performances per day, caused its tentative turndown. The latest rumor on it was that a Broadway outlet would be leased for two-per-day showings at tilted prices, and that it would not be cut.

THE METROPOLITAN SCENE: Mayor William O'Dwyer, in the presence of Police Commissioner Arthur Wallender and other high-ranking officials, swore in Charles C. Moskowitz, vice-president and treasurer, Loew's, Inc., as Honorary Deputy Police Commissioner. . . . Steve Strassberg, Republic publicity department, became the proud pop of a boy. . . . Max Weinberg, eastern shorts representative for MGM, is on a visit to the coast for conferences. . . . Ralph Ober, formerly with UA and U-I, is now with UM. All of which means that he has become director of public relations at the University of Michigan. . . . Monogram execs will be moving shortly from the exchange building to the same quarters that house the foreign department. . . . Leon Leonidoff, senior producer, Radio City Music Hall, will stage the show and supervise the decorations for the forthcoming Picture

Business Average In B'way Sector

NEW YORK—A weekend of average business was indicated last week by reports of business done by the Broadway first-runs. Radio City Music Hall led the parade of grossers by far. There were no new openings. According to usually reliable sources reaching THE EXHIBITOR, the breakdown was as follows:

"JOHNNY BELINDA" (WB). Strand, with stage show, claimed \$30,000 for Friday through Sunday, and the fourth and last week was expected to hit \$60,000.

"ROPE" (WB). Globe expected to tally \$10,500 on the ninth and last week.

"APARTMENT FOR PEGGY" (20th-Fox). Roxy, with stage show, reported \$54,000 for Friday through Sunday, with the third week bound to exceed \$92,000.

"JULIA MISBEHAVES" (MGM). Radio City Music Hall, with stage show, garnered \$81,000 from Thursday through Sunday, the third week heading for \$127,000.

"MOURNING BECOMES ELECTRA" (RKO). Mayfair claimed \$20,000 for the second week.

"RED RIVER" (UA). Capitol, with stage show, did \$40,000 for Thursday through Sunday, the fourth and last week sure to top \$65,000.

"NIGHT HAS A THOUSAND EYES" (Para.). Paramount, with stage show, had a \$63,000 second week.

"HAMLET" (U-I). Park Avenue still was doing capacity or \$16,000 on the fourth week of a roadshow engagement.

For Real Coverage Of Happenings In Your Area, Read THE EXHIBITOR.

Cincy Wins Mono. Drive

NEW YORK—Results of the Allied Artists' and Monogram's recent billings drive were announced last week by Steve Broidy, president of both companies.

First prize of \$1500 was won by the Cincinnati exchange; second prize of \$1000 went to Milwaukee; third prize of \$750 to Oklahoma City; fourth prize of \$500 to San Francisco, and fifth prize of \$250 was awarded to Atlanta.

Three special prizes for outstanding performances by individuals in the drive were awarded to Nate Levin, Boston; Ben Graham, Dallas, and Hal Jordan, Atlanta.

Pioneer affair at the Waldorf-Astoria on Nov. 17. . . . Ellen Cherlin resigned her position in the Columbia publicity department to get married. . . . Better press-books are out on "My Dear Secretary" and "The Olympic Games Of 1948." . . . A pre-premiere performance of "Joan Of Arc" will be held at the Victoria for the benefit of the United Hospital Fund of New York. . . . The Mark Warnow Music Publishing Company will publish the tune, "Portrait Of Jennie." . . . Jennifer Jones will star in the Theatre Guild's "Romeo And Juliet" next season in addition to doing four films in 1949. . . . Maurice B. "Bucky" Harris, veteran exploiter, rejoined Universal-International to handle special promotions on "You Gotta Stay Happy."

Trade Unity Asked At Wisconsin Meeting

MILWAUKEE—All national and Wisconsin industry leaders speaking at the Independent Theatres of Wisconsin convention last fortnight stressed the importance of a united, well organized industry to meet the increasing problems facing the business.

A. W. Smith, Jr., general sales manager, 20th Century-Fox Film Corp.; Leon Bamberger, RKO sales promotion manager; Mike Simon, assistant to H. M. Richey, in charge of exhibitor relations, Loew's, Inc.; Benjamin Berger, president, North Central Allied, and Jack Kirsch, president, Allied Theatres of Illinois, were among the industry leaders who pointed up the urgency for a smooth working business relationship within the industry.

At the first business meeting, Smith, speaking on the Smith-Berger Plan, reported an improvement in exhibitor-distributor contacts under the conciliation effort. Smith reported all difficulties in the Minneapolis area where the plan functions had been settled by Berger personally, with no need for board arbitration.

Berger, in his speech, advised that the most important thing exhibitors and distributors had to do today was to unite, to stop pulling apart, to work together.

David Palfreyman, MPAA director of theatre service and trade relations, said concerted effort must be made at once to work out a worthwhile industry public relations program.

Simon stated that theatre owners must correct any false impressions of the industry through their contacts with their individual newspapers.

Bamberger told exhibitors to strengthen personal contacts with the theatre-going public, indicating that the individual theatre was the most direct contact with the people attending.

Trueman Rembusch, president, Associated Theatre Owners of Indiana, Inc., in a talk on television, said this new field should bring more people into the theatre who have not attended previously. Rembusch told the theatre owners to be watchful of television developments.

Kirsch said: "You must work together now before the industry suffers the worst set back in history."

Charles Niles, director, Allied Independent Theatre Owners of Iowa-Nebraska, Inc., said he felt the Smith-Berger plan was the first move of importance to date that attempted to get unity between the distributor and exhibitor.

Sidney Samuelson, general manager, Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., stated: "Close your ranks. If you do not, you face ruin. Do all possible to facilitate improved industry conditions."

Berger, appearing at the second business meeting, asked theatre owners to get back to the old time showmanship and cooperate with producers and distributor exploiters.

ITO Of Wisconsin and Upper Michigan officials Sigmund Goldberg, Harry Perlewitz, and Harold Pearson reviewed association activities on taxes, organization, checkers, and charity participation.

The ITO Of Wisconsin by-laws were amended permitting Charles Trampe,

Johnston Answers Rank's Complaints

WASHINGTON—In answer to complaints of J. Arthur Rank and other British producers anent discrimination against English-made pictures in the United States, Eric Johnston, president, Motion Picture Association of America, stated last week that "good British films receive excellent playing time in this country," and added that "there is no move to slight the British product."

Johnston said he has never complained about the British quota which went into effect this month, although he said it would boomerang against the British industry. The recent quota adopted in France, Johnston said, now has the British industry complaining.

Milwaukee, to hold office or become a board member if elected.

It was voted to increase ITO dues from 15 cents to 20 cents per seat to handle increasing association operating costs.

New officers elected were: John P. Adler, Marshfield, Wis., president; F. J. McWilliams, Madison, Wis., vice-president; Arnold Brumm, Milwaukee, secretary, and Edward Johnson, Milwaukee, treasurer.

Board members elected were: Edward Johnson, Mrs. Helen Hanke, and Arnold Brumm, Milwaukee; Charles Trampe, Milwaukee; Floyd Albert, George Panka, L. V. Bergtold, Russell Leddy, Eric Brown, John Hanus, Sigmund Goldberg, and John P. Adler, and director-at-large, F. J. McWilliams.

In a convention business meeting, William Ainsworth, National Allied president, said the ITO of Wisconsin was one of the major groups in Allied.

The association's name was also changed to Independent Theatre Owners of Wisconsin. The 1949 convention will be held at Milwaukee.

Dominick Serrao Mourned

NEW KENSINGTON, PA.—Dominick Serrao, father of three sons who operate motion picture theatres, passed away at his home on Oct. 17. Funeral services were conducted at St. Peter's Church, with burial in Greenwood Memorial Cemetery.

Sympathy goes out to the Serrao family, his widow, the three sons, William G. and Fred, who operate the Circle, New Kensington and the Kent, Arnold, Pa., and Rocco, who operates the Roxy, Ford City, Pa.

Other survivors are a daughter, Mrs. Frank Viggano, and a sister, Mrs. Mary Labote.

Republic Votes On Nov. 3

NEW YORK—November 3 was last week set as a date for an election among Republic home office white collar workers to vote on whether they want to be represented by IATSE Motion Picture Home Office Employees Local No. H-63 for collective bargaining purposes.

Frank Salley Passes

ATLANTA—Passing of Frank Salley, 55, RKO salesman, was mourned last week. He died in Chicago of a heart attack while attending a meeting of the Colosseum Of Motion Picture Salesmen.

Johnston Reveals Details Of Trip

WASHINGTON—Eric A. Johnston, head, Motion Picture Association of America, told a press conference last week that American companies had hailed the recent deals he had made to sell product to Yugoslavia and the USSR, and had given them unanimous approval.

Johnston said he had outlined these deals, which promise millions yearly, to the Motion Picture Export Association at the Waldorf-Astoria, New York City, and they were met with enthusiasm.

Johnston said he could not tell the press the actual price terms reached for the pictures, which go to the Soviet Union on outright sale, and to Yugoslavia on a percentage basis, but it was estimated at five million dollars annually, to be paid in dollars in New York.

Johnston also said he had reached "an agreement in principle," with details to be soon worked out, on the freeing of sizeable amounts of blocked Italian lira for American picture companies.

Johnston stated the MPAA board will meet soon to discuss the things he accomplished on his recent trip and other matters, and a Hollywood meeting will also be held soon.

Aarons Again Heads WB Club

NEW YORK—The annual meeting of the national Warner Club was held last week at Warners' home office with a luncheon at the Hotel Astor following the election of officers. Delegates from nine cities re-elected Stuart H. Aarons as president, while others named were Robert McGuire, vice-president; Bernard Rosenzweig, vice-president in charge of membership; Harry Mayer, vice-president in charge of social activities; Ruth Weisberg, vice-president in charge of welfare; Fred Stengel, vice-president in charge of claims; Robert Solomons, treasurer; Sam Wolowitz, assistant treasurer, and Joseph Karp, secretary.

In addition to the home office delegates, those present included Eileen Bird, Albany; Karl Heyl, Chicago; Wallace Markowski, Philadelphia; Marjorie Strieb, Cleveland; Paul Kleber, Pittsburgh; Wade Skinner, Washington; Francis Flood, New Haven, and A. Nanfredonia, Newark, N. J.

Expect Grainger Drive Record

NEW YORK—The greatest number of playdates in Republic history is expected during the J. R. "Jimmy" Grainger 10th Anniversary Drive ending on Dec. 31, it was reported last week at the closing session of a two-day sales conference at the New York Athletic Club. Grainger expressed his appreciation of the exhibitor support indicated by playdate reports submitted by Edward L. Walton and Walter L. Titus, Jr., co-captains of the drive.

Herbert J. Yates, company president, addressed the meeting.

Fete Set For Smakwitz

ALBANY—A testimonial dinner sponsored by Variety Club will be tendered to Charles A. Smakwitz, former Chief Barker, on Nov. 15, it was announced last week. The affair will be held at the Colonie Country Club.

The INSIDE STORY of how

A HIT IS BORN



HOLLYWOOD is saying that Producer Charles Brackett's "Lost Weekend" Oscar is going to crack his bronze laughing at the top-Brackett comedy, "MISS TATLOCK'S MILLIONS." Even before release, Paramount knows Hollywood's excitement is shared by the rest of the country, for we've put "MISS TATLOCK'S MILLIONS" thru more tests than a new king-size cigarette and all this exhaustive testing proves that *everybody* laughs to exhaustion.....

The men who know the boxoffice best—the exhibitors who attended the trade show—set the gale going. The first coast preview audience all but wrecked the electronic graph-fader with 365 roars registered in 100 minutes. But instead of limiting the proof to one theatre preview, we held 32, right across the nation in every key spot, and the comment cards stacked up 98.4% praise which we believe comes pretty close to a record.



There isn't space here to detail every report—but the projectionist in Cleveland increased sound-volume to maximum to make the dialogue audible.

The house staff in New Orleans asked to have the picture run again after closing so they could sit down and enjoy it—and the management obliged.

In Memphis the raves hit 100% in the most amazing reaction since "Dear Ruth."

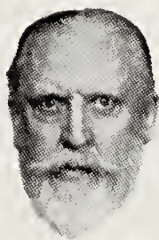
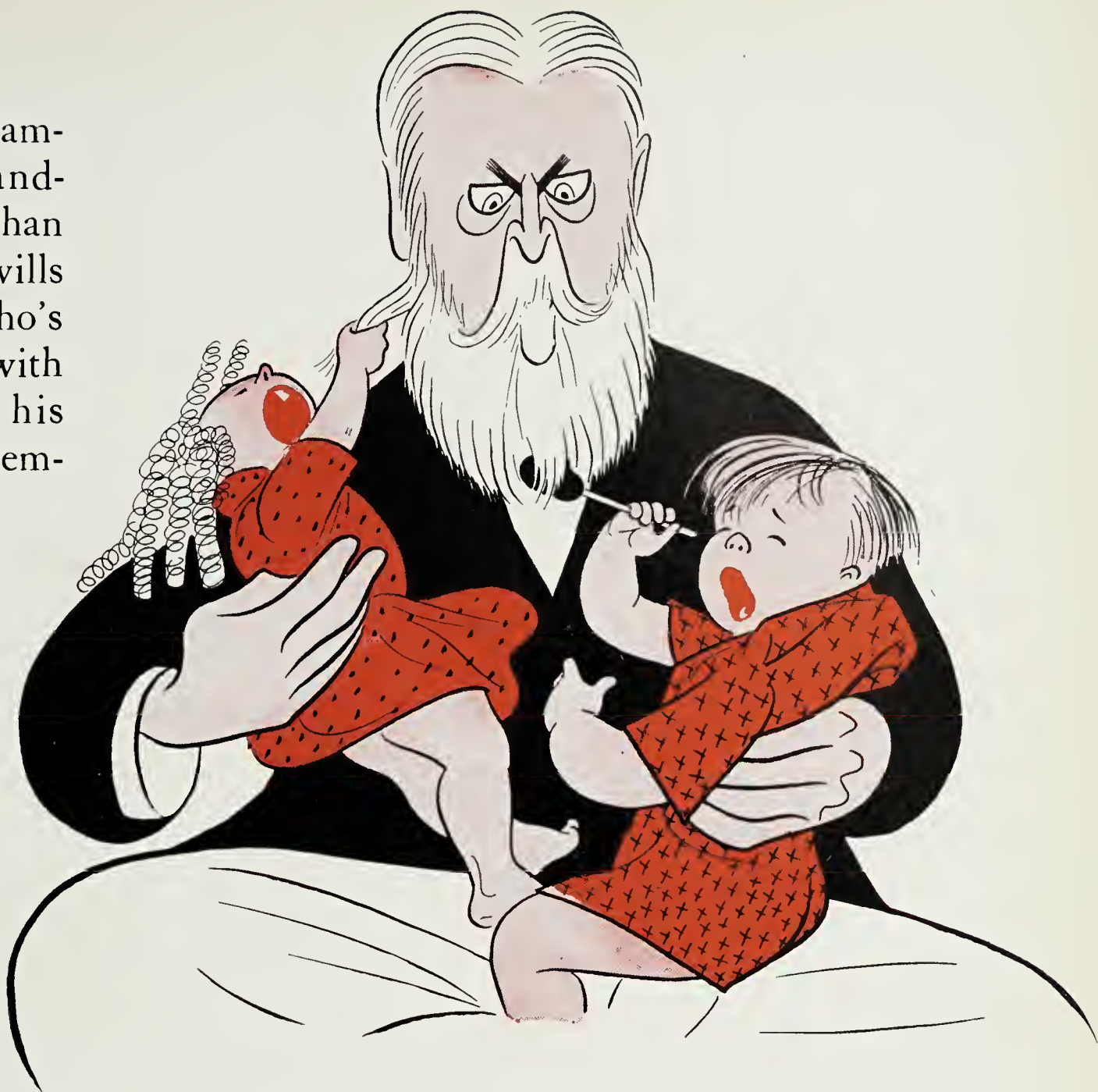
Everywhere from Boston to San Francisco audience comments like "Best picture I've seen in years"—"Wonderful entertainment"—"Best of '48" poured in, confirming Variety's sage observation that "slapstick is having its day" with a laugh-hungry public.



The trade-press got a first look at "MISS TATLOCK'S MILLIONS" and William Wilkerson, publisher of the Hollywood Reporter, wired: "I don't remember ever having seen a comedy that hit with such laughs." Magazine critics saw it and Modern Screen went immediately on record that it's "the comedy that's got everything."



It's the story of a streamlined Cinderella whose grandfather banks more gold-dust than is buried at Fort Knox—and wills it all to her nit-wit brother who's been shipped off to Hawaii with Barry Fitzgerald, hired as his guardian-angel so he won't embarrass his swanky relatives.



When Barry hears all the pennies from heaven that are falling back home, he planes in from Waikiki and hires a Hollywood stunt-man to pose as the Tatlock heir and Cinderella's brother. You guessed it—Cindie and the imposter hit it off like something hotter than a brother-and-sister act.

The Great Impersonation is pulled by John Lund in the big, juicy role that takes him to the very top after that romantic performance in "A Foreign Affair." The gal of his dreams—and yours—is Wanda Hendrix who from now on gets that first-row marquee spot you recognized she earned when she "rode the pink horse."





Pre-tested by Paramount's Bureau of Boxoffice Standards, it all comes out 100% unadulterated ENTERTAINMENT... not a molecule of "message"... not a thing but the laughter the public is after.



JOHN LUND
WANDA HENDRIX
BARRY FITZGERALD
MONTY WOOLLEY

"Miss Tatlock's Millions"

with

ILKA CHASE
ROBERT STACK
DOROTHY STICKNEY
ELIZABETH PATTERSON

Produced by

CHARLES BRACKETT

Directed by

RICHARD HAYDN

Screenplay by Charles Brackett and

Richard L. Breen • Suggested by a play by
Jacques Deval



The Thanksgiving Fun-Feast in

**Paramount's Autumn
Harvest of Hits**

"Sorry, Wrong Number"

"Night Has A Thousand Eyes"

"Isn't It Romantic"—"Sealed Verdict"

"Miss Tatlock's Millions"—"The Paleface"

Four MGM Trainees Receive Promotions

NEW YORK—With the completion last fortnight of the first MGM executive training course, William F. Rodgers, vice-president and general sales manager, announced the promotion of four of the six men who participated in the four-week indoctrination.

The quartet promoted are: Russell Gaus, until now salesman, Los Angeles, to Oklahoma City manager, succeeding the late Charles D. Lyne; Louis J. Weber, salesman, Dallas, to assistant branch manager; Ansley B. Padgett, assistant branch manager, Atlanta, to manager, under Charles E. Kessnich, district manager, and Philip F. Gravitz, office-manager-booker, New Haven, to salesman under Harry Rosenblatt, manager.

These men, as well as Michael Ford, Chicago, and Louis Marks, Cleveland, returned to their respective offices.

Cowdin Absolved Of Charges

NEW YORK—Universal-International board chairman J. Cheever Cowdin was last week absolved in Federal Judge Harold Medina's U. S. District Court of improper stock transactions. The suit was brought by a minority stockholder, Stephen Truncale, who named four other company executives in his charges as violating Section 16-B of the Securities and Exchange Commission Act of 1934. It was shown, however, that Cowdin presented his alleged illegally acquired stock to charitable institutions as gifts, and hence made no profit on the deals. Cowdin was the second U-I executive absolved of the charges, a previous dismissal having been won by vice-president and general counsel, Charles Prutzman. The remaining plaintiffs, Nate Blumberg, William A. Scully, and Clifford Work were said to be preparing motions for dismissal.

AAA Acts In St. Louis Suit

WASHINGTON—The American Arbitration Association last week told the U. S. Supreme Court that major companies, in observing provisions of the consent decree of 1940 as far as arbitration was concerned, were right in their actions. The move was made in connection with the petition of the St. Louis Amusement Company for a high court review of the suit against the majors and AAA. The AAA said that the distributors should not be penalized for obeying the edict.

EL Meets in Chicago

CHICAGO—Edward Heiber, Eagle Lion Chicago district manager, presided at a three-day round table of company branch managers at the Hotel Blackstone last week.

Out of town managers scheduled to attend were Clair Townsend, Detroit; Gordon C. Craddock, Indianapolis; Abbott M. Swartz, Minneapolis, and Joseph M. Imhof, Milwaukee.

Republic Shows Profit

NEW YORK—Republic Pictures Corporation last week reported net profit of \$62,577 for the 39 weeks ended on July 24, equal to 15 cents per share on 400,000 preferred shares. For the 26 weeks which ended on April 26, net profit was \$236,832.

"The Red Shoes"

And now, again, from England comes a film that will cause critics to toss their hats into the air, make a lot of folks who have cut down on their film attendance to start thinking of going again, and, incidentally, result in profit for many theatres.

"The Red Shoes" ranks with the best from Britain, and even if it isn't the sort of show that will be a sock film all the way down the line, it will leave its mark at boxoffices in the metropolitan centers and in selected engagements throughout the country.

From where we sit, "The Red Shoes" needs special handling. Its best commercial possibilities will be on the "Henry V" order, a big city buildup, critical approval, and then close merchandising in the smaller towns, with cooperation from various organizations and groups.

From the production standpoint, it is worth anyone's attention, but whether a film devoted to ballet and its background will attract in the hinterland is questionable. However, even in the smallest hamlet, there are always enough people, who, if properly informed, will appreciate a show of its kind.

Regardless, however, it is a high rating job. It should do a lot for Eagle Lion.

J. E.

Lippert Has Busy Schedule

NEW YORK—Robert L. Lippert, president, Screen Guild Productions, attended the world premiere of Screen Guild's "Harpoon" at the Olympia, New Bedford, Mass., on Oct. 20. The same day saw "The Mozart Story," another Screen Guild release, premiere at the Little Carnegie.

Lippert also presided at a board of directors' meeting on Oct. 22 and 23 at the Gotham Hotel.

Others in attendance were: Arthur Lockwood, Boston; John L. Franconi, Dallas; Jack Engel, Philadelphia; Bert M. Stearn, Pittsburgh; J. F. White, Jr., Charlotte; Albert Dezel, Detroit, and F. A. Bateman, Los Angeles.

Crescent Expansion Approved

NASHVILLE, TENN.—U. S. District Court Judge Davies last week approved a petition of Crescent Amusement Company filed last August seeking permission to erect new theatres at Columbia, Greenville, Union City, and Cleveland. Opposition to a proposed new house at Morristown was to be considered at a further hearing, as will plans for a new drive-in at Hopkinsville, Ky. New drive-ins at Clarksville, Tenn., and Decatur, Ala., were okehed. It was believed that Crescent's expansion had been cleared with the Department of Justice.

Frisch Heads Drive

NEW YORK—At a meeting held last week in the offices of Malcolm Kingsberg, RKO Theatres head, Emanuel Frisch, treasurer, Randforce Circuit, was chosen chairman of the motion picture industry's participation in the campaign of the American Red Mogen Dovid (Jewish Red Cross) to raise \$200,000 for medical aid for Palestine.

TOA Pushes Drive For Lower Trans. Rates

NEW YORK—Responding to widespread protests on the part of exhibitors throughout the country against the allegedly excessive rates for the transportation of film, Theatre Owners of America disclosed last week that it had started five courses of action in an effort to obtain early relief.

These include (1) a letter to leading railroad presidents urging them to establish a baggage tariff on the movement of film; (2) discussions with bus line officials on joint action before the Interstate Commerce Commission to secure a modification of safety regulations which prohibit, in many sections, the transportation of film on passenger buses; (3) a petition to trucking companies asking for lower and uniform rates on film shipments over these carriers; (4) a request to the Postmaster General of the United States for special handling of film shipments via railroad post offices, and (5) a complete and exhaustive survey of the entire rate structure with the possibility of intervening in the present anti-trust suit against certain restrictive conditions in the Railway Express agreements.

Meanwhile, Gael Sullivan, executive director, TOA, who has been negotiating with L. O. Head, president, Railway Express Agency, since last June for a reduction in the present express charges on film shipments, reports that the responses have been conciliatory.

"Happy" Given Tour Help

HOLLYWOOD—Joan Fontaine, co-starred with James Stewart in "You Gotta Stay Happy," the Rampart Productions' comedy being released by Universal-International, will sponsor a 10-city flying tour of "Mrs. America" and her husband for advance promotion of the film, it was revealed last week. Mrs. Ray Strohmeir, Philadelphia, who was chosen last month, expressed her desire to fly while appearing on the Mutual Broadcasting System network program, "Movie Matinee," heard over 400 stations, and arrangements were quickly made for her and her husband to tour in an Aeronca plane starting in Cincinnati on Oct. 25.

Mrs. Strohmeir and her husband, each a licensed pilot, will visit 10 key cities to do advance promotion for "You Gotta Stay Happy."

Sebe Goodlett Mourned

DENVER—Sebe Goodlett, 53, National Screen Service salesman, died last fortnight at his Denver home after about a month's illness, coupled with a nervous breakdown brought on after he had smashed a finger in a car door. Goodlett had been with NSS for 18 years, six of which he spent traveling the entire U. S., settling in Denver 12 years ago, from where he covered a territory that reached from Canada to Mexico.

For two years, 1945 and 1946, Goodlett was named the outstanding NSS salesman, and in 1944 was rated third. He is survived by his mother, Mrs. Alice Goodlett.

Funeral services were in Denver, with burial at Georgetown, Tex., where he was born, and where, 30 years ago, he was an exhibitor.

Kelly Pessimistic Over Foreign Scene

NEW YORK—Arthur W. Kelly, executive vice-president, United Artists, reported last week upon foreign conditions upon his return from a seven-week trip to England, France, Switzerland, Italy, Belgium, Holland, Denmark, and Sweden.

Kelly claimed that J. Arthur Rank had taken steps to discourage American production in England, despite the fact that films made in that country by U. S. interests would help British exhibitors to fulfill the 45 per cent quota requirements. He said Rank, who controls the Odeon and Gaumont circuits and several studios, had notified UA that he would consider only the most important of such pictures, and would adopt a hands-off policy on all others.

Said Kelly: "Rank has decided to do the British quota production job himself," adding that the quota in England has resulted in a lower turnover for every U. S. company.

The UA vice-president was pessimistic over continuing declines in dollars from abroad. He said the recent agreement with France, expected to free \$11,000,000 during the next four years, was imperilled by the floundering economy of that country. Kelly further divulged that pictures which UA producers are now selling independently in France are being marked against UA's quota of 11 pictures for shipment there annually. If this continues, he said, UA will be completely eliminated in France. Such deals by individual producers should be charged to the independents' separate quota, he said.

As to Holland, Kelly said that UA expects to draw about 50 per cent of its profits there in dollars as a result of a straight distribution deal for five years made with that country's Fritz L. D. Strenghold.

Pioneer Telefilms Bows

NEW YORK—Ralph Cohn announced last week the formation of a new television producing firm, Pioneer Telefilms, Inc. The company operates under the same ownership and board of directors as the recently announced Telespots, Inc., but will render a different type of service. Pioneer will concentrate primarily on the production of full-length live and film entertainment programs for television, while Telespots will devote itself exclusively to the field of television commercials.

To date, four basic programs have been prepared in a preliminary package form designed by Pioneer to fit into this new approach. They are being made available to agencies and sponsors for consideration and further development, after which they will be completed as joint projects with the agencies.

"Baby" Premieres In S. F.

NEW YORK—The world premiere of "When My Baby Smiles At Me" at the Fox, San Francisco, on Nov. 3 is the third to be staged by 20th Century-Fox during the "Spyros P. Skouras 35th Anniversary Celebration," Charles Schlaifer, director of advertising and publicity, announced last week.

Zionist Leaders Disclaim Boycott

NEW YORK—The Motion Picture Association of America last fortnight revealed through Eric Johnston, president, correspondence between N. J. Blumberg, president, Universal-International, and Dr. Abba Hillel Silver, chairman, American Zionist Emergency Council, in which the latter stated that the official Zionist organization in America does not sponsor a boycott in the U. S. nor does it approve or support the boycott of British films sponsored by a group in the U. S.

D. A. O'Malley Passes

NEW YORK—David A. O'Malley, director of advertising and publicity for Columbia Pictures International Corporation, died on Oct. 16 in St. Clare's Hospital, New York City, after a short illness. He is survived by his wife, Pauline Killen O'Malley, and a brother, Thomas O'Malley.

A veteran of the industry, O'Malley originally started with the CBC Film Sales Corporation, and, since 1934, had been associated with Columbia. He was a member of AMPA, serving as treasurer of the organization in 1942, and as vice-president in 1945. Funeral services were conducted from the Gilhooly Funeral Home, Norwood, Mass.

New Chicago Suit Filed

CHICAGO—Another anti-trust suit was filed last fortnight when the Tiffin Building Corporation asked \$840,000 damages in an action in federal court. The company held the Tee Amusement Company lease on the Tiffin from January, 1941, to May, 1945, and claims that inability to secure films on a percentage lease caused the loss. The eight majors and Balaban and Katz are named as defendants. Attorney for the plaintiff is Seymour Simon.

U Declares On Preferred

NEW YORK—The board of directors of Universal Pictures Company, Inc., last week declared a dividend of \$1.0625 per share on the 4¼ per cent cumulative preferred stock, payable on Dec. 1, 1948, to stockholders of record on Nov. 15.

Eagle Lion Offers New Type Drive

NEW YORK—Eagle Lion will hold an 18-week "Mystery Drive," starting on Dec. 3, 1948, William J. Heineman, vice-president in charge of distribution, announced last week. Its title, "Mystery Drive," stems from the company's decision to keep secret for the time being the identity of the person to be honored during the 18-week period.

"Just as 'Stop the Music,' 'Mystery Voice,' and 'Mr. and Mrs. Hush' are tops in radio popularity, so will our 'Mystery Drive' be the most unusual and most talked-about drive ever staged by a film company," Heineman said.

Milton E. Cohen, eastern division manager, is captain of the "Mystery Drive."

Colosseum Approves Pact With Distribs

CHICAGO—Complete details of the two-year agreement signed between the Colosseum Of Motion Picture Salesmen and various film companies were revealed last fortnight when the Colosseum approved the negotiations' results. The contract went into effect on Oct. 17.

The deal gives salesmen \$10 weekly raises, retroactive to July 21, one-week vacations with pay for salesmen with six months to one year of service, two weeks for those with over one year of service, seven-and-one-half cents a mile for auto use to country salesmen, and three-and-one-half cents a mile to city salesmen. In cases where salesmen are now getting more, it will not be reduced. Eight dollars per day will be given for hotel and meal allowances, retroactive to Sept. 19. The deal calls for maintenance of membership shop, if Colosseum members agree to such a shop at coming NLRB elections. The agreement, as far as salaries are concerned, can be opened up in one year, and there is also machinery for any grievances.

Representing distributors were Pat Scollard, Paramount; Joseph McMahon, Republic; Harry Buckley, UA; and Charles O'Brien, Loew's, with Burton Zorn as attorney. For the Colosseum, chairman Mel Keller, Warners, Portland; Frank Flaherty, Columbia, Chicago, and N. M. Provenchure, UA, Milwaukee, executive secretary, handled matters, with David Beznor, Milwaukee, as attorney.

The election of Colosseum officers found the following chosen: Keller president; Pat Halloran, Warners, Minneapolis, and Harry Time, Columbia, Pittsburgh, vice-presidents; Provenchure, secretary, and C. Winn, MGM, Atlanta, treasurer.

The weekend meeting was saddened by the sudden death of Frank Sallee, Atlanta, RKO, who suffered a heart attack.

Estimates were that the retroactive pay would run as high as \$150,000.

Bill Warner is the western regional vice-president; Milton Simon, midwest regional vice-president; Tom McKean, southern regional vice-president, and Charles Dortic, eastern regional vice-president.

Membership of the organization is now 965. Negotiations with Film Classics and SRO are continuing, it was reported.

Mrs. Schlaifer Mourned

OMAHA—Mrs. Ziril Schlaifer, mother of Charles Schlaifer, director of advertising and publicity, 20th Century-Fox, passed away on Oct. 19.

The widow of pioneer Omahan A. Schlaifer, Mrs. Schlaifer is survived by four other sons: Israel, Detroit; Leo, Sioux City, Ia.; Nathan, Las Vegas, Nev., and Morrie, Omaha.

ASCAP, Berger Submit Findings

MINNEAPOLIS—ASCAP last week submitted a 66-point proposal of findings and conclusions of law to Federal Judge Gunnar Nordbye, with Louis Schwartz, attorney for Ben Berger, one of the defendants, taking issue on practically every point in a special memo.

Judge Nordbye was expected to sign one or the other.



ways to
help
exhibitors





GREAT BOXOFFICE FILMS....

to help exhibitors
at the boxoffice!...

WATCH EAGLE LION • WATCH EAGLE LION

"HOLLOW TRIUMPH"

PAUL HENREID and JOAN BENNETT co-star in this shocking, suspenseful story of a supreme scoundrel, based on Murray Forbes' sensational best-selling novel. One of the great audience attractions of this or any other year!

WATCH EAGLE LION • WATCH EAGLE LION

"THE RED SHOES"

COLOR BY **TECHNICOLOR**

LIFE Magazine rates this enchanting and deeply thrilling picture so highly that it has already devoted a full-color picture insert to scenes from the film—and dozens of other tremendously important national magazine and syndicated features are now being set!

WATCH EAGLE LION • WATCH EAGLE LION

"MIRANDA"

A really great comedy-romance of the whacky complications that develop when an innocent husband comes home with a beautiful mermaid! In the same class as "It Happened One Night" and "The More the Merrier" as one of the most zany comedies the screen has ever presented!

WATCH EAGLE LION • WATCH EAGLE LION

"RED STALLION IN THE ROCKIES"

IN GLOWING **CINECOLOR**

All the smashing entertainment value which made "Red Stallion" one of the top box-office grossers of last year—PLUS—added production values and top-popularity star names!

WATCH EAGLE LION • WATCH EAGLE LION

"THE WORLD AND LITTLE WILLIE"

JUNE LOCKHART, fresh from her prize-winning performance on Broadway, is co-starred with ROBERT YOUNG in this great human story—tender and with universal appeal—of a beautiful schoolma'am, a crusading newspaperman and a precocious schoolboy. Will be produced as a top-budget special.

WATCH EAGLE LION • WATCH EAGLE LION

"MICKEY"

IN GLOWING **CINECOLOR**

Gay and loveable, light-hearted and completely adorable—"Mickey" is America's New Sweetheart! Everyone who ever dated for a high school prom will thrill to this tender story of a 'teen-age tomboy and her first romance! Introducing lovely LOIS BUTLER, sensational singing discovery!

WATCH EAGLE LION • WATCH EAGLE LION

Walter Wanger's "TULSA"

COLOR BY **TECHNICOLOR**

Roaring saga of a wide-open boomtown produced with all the lavish sweep and color of Wanger's "Tap Roots" and "Canyon Age." SUSAN HAYWARD, ROBERT PRESTON and PEDRO ARMENDARIZ are starred!

WATCH EAGLE LION • WATCH EAGLE LION

"THE BIG CAT"

COLOR BY **TECHNICOLOR**

PEGGY ANN GARNER, LON McCALLIS, PRESTON FOSTER and SKIP HOMEIER head the cast of this great human story of a slum-coward who finds his re-birth in the dangers and terrors of the wild outdoors!

WATCH EAGLE LION • WATCH EAGLE LION

Walter Wanger's "REIGN OF TERROR"

ROBERT CUMMINGS and ARLENE DAHL will star in this tremendous swashbuckling romantic adventure in the great box-office tradition of "The Scarlet Pimpernel" and "A Tale of Two Cities"!

WATCH EAGLE LION • WATCH EAGLE LION

Bryan Foy's "THESE WERE MY ORDERS"

First film story of the methods employed by Army Counter Intelligence to guard and transport the Atom Bomb, told by former Intelligence Agent Norbert Gagen and filmed at Oak Ridge, Tenn., home of the Atomic Energy Commission's nuclear fission project!

EAGLE LION IS YOUR CONTINUING S

LET'S LIVE A LITTLE

JOE LAMARR and ROBERT CUMMINGS co-
starred in a fast-paced comedy-romance des-
igned to take its place among the "blue-chip"
group of top-grossing films in the tradition of
"My Man Godfrey" and "The Awful Truth"!
Joanna Sten and Robert Shayne head the fea-
ture cast. A United California Picture.

WATCH EAGLE LION • WATCH EAGLE LION

HE WALKED BY NIGHT

Another great Eagle Lion exploitation special
based on one of the most baffling cases in Los
Angeles police history, the "now-it-can-be-
believed" story of the capture of murderer and
pistol-killer David Morgan. RICHARD BASEHART
and SCOTT BRADY head the outstanding cast.

WATCH EAGLE LION • WATCH EAGLE LION

SCOTT OF THE ANTARCTIC

COLOR BY **TECHNICOLOR**

Thrilling adventure bringing to the screen
the smashing courage of the tough daredevils
who battled glaciers at the bottom of the
world! Shot on location at the South Pole,
starring JOHN MILLS, hero of "Great Expec-
tations."

WATCH EAGLE LION • WATCH EAGLE LION

TWELVE AGAINST THE UNDERWORLD

The true-life thriller of the courageous group
of pastors who banded together to bring law
and order to Steubenville, Ohio. ROBERT
COUNTESS will be starred in this great story of
the battle against corruption and lawlessness.

PRICE OF FINE BOXOFFICE PRODUCTIONS

"CANON CITY"

Raw . . . naked . . . terrifyingly true . . . the
headline story of the twelve desperate killers
who broke out of Colorado State Penitentiary
in Canon City, Col., on the night of December
30, 1947, to terrorize the entire countryside!
Shot on actual location!

WATCH EAGLE LION • WATCH EAGLE LION

"THE OLYMPIC GAMES OF 1948"

COLOR BY **TECHNICOLOR**

The exclusive full-feature-length record of the
greatest sports event the world has ever seen!
Presenting the 1948 Olympic Games, with spe-
cial emphasis on American victories. The thrill-
filled "on-the-spot" commentary is by TED
HUSING and BILL STERN.

WATCH EAGLE LION • WATCH EAGLE LION

Walter Wanger's "THE BLANK WALL"

Walter Wanger's proved box-office know-how;
brilliant, fast-paced direction which Anthony
Mann demonstrated in "T-Men" and "Raw
Deal"; star value of lovely JOAN BENNETT,
and the unforgettable story, based on Eliza-
beth Sanxay Holding's greatest novel — and
you've got a picture which is tops!

WATCH EAGLE LION • WATCH EAGLE LION

"ALICE IN WONDERLAND"

IN **ANSCO COLOR!**
(The Great, New 3-color Process!)

The first motion picture ever to combine live
action and animated puppets in color! "Alice
In Wonderland," one of the world's best-loved
stories becomes a film which captures all the
charm and wonder of Lewis Carroll's immortal
classic! Will be pre-sold by one of the most
intensive nationwide campaigns ever put be-
hind any film.

WATCH EAGLE LION • WATCH EAGLE LION

"NORTHWEST STAMPEDE"

IN GLOWING **CINECOLOR**

Large-scale outdoors romance filmed in full
Cinecolor in the majestic Canadian Rockies.
The first motion picture to bring to the screen
the thrills of the world-famed Calgary Stam-
pede! The cast is headed by lovely JOAN
LESLIE, JAMES CRAIG and JACK OAKIE.

WATCH EAGLE LION • WATCH EAGLE LION

"THE SPIRITUALIST"

TURHAN BEY, LYNN BARI, CATHY O'DONNELL
and RICHARD CARLSON head the fine cast of
this great romantic drama of phoney spiritual-
ists who prey on their gullible dupes! Timely
and thrilling exploitation hit!

WATCH EAGLE LION • WATCH EAGLE LION

"BORDER PATROL"

The producer, director and writer of "T-Men"
again join forces to make "Border Patrol," in
the same great box-office tradition! The film
will be a tremendous screen tribute to the
Treasury Department operatives who guard
our border against international slavers!

WATCH EAGLE LION • WATCH EAGLE LION

THESE **21**
GREAT FILMS
ARE SET TO GO....

Experienced showmen know that the
balance of the Eagle Lion program
will measure up to them in every
boxoffice essential!

**BUILD BOXOFFICE
WITH EAGLE LION!....**

WATCH EAGLE LION • WATCH EAGLE LION

STRAIGHT TALK

From **EAGLE LION**

Here are the Facts:

- 1** Eagle Lion is in business for only one reason—to deliver films which will make profits for exhibitors and producer-distributor alike.
- 2** We know that we are partners of every exhibitor in the truest sense of the word. We know that we can make profits only if our pictures make profits for the exhibitors who play them.
- 3** Every move made by Eagle Lion—whether in production or the preparation of “hand-tailored” promotion and point-of-sale selling designed to bring in every possible dollar at the boxoffice—is planned as another step in our campaign to make Eagle Lion the industry’s outstanding source of supply of fine boxoffice product.
- 4** The record proves that our program is right . . . just look back over the list of great boxoffice properties and great selling campaigns we’ve delivered up to now—the Cinecolor smash, “Red Stallion”; “T-Men,” based on a composite of actual Treasury Department cases, starring Dennis O’Keefe; the six-star-studded “Ruthless”; “Northwest Stampede,” Cinecolor outdoors romance starring James Craig and Joan Leslie; the Abbott and Costello comedy hit, “The Noose Hangs High”; “Canon City,” factual drama filmed at the Colorado State Penitentiary, scene of the country’s most thrill-packed jailbreak; “Mickey,” the Cinecolor heart-warmer which made a star of young singer Lois Butler; and “Hollow Triumph,” Paul Henreid-Joan Bennett co-starring dramatic romance.
- 5** We’ve got the production know-how to make fine boxoffice pictures . . . we’ve got the sales know-how that brings patrons into your theatre . . . and with that combination, you always have the assurance that **EAGLE LION FILMS ARE DESIGNED TO DO BUSINESS . . . MORE BUSINESS . . . RECORD BUSINESS!**

W. J. Hennehan

BOXOFFICE PRODUCT...

... that's what exhibitors **WANT**
... that's what exhibitors **NEED**
... that's what exhibitors **GET**

EAGLE LION!



THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

PARAMOUNT

"The Paleface"—Depends on the Hope draw.

"Disaster"—For the lower half.

RKO

"Joan Of Arc"—Topnotch.

Memphis Houses In Dispute

MEMPHIS—For the second time in the past few weeks, the DeSoto closed. The theatre, operated by Mr. and Mrs. W. L. Sawner, became involved with the projectionists' union when Sawner, a railway clerk, said he was refused membership in the union, and continued to operate the projector while his wife manned the ticket office. The theatre was picketed.

John T. Lester, owner, Park, also in a union controversy, due to his son serving as projectionist, filed charges against the union with the National Labor Relations Board. Lester accuses the union of "restraining or coercing or attempting to restrain" his son, J. R. Lester, employed as operator, "in exercise of his rights as guaranteed by section 7 of the National Labor Relations Act." Section 7 is embodied in the amendments known as the Taft-Hartley Bill.

Newell Fowler, attorney for Lester, said the union refused to admit Lester's son to membership, and said that now it wanted him to fire his son, and employ a union man. The son, it is claimed by the father, has had eight years experience.

Kans.-Mo. Readies Board

KANSAS CITY—At the first board meeting of the new officers and directors of Kansas-Missouri Theatre Association last fortnight, the first business acted upon was the setting up of a committee to receive complaints and assist in solving differences between distributors and exhibitors in the area.

Frank Plumlee, one of the new directors, announced his resignation. Plumlee is joining Tom Edwards as a partner in the Edwards-Harris Circuit, having resigned as district manager of Theatre Enterprises after 13 years.

RCA Holds Coast Meeting

CAMDEN, N. J.—A three-day sales meeting for all west coast distributors of RCA sound products was held in the RCA regional offices in Hollywood this week. Harry V. Somerville is manager, Sound and Visual Products Section, RCA Engineering Products Department.

R. A. Von DeLinde, field sales manager, Sound and Visual Products Section, was in charge of the sessions.

ASCAP Memorandum Filed

NEW YORK—Counsel for ASCAP argued in a memorandum brief filed last fortnight that since an injunction restraining ASCAP from demanding royalty payments for performing rights from the plaintiff-exhibitors is sufficient, there is no justification for divestiture. An amending of the finding and conclusions set forth by Federal Judge Vincent Leibel was sought.

Hays To Advise On French Monies

NEW YORK—Top executives of eight major film companies revealed last week that at the suggestion of Eric Johnston they have agreed to be governed by the advice of Will H. Hays with respect to a dispute between the companies involving \$1,572,138.79, which is part of the sum France has agreed to pay the American film industry under the recently negotiated U. S.-French Film Pact.

The issue between the eight companies arises from an alleged agreement in New York on their part to use gross billings in France during the period ending on June 30, 1947 as the basis for the division of dollar remittances and the insistence of the French Government that payments be made to the companies in proportion to cash on hand as of June 30, 1947.

D. Of J. Reveals Divestiture List

BUFFALO—A complete list of houses which the Department of Justice wants the Schine Chain Theatres, Inc., to dispose of was revealed as follows last fortnight:

NEW YORK—Amsterdam: Regent, Rialto, Strand, Orpheum. Auburn: Jefferson, Palace, Auburn. Bath: Babcock. Ballston Spa: Capitol. Buffalo: Granada, Riverside. Canadaigua: Playhouse, Lake. Carthage: Strand, State. Corning: Fox, State, Palace. Cortland: State, Temple, Cortland. Dolgeville: Strand. East Rochester: Rialto. Fairport: Fairport, Temple, Rialto. Geneva: Geneva, Regent, Temple. Glens Falls: Rialto, Empire. Gloversville: Glove, Hippodrome. Hamilton: State. Herkimer: Liberty, Richmond. Hudson Falls: Strand. Ilion: Capitol, Temple. Little Falls: Rialto, Hippodrome. Newark: Capitol, Crescent. Lockport: Rialto, Hi-Art, Palace. Malone: Malone, Plaza. Massena: Massena, Rialto, Strand. Norwich: Colonia. Ogdensburg: Strand, Pontiac. Oneonta: Oneonta, Palace, Strand. Oswego: Strand, Capitol, Oswego, Richardson, State. Penn Yan: Elmwood. Perry: Auditorium. Rochester: Dixie, Riviera, Cameo, Grand, State, Liberty, Lake, Madison, Monroe, West End. Salamanca: Andrews, Salamanca. Saranac Lake: Pontiac. Seneca Falls: Strand, Seneca. Syracuse: Empire, Palace. Tupper Lake: State. Watertown: Avon, Olympic, Palace. Whitehall: Capitol. Mechanicville: State. Granville: Ritz.

DELAWARE—Laurel: Waller, New Waller. Milford: Plaza.

OHIO—Ashland: Palace, Ohio, Opera House, Ashland. Athens: Athena, Court, Ohio. Bellefontaine: Holland, Strand, Opera House. Bucyrus: Bucyrus Southern, State. Delaware: Strand, Star. Fostoria: Civic, Roxy, State, Colonia. Kent: Kent, Opera House. Medina: Princess, Temple, Medina. Mt. Vernon: Vine, Lyric, Vernon, Memorial. Norwalk: Capitol, Forum, Moose, Norwalk. Piqua: Ohio, Piqua, Miami, Bijou. Shelby: Castamba. Ravenna: Ravenna, Ohio. Tiffin: Ritz, Grand, Tiffin. Van Wert: Van Wert, Strand. Wooster: Opera House, Wayne.

P E O P L E

NEW YORK—Morton A. Spring, first vice-president, Loew's International Corporation, announced last week that his assistant, Charles Goldsmith, who is also coordinator of MGM film activities in the British Empire, will leave shortly for London, where, for six months, he will act as special assistant to Samuel Eckman, Jr., C.B.E., chairman of the board and managing director, MGM, Ltd., of Great Britain. During Goldsmith's absence, his Home Office duties will be assumed by Seymour Mayer.

NEW YORK—Jack Glenn, executive director, The March of Time, was elected chairman of the board of directors of the National Television Film Council at the first meeting of the board last fortnight. Attending the meeting, headed by Melvin L. Gold, Council president, were, in addition to Gold, Burt Balaban, vice-president, and Robert H. Wormhoudt, secretary. Among the directors were: Gus Ober, Irwin Shane, Rosalind Kossoff, Myron Mills, Irving Leos, and Glenn.

CHICAGO—New general manager of theatre operations for Essaness Circuit is Ralph Smitha, formerly head film booker, it was announced last week by Eddie Silverman. New treasurer is Clarence Smith, with Harold Gerry as secretary. Norman Kassell handles advertising, with Emil Stern as an advisor in operations.

CAMDEN, N. J.—Ralph A. Teare, assistant manager, Research and Development Section, RCA's Engineering Products Department, since 1944, has been appointed manager, company's Film Recording Group, it was announced last week by Barton Kreuzer, manager, RCA theatre and film recording activities.

BOSTON—Frank J. Wolf, office manager at National Screen Service for 15 years, was last week named to a similar post in the E. M. Loew Circuit.

CHICAGO—Harry Goldman was last fortnight named branch manager for Eagle Lion, succeeding Clarence Philips.

MARYLAND—Cambridge: Arcade, State, Grand. Easton: New Easton, Avalon, Music Hall. Federalsburg: Federal. Hurlock: Hurlock. St. Michael's: Marada. Salisbury: Arcade, Wicomico, Ritz. Cumberland: Strand.

KENTUCKY—Corbin: Kentucky, Hippodrome, Viv. Harlan: Margie Grand. Lexington: Ben Ali, Kentucky, State, Strand, Opera House, Ada Meade. Maysville: Russell, Washington, Hollywood. Paris: Bourbon, Paris. Richmond: Madison, State. Pikeville: Liberty. Middlesboro: Manring, Brownie.

VIRGINIA—Appalachian: State.

The judgment also provided that the pooling arrangement at Fostoria and Medina, O., be dissolved.

RKO, UA Deal In Air

NEW YORK—Deal whereby RKO would take over three features made by Howard Hughes for UA release had still been unsigned as of last week, according to word given to the UA board by President Grad Sears.

SCREEN GUILD PRODUCTIONS

48

announce
Smash Box-Office Attractions
FOR THEIR 1948-49 PROGRAM

A Showman's Special... Geared for
Big-Time Box-Office Returns!

"HARPOON"

Actually Filmed
in the Arctic Wilds!

with the
new sensational
star discovery
**JOHN
BROMFIELD**

and
Alyce Louis
A Danches Bros.
Production
Produced and Directed
by Ewing Scott



Now in Release

The Big Box-Office and Entertainment Sensation!

The MOZART STORY

The exciting life... loves
and music of the World's
Greatest Composer, told
with GREAT SPECTACLE
... GREAT MUSIC!



A
Patrician Pictures
Presentation

Now in Release

Biggest Navy Picture in Years!
An Exploitation Natural

Suspenseful drama of 13
doomed men in a sunken
sub... and their women
who waited!

SOS SUBMARINE

Now in Release



6 LASH LA RUE FUZZY ST. JOHN Westerns

LASH LA RUE SPECIAL No. 1
"SON OF BILLY THE KID"

LASH LA RUE SPECIAL No. 2
"SON OF A GUNMAN"

"DEADMAN'S GOLD" • "MARK OF THE LASH"
"FRONTIER REVENGE" • "OUTLAW COUNTRY"

Western Adventure Productions • Produced by Ron Ormond • Directed by Roy Taylor

3 BELL RINGERS AT THE BOX-OFFICE!

"THE PRAIRIE"

James Fenimore Cooper's
Great American Classic!
**LENORE AUBERT
ALAN BAXTER**



"THERE IS NO ESCAPE"



The true story of Stanley Thurston
... master criminal ... jail breaker!

"POLICE FORCE"



20,000 men in blue... in a
high tension drama pulsing
with suspense and intrigue.

LIPPERT PRODUCTIONS present 16 NEW ACTION ADVENTURES!



**A BIG ACTION-PACKED
OUTDOOR SPECTACLE!**

"LAST of the WILD HORSES"

In Glowing SEPIATONE!

with a BIG cast including
James Ellison • Jane Frazee • Mary Beth Hughes

Produced by Carl K. Hittleman • Directed by Robert L. Lippert

per Release

An Exploitation Natural with the Magic
Boxoffice Name of
Jesse James!

"I Shot Jesse James"

Based on a
story read by millions
in American Weekly



In Preparation

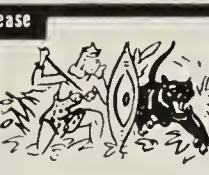


"THE RETURN of WILDFIRE"

in SEPIA-TONE

Richard Arlen
Patricia Morison
Mary Beth Hughes

Now In Release



"JUNGLE GODDESS"

George Reeves
Ralph Byrd
Wanda McKay
Armida



"THUNDER IN THE PINES"

in SEPIA-TONE

George Reeves
Ralph Byrd
Greg McClure
Lyle Talbot

December Release



"SHEP COMES HOME"

Robert Lowery
Billy Kimbley
"Flame the Dog"
Marga Dean

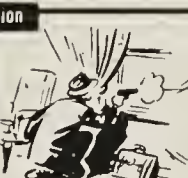
November Release



"GRINGO"

The bandit cry that
started a wave of
thrills and action!

In Preparation



THE BLACKMAILERS

A fast-paced
headline story
timely... terrific!



"GRAND CANYON"

in SEPIA-TONE

Exciting action
set in one of
the seven wonders
of the world!



"SKY LINER"

Mystery... murder
suspense...
above the clouds!



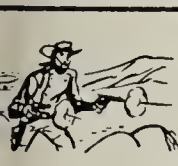
"OOMO"

Based on the thrilling South Sea
story by Herman Melville,
author of "Moby Dick"!



"EMERGENCY WARD"

Men and women
in white...
Exciting, Tense
Melodrama!



"RIMFIRE"

in SEPIA-TONE

Filmed
to the roar
of six-guns!



"POLICE WOMAN"

A one-woman
police force
challenges the
underworld!



"ROLLING WHEELS"

Hijackers...
murder and
suspense!



JAMES OLIVER CURWOOD'S
"TRAIL'S END" *in SEPIA-TONE*

The Northwest
Mounties gun
for new thrills!



12 Hopalong Cassidy

RE-RELEASES

starring
BILL BOYD



6 PROVEN PICTURES for re-release!

SHIRLEY TEMPLE • "MISS ANNIE ROONEY"

Joan Fontaine • Louis Hayward • "The DUKE OF WEST POINT"

Barbara STANWYCK Robert YOUNG • "RUNAWAY DAUGHTER"

Adolphe Menjou • Dolores Costello • "KING OF THE TURF"

JIMMY DURANTE • "THAT'S MY BOY"

JOE E. BROWN • "FLIRTING WITH FATE"

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

"The Truman Story." Ann Arbor, Mich.: Michigan vs. Northwestern.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 84) New York City: Pennsylvania vs. Columbia.

NEWS OF THE DAY (Vol. XX, No. 214) New York City: Pennsylvania vs. Columbia.

PARAMOUNT NEWS (No. 17) New York City: Pennsylvania vs. Columbia.

UNIVERSAL NEWSREEL (Vol. 21, No. 188) New York City: Pennsylvania vs. Columbia.

WARNER PATHE NEWS (Vol. 20, No. 19) Germany: General Clay visits the Ruhr.

TELENEWS DIGEST (Vol. II, No. 42) A report on The Marshall Plan. Kentucky: Snake cultists. New York: Red indictments protested. Washington: Ickes announces support of Truman. Virginia: Jet power comes to the bicycle. Virginia: Community dog trading. New York: Henny Youngman at the Antique Show. New York: Conscientious objector jailed for failure to register for draft. Sweden: Ingrid Bergman at home. Finland: Paavo Nurmi displays his world record track style. Football: TCU beats Texas Aggies; 49'ers down Yanks.

ALL AMERICAN NEWS (Vol. 7, No. 313) St. Louis: Church on wheels. Louisville, Ky.: High school paper awarded international honors. Okmulgee, Okla.: 4H Club students display skill at livestock show. Chicago: Wilberforce vs. Tuskegee.

IN ALL FIVE:

"The Dewey Story."

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 83) New York: Eisenhower installed at Columbia.

NEWS OF THE DAY (Vol. XX, No. 213) New York: Eisenhower installed at Columbia. Danbury, Conn.: Water sports. Berkeley, Cal.: California vs. Wisconsin.

PARAMOUNT NEWS (No. 16) St. Louis, Mo.: Ram-jet helicopter. Danbury, Conn.: Water sports.

UNIVERSAL NEWSREEL (Vol. 21, No. 187) New York: Eisenhower installed at Columbia. St. Louis, Mo.: Ram-jet helicopter.

WARNER PATHE NEWS (Vol. 20, No. 18) New York: Eisenhower installed at Columbia. Baltimore, Md.: Pro football.

NATIONAL BOARD OF REVIEW

Oct. 6, 1948

SELECTED FEATURES: "Johnny Belinda" (WB); "Kiss The Blood Off My Hands" (U-I).

Leslie Review Refused

WASHINGTON—The U. S. Supreme Court last week refused to review the contract argument between Joan Leslie and Warners, turning it back to the California court. The state court had upheld WB in the tiff.

It's A Boy

NEW YORK—J. Robert Harris, son of Realart's board chairman, Joseph Harris, became the father of a son, John William, last fortnight. The baby was born on Oct. 15 at Lying in Hospital.

New Orleans Plans Discussed By Allied

WASHINGTON—Details of the forthcoming National Allied convention in New Orleans highlighted the meeting of the Allied States Association's executive committee last fortnight.

Present were president W. L. Ainsworth, Ben Berger, H. A. Cole, M. A. Rosenberg, Martin G. Smith, Nathan Yamins, and Abram F. Myers, ex-officio, with Jack Kirsch and Sidney Samuelson absent.

On hand by special invitation were Abe Berenson, chairman, convention general committee, and Maurice J. Artigues, reservations committee chairman. The body approved the general program, and also discussed the need for better industry public relations. A plan submitted by J. P. Finneran, Indiana exhibitor, was under scrutiny, with a further report due at the New Orleans meeting.

More Industryites Join PP

NEW YORK—Eighteen applications for membership have been approved by the executive committee of the Motion Picture Pioneers, and a number of others are awaiting action, it was announced last week by Jack Cohn, president of the Pioneers and executive vice-president, Columbia.

The approved applicants, plus those who will be approved later by the executive committee, will be inducted into membership at induction ceremonies staged by Leon Leonidoff, senior producer, Radio City Music Hall, at the Pioneers' ninth annual dinner in the Waldorf-Astoria Hotel on Nov. 17.

Cohn stated that applications received by the committee after Nov. 11 cannot be considered by the committee. Applications, he said, may be obtained from Hal Hode, treasurer of the Pioneers, at Columbia. Any person who has been in the motion picture industry for 25 years is eligible for membership.

The 18 approved applicants are: Louis Davidoff, Warner Theatres, Philadelphia; Max A. Goldbaum, exhibitor, New York City; Paul J. Greenhalgh, Jay Emanuel Publications, Philadelphia; Monroe W. Greenthal, Monroe Greenthal Company, New York City; Milas L. Hurley, exhibitor, Tucumcari, N. M.; David Kerman, Astor Film Exchange, New York City; Irving Mack, Filmack Corporation, Chicago; Irwin Margulies, attorney and exhibitor, New York City; Sidney Meyer, Wometco Theatres, Miami; David E. Milgram, Affiliated Theatres, Philadelphia; Georgie Price, New York City; Ed Rosenbaum, promotion-exploitation, Philadelphia; Henry G. Segal, Eagle Lion, Boston; John M. "Sonny" Shepherd, Miami, Miami; J. Ellis Shipman, Warner Theatres, Philadelphia; David Snaper, exhibitor, New York City; Terry Turner, RKO Radio, New York City, and Lester H. Wurtele, Columbia, Philadelphia.

Jackson Park Hearing Set

CHICAGO—Hearing of the Jackson Park's \$300,000 damage action against various distributors was set for Nov. 9 by Federal Judge Michael Igoe last week.

Motions Denied, Granted In Tex. Suits

WILMINGTON, DEL.—U. S. District Judge Richard S. Rodney last week handed down an opinion denying motions to strike from an anti-trust complaint allegations which he held "provide background material for a better understanding of the complaint," but granted motions to strike out charges of violation of decrees in other courts. The opinion was filed in two anti-trust suits, both against Interstate Circuit, Inc., Texas Consolidated Theatres, Inc., Paramount, RKO, Warners, 20th Century-Fox, Columbia, United Artists, and Universal, one suit by Tivoli Realty, Inc., operator, Delman, Dallas, the other by I. B. Adelman, owner-operator, Delman, Houston, Tex., and president and principal stockholder of Tivoli.

Judge Rodney ordered stricken as prejudicial allegations that the defendants violated a June 9, 1938 decree of the U. S. District Court in Dallas, and the 1947 decree of the U. S. District Court for the Southern District of New York. However, Judge Rodney denied a motion to strike from the Tivoli complaint a paragraph alleging merely the entry of the 1938 decree. This, he held, was not prejudicial.

Judge Rodney denied motions to strike from the complaints allegations of injuries to the public and to other unnamed exhibitors, but granted motions to strike prayers for relief on behalf of the unnamed exhibitors.

Motions to strike with reference to proceedings in 1934 before the NRA Code Authority were denied by Judge Rodney, who held that they furnish "background and historical data" which may be helpful to the court.

Judge Rodney also denied motions to strike allegations that defendants tried to drive plaintiff out of business prior to the period for which damages are claimed, as further "background" information.

Judge Rodney also denied motions to strike from the complaint allegations of a conspiracy which Adelman claims compelled him to lease his Houston and Fort Worth theatres to Interstate for 10 years from 1936. These contentions, Judge Rodney held, raise a substantial question of law which he left undetermined.

So. Cal. Sets Concil. Group

LOS ANGELES—The Southern California Theatre Owners Association last fortnight named its own conciliation group, Paul Williams, George Bowser, Gus Metzger, B. J. Leavitt, Harry Vinnicoff, and Russell Rogers, with Dick Dickson, Sidney Wieder, Cecil Vinnicoff, Arnold Shaak, and Bill Srere as alternates.

The plan calls for any type of conciliation between exhibitor and distributor or between exhibitor and exhibitor.

"Kiss" In Territorial Bow

NEW YORK—"Kiss The Blood Off My Hands," initial Harold Hecht-Norma Production, will be launched by Universal-International with an unusual series of territorial premieres starting on Oct. 30. Full page newspaper advertisements in the top key cities will herald the openings in 70 eastern situations during the week of Oct. 30.

JB

**IS
THIS YEAR'S
DRAMA
SENSATION!!**



JANE WYMAN • LEW AYRES

"JOHNNY BELINDA"

with **CHARLES BICKFORD** **AGNES MOOREHEAD**
STEPHEN McNALLY

directed by **JEAN NEGULESCO** • produced by **JERRY WALD**

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT • From the Stage
Play by ELMER HARRIS • Produced by HARRY WAGSTAFF GRIBBLE
Music by MAX STEINER

EVERY OPENING TREMENDOUS!

JB

**IS
THIS YEAR'S
COMEDY
SENSATION!!**



BETTE DAVIS **ROBERT MONTGOMERY**

"JUNE BRIDE"

with **FAY Bainter** **BETTY LYNN**
TOM TULLY

directed by **BRETAGNE WINDUST** **HENRY BLANKE**

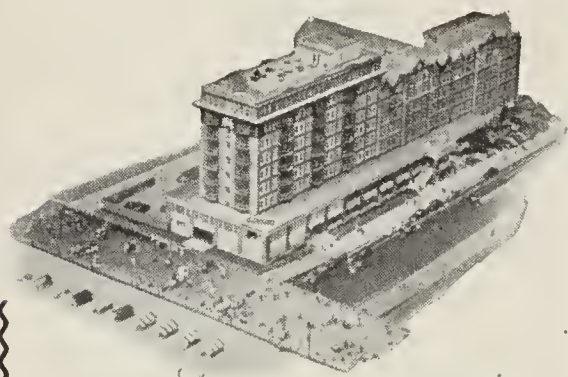
Based on a Play by EILEEN TIGHE and GRAEME LORIMER
Screen Play by RANALD MACDOUGALL

ALL THE PREVIEWERS RAVE! FIRST DATE FRIDAY **NEW YORK STRAND**

PRODUCTION

HOLLYWOOD—Jon Hall and Adele Jergens have the lead roles in Columbia's "The Mutineers." . . . Barney A. Sarecky, who handles the megaphone on Monogram's Johnny Mack Brown epics, has been picked to handle another western series, to star "Whip" Wilson. . . . At RKO, Audrey Totter goes into "The Set-Up." . . . Joe Yule, already in a number of "Jiggs And Maggie" films, is set next to go opposite Renie Riano into "Jiggs And Maggie At The Races" at Monogram. . . . Allied Artists has set producer Paul Short's own original story, "Born To Lose," as Audie Murphy's next.

JULIE LONDON has been signed to a long-term contract by Warners. . . . Walter Brennan has an important role in WB's "Task Force." . . . David O'Connor's next for U-I will be a farce "And Baby Makes Three." . . . Hume Cronyn goes into "Top O' The Morning," Paramount. . . . John Rawlins is set to direct Windsor Production's "The Harvester," to be released by Monogram. . . . Helena Carter goes into U-I's "Ma And Pa Kettle."



HOTEL STRAND

ATLANTIC CITY'S HOTEL of DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel.

Spacious Colorful Lounges — Sun Tan Decks atop — Open and inclosed Solaria — Salt Water Baths in rooms — Garage on premises. Courteous atmosphere throughout.

FAMOUS FIESTA LOUNGE

RENOWNED FOR FINE FOOD

Under Ownership Management

EXCLUSIVE PENNA. AVE. AND BOARDWALK

FOR SALE: AN OPEN-AIR THEATRE IN CITY OF 25,000 POPULATION, 250 CAR CAPACITY. SPACE FOR ADDITIONAL 82 CARS. EXCELLENT BUSINESS; REASONABLE.

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Atlanta, Georgia

→ **OUTDOOR REFRESHMENT CONCESSIONAIRES** from Coast to Coast over 1/4 Century

→ **Now Specializing in Refreshment Service for DRIVE-IN THEATRES**

→ **SPORTSERVICE, Inc.** JACOBS BROS. HURST BLDG. BUFFALO, N. Y.

Loew's Femme List Reaches 41 Total

NEW YORK—Sylvia Scharfman, who joined Loew's Theatres more than 10 years ago as cashier and for five years was an assistant manager, was last week appointed acting manager, Loew's Post Road, Bronx.

Miss Scharfman's promotion adds another feminine name to the growing list of women on the managerial staffs of the circuit. Other women piloting Loew's theatres include: Mrs. Bessie Dove, Criterion; Mrs. Dorothy Solomon, Kameo, Brooklyn; Miss Grace Niles, Plaza, Queens; Mrs. Louise Leonard, Sheridan, and Miss Mollie Stickles, Loew's Poli, Meriden, Conn. There are 35 women assistant managers on the circuit.

TELEVISION

NEW YORK—J. R. Poppele, president, Television Broadcasters Association, Inc., recently stated, in connection with the recent Federal Communications Commission order halting further TV grants pending a further study of existing television standards with relation to spacing of stations on co-channel and adjacent channel mileage: "The study of existing tele standards by the commission to determine the best manner of expanding a television service to the public undoubtedly will result in better, interference-free reception by the ever-growing television audience. The presently operating 37 television stations and the 86 new stations now under construction are in no way affected by the Commission's order." Poppele further stated that the public had been assured by Wayne Cody, FCC chairman, that it would continue to purchase television receivers with confidence in their usefulness for many, many years to come.

RADIO MANUFACTURERS ASSOCIATION reports that sales of TV equipment during the second quarter of 1948 aggregated \$3,277,307.

THE TELEVISION BOX-SCORE as of Oct. 4 showed 37 stations operating, 87 CP's granted, and 303 applications pending.

The Trade Screening Guide Is A Regular Feature Of This Publication.

TRADE SCREENINGS

20TH-FOX—"Jungle Patrol" (Kristine Miller, Arthur Franz) in all exchange centers except Philadelphia on Nov. 5; "Bungalow 13" (Tom Conway, Margaret Hamilton) in all exchange centers on Nov. 17.

"Youth Month" Prize Awarded

NEW YORK—Catherine M. Rickert, 15-year-old high school student of Guy's Mills, Pa., winner of a four-year scholarship at the University of Denver for her "Youth Month" essay "What Youth Means To The Future Of America," received her award last week at the studios of National Broadcasting Company. At the same time, she received a \$500 maintenance fund awarded by Atwater Kent.

Dean McCoy, University of Denver, flew east for the presentation ceremony, in which Gael Sullivan, executive director, Theatre Owners Of America, the organization which sponsored "Youth Month" at the request of Attorney General Tom C. Clark, and Ken R. Dyke, vice-president in charge of programs of NBC, over whose "Frank Merriwell" program the contest was conducted, participated.

N. E. Anti-Trust Action Up

BOSTON—An anti-trust action was filed last week by Joseph P. Wilson, former operator, Community, Brandon, Vt., against Samuel Kurson, Newell Kurson, Kenneth Kurson, and Millinocket Opera House, Inc., operating as Graphic Theatres.

The plaintiff claimed the defendants monopolized and conspired to monopolize interstate trade and commerce in films when he operated the Community in 1946, and that he was compelled to close the house due to his inability to get suitable product or first-run films from the majors.

The action is an aftermath of a suit brought by Wilson against the same defendants, the major companies, Republic, and Monogram in Vermont federal court.

New Brazilian Deal Set

NEW YORK—The Brazilian Central Price Control Committee has amended its regulations to provide that the average of film rentals shall not exceed 42 per cent of net boxoffice receipts of the year, according to a cablegram received last week from Gerald M. Mayer, managing director, International Division, Motion Picture Association of America.



OPENING TO BIG GROSSES!

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- BEAUTIFUL FLORAL DECORATION
- NEW EMBOSSED SHAPE
- PEARL-WHITE BACKGROUND
- 22 KT. GOLD EDGE

SEE AND BUY MINUET AT ANY OF OUR SHOWROOMS

Quality

PREMIUM DISTRIBUTORS
ALVIN GOODWIN, Sales Manager
Home Office 1309-11 Vine Street, Philadelphia
SHOW ROOMS IN PRINCIPAL CITIES

The Editor Speaks

IN A RECENT ARTICLE, Richard Thorpe, one of Metro's top meggers, had plenty to say about the exhibition division of this business. Calling his tome "Ask For The Manager," Thorpe gave a director's views on phases of theatre operation.



PAUL MANNING

He declared:
"There never was a time when it was more important for Hollywood to know what people do want to see in a movie. Conscientious theatre managers, our ultimate salesmen, constitute the greatest single mass of know-how, know-when, and know-why that any producer, director, or writer can tap. Fortunately, these gents are not reticent about passing on their opinions, observations, and convictions. Luckily, they are always ready to talk, and when they say anything about a picture of the past, present, or future, mark it down in your little black note book, for it is a traditional mouthful.

"They know their whereabouts and their whereof. They see pictures or are within earshot of the paying audience's reactions from eight to 14 hours each day of the week. No other set of business men study their product so assiduously or analyze it so carefully. Even if a house manager plays a turkey for only a few days, he winds up a wiser man. He knows not only that it was a bad picture, but, more vital to his mind, why it was a bad picture.

"The ideal preview audience for me would be a group of long-experienced, hard-bitten theatre managers who hadn't been wined or dined, but who were simply sitting in the projection room, smoking cigars which they themselves had paid for, and figuring in their cash-register minds what the picture could do for them. The preview comments from such an audience would surely be a liberal education for any wise producer or director who had the good sense to listen, and thus be well advised."

Paul Manning

Studio Survey appears every fourth Wednesday as a regular special feature department of THE EXHIBITOR, and is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 923 Alondale Avenue, Los Angeles 36, California. For all other information, address THE EXHIBITOR, published weekly by Joy Emanuel Publications, Inc. Publishing offices: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every United States film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 1, No. 12

October 27, 1948

STUDIO SURVEY

The Exhibitor Laurel Award Nominations

20TH CENTURY-FOX'S

"APARTMENT FOR PEGGY"

Starring

JEANNE CRAIN, WILLIAM HOLDEN, EDMUND GWENN

With

GENE LOCKHART, GRIFF BARNETT, RANDY STUART

Produced by William Perlberg. Directed by George Seaton.

Screenplay by George Seaton. Based on the story by Faith Baldwin.

UNIVERSAL-INTERNATIONAL'S

"LIVE TODAY FOR TOMORROW"

Starring

FREDERIC MARCH, FLORENCE ELDRIDGE, EDMOND O'BRIEN, GERALDINE BROOKS

With

STANLEY RIDGES

Produced by Jerry Bresler. Directed by Michael Gordon.

Screenplay by Michael Blankfort and Robert Thoeren.

Based on the novel by Ernst Lothar.

20TH CENTURY-FOX'S

"CRY OF THE CITY"

Starring

VICTOR MATURE, RICHARD CONTE

With

FRED CLARK, BETTY GARDE, BERRY KROEGER, TOMMY COOK, DEBRA PAGET, HOPE EMERSON

Produced by Sol. C. Siegel. Directed by Robert Siodmak.

Screenplay by Howard Murphy. Based on the novel by H. E. Helseth.



Having completed "Slightly French", her latest for Columbia, the langorous Dorothy Lamour suns herself on Honolulu's famed Waikiki Beach, Hawaii.

She's Come A Long Way

Dorothy Lamour Has Not Only Made The Sarong Famous, But She Has Progressed Far On The "Road" To Boxoffice Success

NOT SO LONG AGO, a national manufacturer of swank bathing suits held a fashion showing at the Town House, Los Angeles. Guest of honor was one person who has done plenty to make the female figure appreciated in the United States.

Even though she was not dressed in her traditional sarong, having left that behind on the dramatic trail some time ago, Dorothy Lamour was rightly considered the prime attraction at that particular function.

She can claim the unique "first" of having introduced millions of males to the tropical wraparound, as well as the enviable reputation of being the favorite booking of thousands of exhibitors across the nation and across the world.

HOW POPULAR she made the tropical isles that never really existed off-screen was best illustrated by that contingent of marines who landed on a lonely beach somewhere in the Pacific. The fact that there didn't seem to be anything around but sand didn't disappoint them much. The fact that Dorothy Lamour wasn't there did. Lamour found that she had become an institution, as long as she had the sarong, or so it seemed. Because someone got the bright idea of casting her along with Hope and Crosby in a series of pictures that turned out to be an endless "Road" leading to the discovery that no matter what Lamour had on, she was top boxoffice fare.

AND JUST to prove that she could get along on merits entirely separate from a

piece of flowered cloth, she went so far as to give a merciless satire of herself and her earlier days in a picture called "On Our Merry Way." The number was picturesquely titled "Queen Of The Hollywood Islands." A performer has to come a long way before she can safely and successfully lampoon her own performances, and take a dig at the very thing that has brought her fame.

It would have been easy for her to keep on doing nothing but the "Road" pictures. They were suited to her style and personality, and were keeping up her reputation as a top draw, but she determined to make a name for herself as a dramatic star, and this she has done. "Slightly French," her next for Columbia, should amply prove that she is quite an actress.

ASSURING exhibitors of her standing with her public, Lamour has acquired a 44-week contract with a national radio show.

Coming to the conclusion that no one person should try to carry a presentation such as that alone, she volunteered to have stars like Ray Milland, Gregory Peck, Eddie Bracken, and many others share the spotlight. To make sure that motion pictures will be associated even with this radio show, the script each week includes a skit based on coming and current pictures, an innovation that should make good bally material for all exhibitors.

Asked whether she wasn't worried about detracting from herself by giving her guest stars such a big play, she explained that "the bigger the show is, the better people will like it." A trouper to the core, she

is making sure that everyone possible benefits from her popularity. She contributes \$2,500 a week to the Health Benefit Fund of the Federation of Radio Artists.

THERE IS NOTHING STRANGE in the fact that she is thinking of others than herself. She has known every conceivable disappointment and heartache that the industry can dish out, and now, looking back from the pinnacle of her career, and looking forward toward a promising future, this girl who was once an elevator operator can truly say that there is more to making good in show business than a fine figure and a lovely face. She has demonstrated unusual ability in every phase of the industry. Exhibitors have come to look forward to her pictures as eagerly as her myriad fans. She has been an example of selfless determination, becoming the favorite personality of thousands of servicemen who still hold her in great regard.

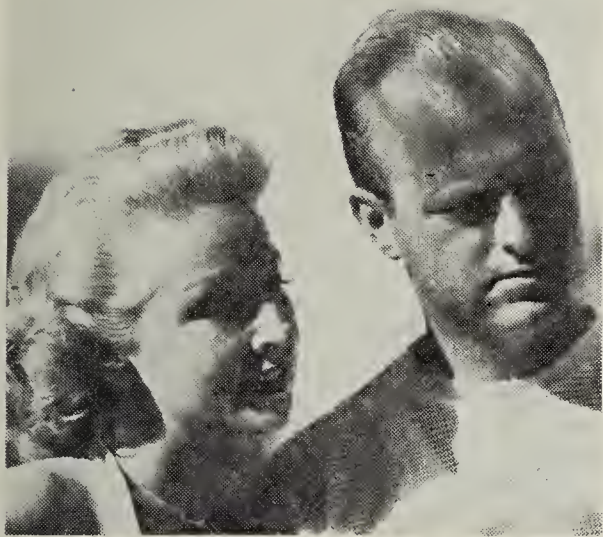
IN SHORT, Dorothy Lamour has made a place for herself not only in this country but also abroad as a proud example of what motion pictures can do, when they have a Lamour to lean on.



DOROTHY LAMOUR

He Didn't Spend A Million

Jack Wrather Went In For Training Before He Decided That He Was Ready To Break Into The Production Whirl



JACK WRATHER AND BONITA GRANVILLE

TOO MANY PRODUCERS out in Hollywood have a favorite expression that goes something like this: "We've got a million to spend on this picture. Let's shoot the works!"

The trouble is that most of these deals not only shoot the works, but quite often manage to hit the exhibitor and the customer where it counts. The net result is always that the industry loses prestige, and the exhibitor loses customers.

OVER AT ALLIED ARTISTS there is a gentleman who has just finished working on a big production and who doesn't hold with shooting anything but the villain in a mystery. Jack D. Wrather, one-time marine and son of a wealthy Texas oil man, not only thinks that it doesn't take a high budget to put solid entertainment on the screen, but has proven it.

When he got out of the marines after the late war, he came to Hollywood determined that he was going to produce pictures. He had set himself certain standards, and found that he still had quite a bit to learn before he could toss his Stetson into the production whirl.

So he went to look up a young man who had been his roommate at the University of Texas. This was Don Castle, who had been distinguishing himself for a number of years by his conspicuous failure to make any great headway. But Castle had learned the Hollywood ropes, and be-

tween them Wrather and Castle formed a combination that was to do just two things, build Castle up as an actor, and build Wrather up as a producer.

THEY WENT AHEAD slowly, since Wrather is a firm believer in caution. They experimented with 16mm. for a while, proved that they had something on the ball, and finally made their first feature, "The Guilty," on a budget of \$130,000. When they were all done, they took the Castle-Bonita Granville vehicle to Monogram for a practical outlet for release. Monogram liked what it saw, and agreed to take the picture on.

While "The Guilty" didn't draw block-long waiting lines, it did have the right ingredients of showmanship and boxoffice appeal. Originally scaled for the lower half of the program, "The Guilty," which was soon followed by "High Tide," also starring the team of Granville and Castle, and "Perilous Waters" were soon being given better billing. Wrather, it seemed, had acquired the talent of turning out low-budget, high-entertainment-value "sleepers."

PERHAPS it wasn't entirely coincidence that Wrather chose the story of the American oil fields when he decided that it was time to go into something bigger. He has always wanted to do a script about the men who made America's West while making their own fortunes. When the script of "Strike It Rich" was finished, Wrather took it to Steve Broidy, Allied Artists' head.

The fact that Broidy accepted the script, and granted AA releasing privileges for it made "Strike It Rich" a marked picture before it even began. Allied Artists had accorded the final recognition to Wrather's way of doing things.

ASKED about his "system," Wrather had to ponder for a moment. Then he cited

his father, his favorite example of success. "My father started out small in the oil game," he said. "He learned all the tricks, took everything quietly and easily, and waited until he had established himself. Then, when he felt he knew all there was to know, he went to work matching the big boys dollar for dollar and well for well. He did strike it rich, but it took a long time."

Apparently Wrather realizes that it may take some time for him to become a big boy in Hollywood, but he is certainly on the way. With "Strike It Rich" already completed, and waiting for release, Wrather has many things for which to look forward. The success of his first three pictures spurred him on to do a memorable job with his latest.

Aside from his native caution and his showman's talent, he has the valuable faculty of being able to tell just what audiences will like. How closely he hit the bulls-eye is ably exemplified by Broidy. "Strike It Rich," said Broidy, "is the kind of picture we hope we can always give to the public. It has everything, and Allied Artists is proud to be responsible for its release."

ONE THING IS CERTAIN—Wrather has just begun. He has stumbled onto the combination it takes to make a go of any production, large or small, and it isn't likely that he will forget what he has learned when he gets ready to match his product picture for picture with anything else that Hollywood has ever turned out.

All of which goes to show that Jack Wrather should be ably backed by all the industry in his future endeavors. Exhibitors are looking forward to his "Strike It Rich." Allied Artists, which knows that his latest picture has what it takes, is looking forward to many more.



Jack Wrather, seated, center, talks over a scene with, from left to right, wife Bonita Granville, Don Castle, Stuart Erwin, and Henry Staudigl during a lull in the shooting of "Strike It Rich", to be released by Allied Artists.



Jack Wrather, seated, discusses production problems of "Strike It Rich" with director Lesley Selander, left, wife Bonita Granville, and writer James Edward on the set of this, his latest, which is an adventure film.

PRODUCTION

LINE S

With a clash of cymbals and blare of trumpets, the Cecil B. DeMille epic, "Sampson And Delilah," finally meets the unexposed celluloid at Paramount. This, DeMille's fourth bible story, will have Hedy Lamarr as Delilah, Victor Mature as Sampson, George Sanders as the Saran, Angela Lansbury as Semedar, and Henry Wilcoxon as Ahtur. After two full years of preparation, this spectacle, to be filmed in Technicolor, will mark a triumphant return to the pageantry and magnificence of production which is specially reserved for the grandiose touch of DeMille.

* * *

That showmanship is not yet dead in the Hollywood woods is clearly evidenced by the fact that a new organization, National Exploitation Release Company, headed by magician-actor-producer, John Calvert, is launching the most elaborate ballyhoo program ever to hit the towns, cities and villages of the country. NER's plan to build up the national re-release of R. W. Griffith's "The Birth Of A Nation" consists of 20 streamlined buses, equipped with Hollywood premiere search-lights, neon-lighted display boards, and loud-speakers, which will bally in advance of each playdate.

* * *

Nat Holt seems to have chosen wisely in picking "Canadian Pacific" for his first independent picture for 20th Century-Fox released. Starring Randolph Scott, Jane Wyatt, J. Carroll Naish, and Victor Jory, and introducing Holt's new find, Nancy Olson, this picture, filmed in Cinecolor, depicts the rugged saga of the Canadian Pacific Railroad to hold British Columbia from seceding in 1880 by banding the nation with a ribbon of steel across the precipitous Rockies, from Calgary west to Craigellachie. Magnificent scenic spots have been captured by the Cinecolor cameras, assuring a pleasurable visual enjoyment along with the stirring action. 20th Century-Fox executives are said to be pleased at the film's boxoffice prospects.

* * *

Producer Everett Riskin and writer Robert Riskin have announced the forming of Equitable Pictures Corporation, a new independent company. Purely on the past records of this team, a great deal can be expected. Everett Riskin's last production for Metro was "Julia Misbehaves," while Robert Riskin is responsible for the writing of "It Happened One Night," "Mr. Deeds Goes To Town," "Lost Horizon," and "Meet John Doe." Other films to Everett Riskin's production credit are "Theodora Goes Wild," "The Awful Truth," "Here Comes Mr. Jordan," and "A Guy Named Joe." While no releasing arrangement must have been definitely set, the Riskins are seeking Irene Dunne, Claudette Colbert, or Katie Hepburn as the feminine lead in their first production, "Half An Angel."

* * *

A hands-across-the-border theme is noted in the deal nearing completion between Allied Artists and Monogram and

the Canadian and Renaissance Films of Canada, to make a total of 10 pictures to be filmed in Canada, and released through AA-Monogram in the United States. Co-ordinator of the plan has been Hollywood agent Mitchell Hamilburg, who returned from a conference with the officials of the Canadian company, and will further the final production plans with Steve Broidy, AA-Monogram prexy.

* * *

Action has commenced at the long stilled RKO studio with the rolling of "The Set-Up." Final casting of the coveted role of the compassionate wife of pugilist Robert Ryan, on the down grade in the fight racket, falls to Audrey Totter, who is being borrowed from MGM for the part. Fresh from recent successes in "The Saxon Charm," "The Dark Circle," and "The High Wall," Miss Totter will have ample opportunity to display her dramatic prowess in this muchly sought after role. Richard Goldstone will produce, with directorial reins held by Robert Wise.

* * *

Republic studios, home of the westerns, lives up to its well earned title by spreading over the length and breadth of the nation its wealth of western stars. While Roy Rogers is thrilling thousands during his present rodeo tour in the east, his colleagues in chaps and spurs, Alan "Rocky" Lane, Bill Elliott, and Monte Hale are also doing yeoman's duty bringing their rugged personalities to the attention of the paying public.

* * *

Producer-director Maxwell Shane, with his independent production for Universal-International, "Salem Frigate," still awaiting casting completion, has slipped adroitly into a producer's berth, and is working on "Amboy Dukes" for U-I. Shane took a full crew to Brooklyn, N. Y., to capture much of the authentic scenery around which the "Dukes" will be filmed. During their stay of several weeks, Shane, acting as a talent scout, signed up two Brooklyn lads, Peter Fernandez and Al Ramsen, to work in the picture.

* * *

Director Fred Zinneman announced plans to leave this month for Palestine, where he will make preliminary arrangements for the filming of a factual film patterned along the lines of his prize-winning, "The Search," which received, among other citations, the first annual Screen Directors Guild award.

* * *

MGM, which has made remarkable technical strides in improving the quality of film making equipment, now has a newly developed microphone perfected in cooperation with Western Electric. Resembling a Buck Rogers atomic gun, this microphone, which first made its appearance on the stage where the dance routines of Fred Astaire and Ginger Rogers in "The Barkleys Of Broadway" was being shot, is nearly five feet long and six inches in diameter.



Woman Of The Month

Any woman, no matter what color her hair, who can make the conservative British press take notice is worthy of special attention. When that woman is Betty Hutton, it only remains to add to her already loaded list of honors, and nominate her as Woman Of The Month. Loved by the audiences and the press of nearly every nation in the world, she is well-known at home as the "Showman's Number One Dream Girl." As a woman who has given more men high blonde pressure than any other, and who has made a great name for herself in the industry, we have only this to say to Betty: "Woo-Woo!!!"

Man Of The Month

For demonstrating a singular enthusiasm and purpose without which the industry could not survive, the Man Of The Month nomination this issue is awarded to actor-producer Robert Paige. A typical example of his showmanship know-how came when he was given the opportunity to read the script of "The Green Promise," the story of and about the 4H Clubs of America. Realizing that this was one story that had to be shown to the public, Paige contacted Glenn McCarthy, wealthy Texan, and persuaded him to back the making of the story in an independent production. From that idea will come a picture that Hollywood will point to with pride, a film that will be another feather in the cap of Robert Paige, proving again that it takes a good man to make good in Hollywood.



NEWS OF THE

Territory

BRANCHES

Atlanta

Spence Pierce, 20th Century-Fox publicity chief, was in Charlotte.... Paul Wilson, 20th Century-Fox was off to Dallas, while Harry Ballance, 20th-Fox, was off to Memphis.... William Richardson, president, Astor, checked in after a trip to Tennessee.

Ralph McCoy, branch manager, Film Classics, returned after a swing around the territory.... Mrs. Irma Marshall, Eagle Lion accounting department, returned to her desk after a visit to New York.... Joe Hackel, Florida showman, was 70 years young, and those on Film Row wished the veteran industryite many happy returns.

Universal-International's "Hamlet", Peachtree Art, rolled up a record sale of \$10,000.

Pete Rosian, southern district manager and J.F.H. McCarty, sales manager, U-I, were in.... Claude Morris, special representative, Small Productions, and Ben Hill, UA, were in.

Mr. and Mrs. Carl Bamford, Publix-Bamford Theatres, Asheville, N.C., returned there.... R.M. Ware, Southeastern Theatre Equipment sales rep-

resentative for Alabama, was back after visiting St. Louis.... Mack Jackson, Alexander City, Ala., was also back.... Condolences are extended to Mrs. Ruth M. Williams, supervisor, Strand, Birmingham, Ala., whose husband passed away.

E.B. Williams, Mayo, Fla., returned home.... W.F. Roth, owner, Palace, Gallatin, Tenn., celebrated his 35th anniversary in the picture business, and Film Row-ites wished him many more anniversaries.

Seen on Film Row were Frank Merritt and Harry Curry, Acme, Birmingham, Ala., and H.L. Bobo, Norwood, Florence, Ala., conferring with Exhibitor Service booking agency.... It was also "happy birthday" for Henry Krumm, SRO.

Mr. and Mrs. Harlow Merriday, New, Palatka, Fla., were visitors.... P.L. Taylor, Dixie, Columbus, Ga., was in... A.L. Bishop, Dixie, Columbus, Ga., was a visitor to Film Row.

Visiting on Film Row were: Mr. and Mrs. Wallace Smith, Gem, Barnesville, Ga.; Mr. and Mrs. John Carter, Brookhaven, Ga.; W.W. Mobray, Royal, Blue Ridge, Ga.; J. Soloman, Chattanooga, Tenn.; Edd Duncan and Clyde Sampler, Duncan and Richards Theatres, Carrollton and other Georgia points; R.H. Dunn, Camilla, Camilla, Ga.; O.C. Lam, Lam Amusement Company, Rome, Ga.; Sidney Laird, Al-Dun Amusement Company, West Point, Ga.; J.S. Tankersley, Ellajay, Ga.; E. J. Hunter, Colquitt, Ga.; J.E. Jarnell, Ritz and Roxy, Commerce, Ga.; R.H. Brannon,

Holly, Dahlonga, Ga., and Wendel Welch, Strand, Dallas, Ga.

Ansley B. Padgett, former sales manager, MGM, has been appointed branch manager, MGM.... Charlie Moore, Wilson and Moore Enterprises, checked in after visiting Florida.

Columbia stars Nina Foch and Gloria Henry visited.... Nat Williams, president, Interstate Enterprises, Thomasville, Ga., was in booking.... Johnnie Harrell, buyer, Martin Theatres, Columbus, Ga., paid a visit.... Daisy Mel Sherman, formerly with Martin Theatres here, is now in the booking department of Monogram Southern Exchanges.

Ben Hill and Claude Morris planned a big parade and a street dance with music furnished by a hillbilly band in front of the theatre, on opening night of UA's "Red River", Loew's Grand.... Film Row was saddened by the recent death of Mrs. Hubert Lyons, RKO branch manager.

George Bell, Monogram, was confined to his home with illness.... Gault Brown, manager, Hollywood, Madisonville, Tenn., was visiting.

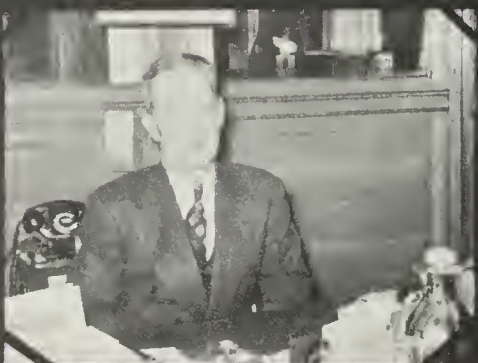
Frank W. Salley, for many years sales representative, RKO, and later head, Colosseum of Motion Picture Salesmen of America, died on Oct. 16 of a heart attack in Chicago. He was 55.... S. Goldfinger, general manager, Midwest Newsreel Theatres, Chicago, was in visiting.... Betty Watson has been added to the staff of the Tower.



Shown here, from left to right and top to bottom, are some recent pictures of various houses in the southern territory: Centre, Mooresville, N.C.; Pix, Rock Hill, S.C.; Blair, Marshville, N.C.; Myrmax, Huntersville, N.C.; Florida, Gainesville, Fla.; Edgewood, Jacksonville,

Fla.; Lake, Lake City, Fla.; Florida, St. Petersburg, Fla.; Park, Hickory, N.C.; Lyric, Waycross, Ga.; Cabarus, Concord, N.C., Weiss, Savannah, Ga., and the Tower, Atlanta. Watch for more pictures in subsequent issues, also taken by Lew Herb during his territory travels.

A Page from LEW HERB'S SCRAPBOOK



I visited Arthur C. Bromberg, president, Monogram Southern Exchange, in his Atlanta office.



I dropped in to see Charlie Lester, veteran district manager, NSS, in Atlanta.



Mrs. Lois Cone, booker, Talgar Circuit, was snapped in her office on Film Row, Atlanta.



Harold Spears, general manager, Baily, was busy working in his office in Atlanta.



R.B. Wilby, president, Wilby-Kincey Theatres, Atlanta, took time out to pose for the camera.



Dave Prince, district manager, RKO, Atlanta, was looking over a newspaper when I saw him.

Charlotte

Dave Williams, Eagle Lion salesman and president, Charlotte lodge, Colosseum of Motion Picture Salesmen, announced upon his return from Chicago that each major company salesman will receive retroactive pay from July 21, 1948, in the amount of \$10 per week, as well as seven-and-one-half cents per mile and \$8 per day for hotel and meals plus two weeks vacation with pay. Under a plan, on the death of a member each salesman would be assessed \$5, making it possible for the family of the deceased to be presented with a check for \$5000 within 48 hours after death.

J. Fred White presented the world premiere of a motion picture he produced, "Dead Man's Gold" at one of his theatres at Asheboro, N.C., where he began his career in the business. His theatre interests extend through South Carolina and Georgia, and he also is secretary-treasurer, Great Western Production Corporation, producer of the film.

Memphis

The Park was still being picketed by Local 144 which claims the theatre does not employ union projectionists. John T. Lester, owner, said the union wants him to fire his son, who operates the projectors, and hire a union man. He added that he had tried to sign a contract with the union with the provision that his son be allowed to join the union, and remain as his projectionist.

Arnold Savieride has been appointed Kay Exchange branch manager.

One of the featured speakers of the Tri-States MPTO at the Chisca on Oct. 25-26 was to be Andy W. Smith, 20th Century-Fox general sales manager. Orris Collins, Paragould, Ark., president, Tri-States MPTO, predicted a record crowd for the meeting.

Visiting were: W.F. Ruffin, Sr., Covington, Tenn.; Burris Smith, Pochontas, Ark.; Leroy Cochran, North Little Rock; Nathan Reiss, Campbell, Mo.; C.J. Collins, Shaw, Miss.; J.A. Thornton, Bruce, Miss.; J.F. Adams, Coldwater, Miss., and Jeff Singleton, Tyronza, Ark.

Mr. and Mrs. William Van Sandt, Greenwood, Ark., were booking on the Row for the opening of their house on Oct. 30.

Wedding bells had a field day on the Row. First to pledge marriage vows were Miss Katherine Barnett, Monogram, who married R.W. Tasley on Oct. 1. On Oct. 9, Miss Mildred Sharp, booker, 20th Century-Fox, and B.O. McCarley, salesman, same exchange, were married and took a week's honeymoon. Both remain at their posts. On the same day, Mary Ann Yarbrough, assistant cashier, RKO, was married to William Barnett.

Promotion of Newell Garrett, assistant cashier, to booker, and John Argo from contract clerk to assistant booker, Paramount, brought two new employees to fill the vacated posts.

Billy Stevens is contract clerk, and Mrs. Betty Harris is assistant cashier.

J.D. Jernigan, branch manager, Screen Guild, spent the week in Arkansas, and N.B. Blount, Monarch Theatre Supply, was in New Orleans.

The long-pending United Artists and Hal Roach suit against the city on the banning of "Curley" was transferred to Circuit Court. A new date will have to be set for the trial, and there is some indication that the suit may be dropped.

An effort was made in Holly Springs, Miss., to ban Sunday pictures, but due to the fact that the ordinance would also ban the Garden Club Spring tours which have opened yearly on Sunday, the petition was withdrawn.

A fire starting in the projection booth during the changing of films destroyed the Royal, Winona, Miss., and threatened the entire block of business houses on North Main Street. The loss was estimated at \$40,000. A flash of fire through the open door of the fireproof projection booth quickly spread throughout the interior of the building. Only a few people were in the theatre, no casualties were reported, and no panic developed. The building, owned by W.S. Gerard and Bailey Neal, Winona, was badly damaged. The furnishings and equipment owned by the theatre manager, E.S. Corban, were completely destroyed. Both were partly covered by insurance.

Alton Sims, Robb and Rowley Circuit, announced the opening of the Ritz, Malvern, Ark., on Oct. 7.

A 750-car drive-in will be erected here on Park Avenue between Haynes and Pendleton, to be known as the Park Avenue Drive-In. H.H. Roth heads the corporation that has leased the ground for the project, and Abe Waldauer and Max Meyers are associated with him. Claude Northern and his associate, Tom Windrom, are the architects drawing up the plans which call for seating space for pedestrians and a screen tower 65 feet high and 75 feet long. The area will be landscaped and will feature a rainbow-lighted fountain and pool along the front. Thirteen level parking ramps will be graded and graveled. An April opening is planned. Roth owns a theatre at Cape Girardeau, Mo., but this will be his first venture into the local business. His uncle was G.M. "Broncho Billy" Anderson, the screen's first cowboy star.

New Orleans

A special feature horse race, the Allied Theatre Owners Purse, has been scheduled by the Fair Grounds Race Track for Nov. 30. The trophy to the winning horse and jockey will be presented by Mrs. William L. Ainsworth and other wives of Allied leaders present at the National Allied Convention, to be held on Nov. 29-30 and Dec. 1.

The Lepeyrouse estate opened the Park, Houma, La., recently. House seats 1300....The Dan, Breau Bridge, La., has been added to the Independent Booking Company list....Plans are progressing for the National Allied meeting....The Ren Drive-In, McComb, Miss., opened recently. R. Renfroe operates.

Milton S. Kussell, vice-president in charge of domestic and Canadian sales for SRO, presided at a southern divisional sales meeting at the Jung Hotel. Henry G. Krumm, southern division manager; Alfred Delcambre, southwest district manager, and all southern sales representatives attended.

STATES

Alabama

BIRMINGHAM

Bill Stack has been transferred



A recent Augusta, Ga., publicity stunt turned out to be a benefit to many blind people in this area. Dating from an essay contest held in The Augusta Chronicle, and sponsored by the Miller, Augusta, a \$10,000 service bond was donated for the benefit of the blind. The winning essay, which inspired the gift, was written by Hubert E. Smith, who is shown above.

from the Empire to become assistant to A. Brown Parkes, Melba. Stack replaces John Widdowson, resigned.... Russ Morgan, a former assistant at the Alabama, now working as a publicist for RKO in Seattle, passed out cigars to his many friends upon the arrival of a new baby girl.

MOBILE

C.H. and C.B. King and T.C. Collins, Azalea, who filed an anti-trust suit against the various film companies, had their complaint dismissed on technical grounds by U.S. District Judge John McDuffie. Defendants were Paramount-Richards, Paramount Pictures, Warners, RKO, Columbia, Vitagraph, and Saenger Theatres.

MONTGOMERY

When The Montgomery Advertiser-Alabama Journal switched theatre and radio advertising from the main section of the newspaper to a tabloid insert, Alabama Theatres, Inc., withdrew all its advertising.

Childrens' Film Library pictures will be shown one each month at the Rogers and Pekin.

Florida

CORAL GABLES

Wometco Circuit's new drive-in is expected to be ready for opening by Nov. 15.

CRESTVIEW

Construction will start at once on a new drive-in to be operated by J.R. Powell, Loxley, Ala.

HIALEAH

Construction on Wometco's new Essex started.

JACKSONVILLE

Carl Carter, Ritz, returned after a trip to Atlanta, booking.

JACKSONVILLE BEACH

A building permit has been issued to the Beach Theatres, Inc., for a \$100,000 theatre building to be erected on the southwest corner of North Sixth Avenue and First Street. It was reported the contract for the building has been let to the Perry Construction Company, Jacksonville, Fla., with work scheduled to start at an early date. Plans were drafted by Kemp, Bunch, and Jack, architects, with offices in the Florida building, Jacksonville. They call for a modern structure with a seating capacity of 991 persons. Name of the new house will be the Surf.

MIAMI

George Hoover, general manager, Paramount Enterprises, returned after a trip north....Also back is Mark Chartrand, Wometco public relations chief, who, with his wife and children, enjoyed a well-earned vacation in Grandview, Ind.

Mrs. Flo Turner, formerly with Astor, Atlanta, is now in business for herself here.

The local publicity idea by Wometco of combining the "I Wish" feature of The Miami Daily News with publicity for "Apartment For Peggy" assumed almost national proportions, with Fox-Movietone News assigning cameraman Al Waldron to shoot scenes with the winning G.I.

With all the fanfare of a Hollywood opening, a local super-market made its debut a premier affair, with radio, television, and Fox-Movietone cameraman Al Waldron covering the event.

Nat Bernstein, president, Bernstein theatres, is very pleased with the progress of his drive-in, Le Jeune Auto Theatre, scheduled for opening early in January, 1949. As an accommodation to patrons, it is planned to have a self-service laundrette on the premises, and laundry may be dropped here on entering, and picked up ready for the clothesline, after the show.

The opening of the Little River, also a Bernstein showplace, is tentatively scheduled for the post Thanksgiving week. Nat Bernstein is very graciously giving the Optimists Club the opening night and this organization is planning a terrific evening. Ducats are to be \$5 and \$10, and proceeds are to be donated to the Little River Youth Center....A late vacationer is Phil Lawler, Miami, spending the holiday with his family at Albany, N.Y.



Ed May, manager, Wometco's Lincoln, Miami Beach, Fla., and Sonny Shepherd, manager, Miami, Miami Beach, recently figured out this attractive window display that had the crowds staring for the run of U-I's "Mr. Peabody and the Mermaid".



Harry Ginsberg, Paramount Studio head, recently hosted Postmaster General Jesse M. Donaldson, right, at a luncheon in Hollywood for Donaldson and his official staff. Paramount has scheduled a picture dealing with the postal service to be called "Dead Letter", set to star Alan Ladd.



Paramount star Betty Hutton and her husband, Ted Briskin, are shown in a recent pose in New York. Miss Hutton returned from London a short time ago, where she played a highly successful engagement at the Palladium.

Thanksgiving atmosphere is beginning to appear and nearly all Wometco neighborhood theatres are planning costume parties and turkey giveaways.

Wometco's home office put out the welcome mat for these new workers, Marjorie Stockdale, purchasing; Irene Novak, real estate and Emmie Sisson in booking....A super publicity idea was spawned by George Leonard, publicity head, Cloughton Circuit, to ballyhoo the opening of "The Secret Land" at both the Embassy and Variety. As Cloughton's tribute to Navy Day, it was arranged for a Navy Helldiver fighter bomber plane to lead the Legionnaires parade.

THE EXHIBITOR
will celebrate its
30th ANNIVERSARY
in the issue of
November 24

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Watch For It!

The enthusiastic reception of the showing of the Yiddish film, "Kol Nidre", at the Plaza led to the booking of more Yiddish films, and manager Edgar Pierce is very pleased with the audience reaction.

Wometco renewed its service and replacement agreement with Altec Service for 22 houses in Florida.

Georgia

AMERICUS

Elias Attyah, owner, Harlem, announced plans for the construction of a 450-seat de luxe house on the location of the old Opera House. It is planned to have the new house open around Dec. 1.

COLUMBUS

William K. Jenkins, president, Georgia Theatres, Atlanta; J.M. Thompson, president, Martin and Thompson Theatres; R.E. Martin, Jr., president, and I.L. Shields, city manager, Martin Theatres here, announced the opening of Martin's new Rex-View Drive-In, a 668-car capacity spot. Frank Bickerstaff is manager.

COLUMBIA

Martin Theatres have opened its new drive-in.

FOLKSTON

C.J. Carter announced that he has closed his Ritz due to poor business.

IRWINTON

Mr. and Mrs. Lee Pennington, Gordon, and Mr. and Mrs. Fred Everett, Irwinton, opened this town's first theatre on Oct. 12.

SANDERSVILLE

While H.M. Newman, Pastime, was confined to his home due to illness, Mrs. Newman was looking after the theatre.

T.H. Britt hopes to open his drive-in shortly.

STATESBORO

Hal Macon will soon start work on his new drive-in.

WAYCROSS

B.M. Raulerson hopes to have his drive-in ready to open by Nov. 15.

North Carolina

DURHAM

Movies which have entertained the public now have found their way into the classrooms at Duke University, where they will be used as visual aids in teaching how democracy works. The political science department at Duke, convinced of the graphic teaching possibilities offered by motion pictures, has announced plans to show seven films during the coming semester to students studying political science and to all others who wish to see them. "Woodrow Wilson", "Tennessee Johnson", "Old Hickory", and "Abraham Lincoln" are on the schedule this fall. The developments are certain to be watched with interest by other universities and colleges.



Fred Stein, special representative for the roadshowing of J. Arthur Rank's "The Red Shoes" and other Rank films, is shown recently being greeted in New York by Eagle Lion's W.J. Heineman, vice president, in charge of sales.



Cary Grant recently arrived in New York before embarking on the Queen Mary en route to Europe, where he is to make "I Was A Male War Bride", being released by 20th Century-Fox.

GREENSBORO

Skyview Theatre, Inc., announced that it will start work on two new drive-ins, one to be located on the Rocky Mount-Nashville highway just outside the city limits of Rocky Mount, N.C., and the other to be built on the Reidsville Road.

South Carolina

WALHALLA

Paul Pless will soon start work on his new drive-in. He is also part owner of a drive-in in Ashville, N.C.

Tennessee

CHATTANOOGA

Plans for a \$200,000 shopping center on Ringgold Road which will include an 850-seat house, were announced by Weldon Osborne.

KNOXVILLE

George L. Denton, Denton Theatre Circuit, will start work on a new theatre to cost \$75,000.

LA FOLLETTE

W.H. Parrott, Jr., announced the closing of the Leach.

PALMER

Lloyd Purdy is the new Palmer manager. The 350-seat house is owned by the Tennessee Consolidated Coal Company.

NEWS OF THE

Territory

Chicago

B and K discontinued stage shows at its Regal, pending conferences with the musicians union over men in the orchestra.

John Tonzi purchased the Lais, Toluca, Ill., from Russell N. Hurt. Alex Pukalo, UA salesman, heralded the advent of a new son, Joseph Hardy Pitman is completing a 300-seat house at Greenview, Ill.

Max and Joe Berenson, National Theatre Advertising Company, engaged Vic Becker and Ed F. Roache as representatives for the Kansas City territory John Parkis, Virginia, toured in Greece.

Managerships went in Illinois to E.E. Baker, Mode, Onarga; Bob Carlson, Galva, Galva; Ivan Cooper, Great States, Kewanee; Albert Tovey, Castle, Bloomington, and Stanley Leserit, Des Plaines, Des Plaines. Guy Bove was made manager, Palace, Fairmount, Ind.

George Valos, Valos Circuit, attended the funeral of K.P. Kostakis, Elkins, W. Va., theatre owner, who was killed in an auto accident Jim Harris and Carroll Puciato, Realart, came to confer with Henri Elman.

The amusement tax brought \$194,175 to the city treasury during September, bringing the year's total to \$1,433,714.

Community cooperation worked splendidly at Hinsdale, Ill. While the Hinsdale was showing "Life With Father" the Hinsdale Village Players staged the same play across the street.

Through the wholehearted backing of theatres and organizations, the Chicago Will Rogers Sanitorium Fund project to raise \$100,000 for the institution is proceeding with enthusiasm and success. Hal Stevens, general chairman, presided over a luncheon attended by 75 men, enthusiastically addressed by Jack Kirsch.

The Jackson Park suit for \$100,000 additional damages for the interim from the winning of its anti-trust suit until supreme court affirmation was postponed by Judge Igoe until the return of Thomas C. McConnell, plaintiffs' attorney, from a California vacation.

Fan Weber, UA., took a plane vacation trip to Havana.

Nancy Irvin was made secretary to Eddie Fitzgibbons, director, Paramount publicity Rud Lorenz, Kewanee, Ill., theatre owner, visited. The newly remodeled Grand, Plano, Ill., was to reopen.



These three MGM exchange men recently completed their training course at the home office in New York: top to bottom, L.J. Weber, Dallas; M.J. Ford, Chicago, and H.R. Gaus, Los Angeles.

Dallas

Harold Mirisch, vice-president, Allied Artists, returned to the studio after a trip here for the purpose of supervising transfer to the company of Texas distribution franchise for Allied Artists and Monogram films, formerly owned by Ed Blumenthal and Lloyd Rust.

Denver

Realart has turned over the distribution of its product to Selected in Denver, Salt Lake City, Kansas City, Omaha, and Des Moines Mr. and Mrs. George Allan, Sr., owners,

State, North Platte, Neb., returned from a California vacation.

An easy way to get rid of gum wads on carpets, according to Chet Miller, city manager, Fox Intermountain Theatre, Sterling, Colo., is to apply dry ice to the gum.

All four of the adult male employees of the Ord, Ordway, Colo., are either licensed pilots or are studying. Student is Dwayne Davis. The pilots are Hugh Haynes, manager, and the projectionists, Gene Watts and Wm. Ellis. Altogether the three have more than 500 hours in the air.

Altas Theatres, headed by President C.U. Yaeger, is building a \$250,000, 975-seat theatre in Golden, Colo., which will give the company two there Five of the theatre managers of Gibraltar Enterprises were in for a three-day conference with Fred Knill, office manager. At the meeting were Hugh Haynes, Ord, Ordway, Colo.; William Simon, Rialto, Loveland, Colo.; Howard Smith, Rex, Rocky Ford, Colo.; and Joe Wills, Loma, Socorra, N.M.

Tom Bailey, Film Classics district manager, escaped death when his car blew a tire and turned over, demolishing his 1946 Lincoln. Bailey was on his way home from Rapid City, S.D.

Des Moines

Publicity men have been headquartered at Des Moines with recent visitors including Jim Castle, Paramount, working on "Sorry, Wrong Number", Jule Serkovich, Columbia, and his campaign on "The Loves of Carmen", and Jack Kelly and Norman Pyle, for MGM Ralph Maw, MGM district manager, visited the exchange Mr. and Mrs. Dale Juergens, Molo, Moulton, Ia., are the parents of a baby daughter Allen Crawford has been transferred from St. Louis to the Des Moines exchange by Warners and will handle one of the booker desks Bill Dippert, Republic booker, went on vacation Art Van Dorn leased his theatre at Mystic, Ia., but will continue to operate his house at Moravia, Ia.

Mr. and Mrs. Ed Kugel opened the new State, Mostein, Ia. The new house has a cry room and contains 100 more seats than the old theatre. Kugel's will also build a new theatre at Mapleton, Ia. M.W. Long purchased the Blackhawk, Lansing, Ia., from Mrs. C.V. Scofield Harold Field, head, Pioneer Circuit, purchased a site on the outskirts of Cherokee, Ia., for a new drive-in. The circuit already operates the Arrow, Cherokee Work has started on the new Collins, Ia., community theatre Vern Partlow sold the Manson, Ia., theatre to William McGraw, Des Moines Dale McFarland, head, Tri-States booking department, is captain of the Tri-States Showmanship Drive. The new honor climaxes McFarland's rise from a position of part-time aide to an important post with the circuit and is a deserved promotion.

John Winn, formerly with Warners, and lately with King Enterprises, has been named booker for Paramount, replacing James Ricketts, transferred to Denver. Mrs. Jim Ricketts resigned from Eagle Lion to join her husband. Jake Schlank has been named a salesman in the Des Moines and Omaha territory for King Enterprises. Jack Sabata, assistant booker, Warners, joined the army. Norman Holt, Warners, was recovering from a minor operation. Mildred Holden was named as a booker at U-I. Mark Dersh, assistant booker, Columbia, returned to work following an illness. Mr. and Mrs. Nathan Thon, owners, Roxy, Armstrong, Ia., are the parents of a new baby. Maxine Kern, Tri-States auditing department, was married recently to Robert Stone. Work on the new drive-in has started, with opening scheduled by Pioneer Circuit for next May. Central States held a two-day meeting for its managers at Fort Dodge, Ia.

Los Angeles

National Theatres and Samuel Goldwyn failed to agree on their circuit rental terms, so latter will sell to independent theatres. Another "break away" was MGM with Fox West Coast over terms and the method of percentages on a circuit-wide basis. This makes the third such split of importance, with UA selling "Red River" in opposition to FWC since terms could not be agreed upon.

Before Mort Blumenstock returned to his New York Warner office, he set up local showmanship formula for trial. Jim States, booking manager for Paramount in Kansas City, was visiting here.

Bill Leyden has become so successful with his "Barrel of Dough" participation transcriptions made in outlying motion picture houses that he has asked for, and received, a release from his job of disc jockey with KFWB. Leyden brings in the paid audiences for his shows that are run at different houses daily, and put on the air the next day in order not to conflict with theatre attendance.

Ira Epstein is making a coastal tour ahead of "Rope".

Before Herbert Yates left, he set a plan for telephone conversations between James R. Grainger and the sales gang to boost the 10th anniversary sales campaign honoring Grainger. A meeting at the studio was presided over by Earl Collins, branch manager. Those attending were: George Mitchell, Portland; Paul McElhinney, Seattle; Thomas McMahon, Salt Lake City; Gene Gervase, Denver, and Ralph Carmichael, San Francisco.

Mrs. Clarence Echols, who headed the Dallas Motion Picture Reviewing Board for the past 17 years, was a visitor. Grauman's Chinese had a bit of hubbub when a woman began yelling "I hate B's." It was found that the woman was not talking about low-budgeters in any way but was actually being annoyed by a honey bee.



Attending the recent sales meet in New York were, left to right: Henri Elman, Chicago; Don Swartz, Minneapolis and Milwaukee; Herman Gorelick, St. Louis, and Lee Goldberg, Cincinnati, and Indianapolis area.

Sherrill Corwin and Sol Lesser, who recently bought the Four Music Hall theatres, acquired the Orpheum and Esquire, San Francisco. The deal was consummated with Corwin going north to meet with Joe Blumenfeld. Corwin and Lesser already operate the United Artist up north, which went with the deal with Blumenfeld's interest in the local four houses. Cliff Giesseman, who handled the Four Music Halls for the Blumenfeld interests, has been taken on by Corwin and Lesser to become district manager.

The 23rd anniversary celebration at the Ravenna and Melrose brought out many entertainers, and filled both theatres for several performances during the week run.

Milwaukee

Jack Frost, an MGM salesman here for some time, has been transferred from his SRO Indianapolis manager-ship to booker-salesman here. William Young is manager. It was reported that Joseph Woodward, former 20th-Century Fox manager, will succeed Fontas Georgiades as manager, Delft Theatres Milwaukee office. Delft Theatres is under the presidency of "Doc" Gallup, headquarters at Marquette, Mich.

Materials and labor difficulties delayed the building of a new theatre at Geneva, Wis., planned by L.F. Gran, president, Standard Theatres. Joe Murphy, Minneapolis, has been transferred from Republic's sales force to Milwaukee's sales staff under manager Jack Frackman. The 1,200 seat house, the Ellis, Beloit, Wis., being built by L.F. Gran, is expected to open early this winter.

Gilbert Nathanson, Minneapolis, who is booking for the Tower and Oriental for St. Cloud Amusement Corporation, New Jersey, new owners, was in. Erwin Wirthamer, Paramount executive J.J. Donohue's assistant, Chicago, visited. Jack Frackman, Republic manager, was in Chicago for the regional sales conference at which James R. Grainger presided. Lou Kane was exploiting "Street Corner". Jesse T. McBride, Paramount manager, made a sales trip.

George Rautenberg, projectionist, was ill. Carl Michel, former 20th-Century Fox and Eagle Lion salesman, opened his own office in the Brumder building to sell theatre merchandise suited to giveaway purposes. Harold Hamley, who recently sold the Victor, Hartland, Wis., which he operated, is representing United Film Service in the Wisconsin and Upper Michigan territory. The Airway, a new house in the Lake, Milwaukee suburb, opens soon. Larry Seidelman, one time Film Classics salesman, joined the Eagle Lion staff. All of the houses in the Fox-Wisconsin Amusement Corporation Circuit are observing the 21st anniversary. S. Miller, Rialto, Gladstone, Mich., was in. Grading for the second portion of the 41 Outdoor, operated by L.F. Gran, and managed by William Koster, has begun.

When the necessary work has been completed, the dual screen will be put in operation, and patrons will be able to view the pictures from each side of the screen. Complete capacity, with in-car speakers, will be 1,800, accommodating 5,000 people. "49 Outdoor" now has a hold-out capacity of 800 cars.

The Riverside, managed by Roy Pierce, has again started amateur nights. A few of the neighborhood houses are also inaugurating amateur shows. The Hollywood, Milwaukee, and Park, Waukesha, Wis., rotate the same amateur shows weekly.

Minneapolis

Distributors will have to omit the music license clause from their contracts with exhibitors or the entire exhibition license will be illegal, Louis B. Schwartz, counsel for Ben Berger in the ASCAP case, pointed out in referring to the recent ruling of Judge Nordbye finding ASCAP operations illegal.

Eight Minneapolis independent neighborhood houses changed from a 56-day clearance to 42 days for MGM's "Easter Parade." Two neighborhood houses, the Varsity and Homewood, switched to a 28-day clearance, and upped admissions to 60 cents top. The houses on 42-day breaks raised top admissions to 55 cents in most cases. Five of these houses, including the Varsity and Homewood, adopted a junior admission price policy for young people 12-18, despite many vigorous complaints from independent exhibitors.

New on Film Row are Arnold Shartin, booker, UA, and Doris Campbell, availability clerk, U-I. Herb Greenblatt, RJO Midwest district manager, was in. A rhumba band and rhumba instructors were highlights of the Northwest Variety Club's "Rhumba Nite" LeRoy Miller, U-I branch manager, and U-I sales staff attended the fall sales meeting in Chicago.

A suit for an injunction and damages for alleged forced sales was being prepared by North Central Allied, according to Stanley Kane, NCA executive director.

W.A. Parkins opened his new Wescon, West Concord, Minn.... Jim Barrett, Minneapolis, sold the Avalon, Avon, Minn., to Elmore Leach.... Myrtle Kelley purchased the D'Lux, Luck, Wis., from H.L. Hake.... The Henderson, Minn., American Legion post is backing a municipal theatre project.

Oklahoma City

A new Warner theatre opened when the Sooner made its bow. The theatre has a seating capacity of 1100, and 80 tons of air conditioning ventilate the building. Exterior construction is modernistic.

Omaha

Tri-States Theatre Corporation, Mrs. Madeline Kaufmann and W.N. Youngclaus recently announced the building of a drive-in in Grand Island, Neb., with accommodations for 500 cars on a 80-acre tract a half mile west of the overpass on West Second Street. Ground will be broken and grading completed ahead of cold weather, with the theatre expected to be completed by early Spring. Wally Kemp, present manager, Capitol and Grand, will manage.

Omaha's Film Row was shocked by the death of Sam Epstein, 61, head of a six house circuit. He was killed when a railroad engine struck the car in which he was riding on the edge of the city. Associated with him in the theatre business were his brother, Louis, and his son, Jack.

The Chief, Wahoo, Neb., closed for the summer, has been reopened by Jeanette Schoeneman after remodeling.... George March, Vermillion, S.D., took a trip to Canada.... William Gladdoni, MGM branch manager, talked business with Pat McGee, Cooper Foundation, Lincoln, Neb.

Talk that the RKO-Brandeis would again have stage shows was declared highly improbable by Larry Caplane, manager.... The H.G. Dunns, Valentine, Neb., exhibitors, visited in California.... Tommy Thompson, former United Artists salesman in Kansas City, opened his 600-seat Yankton, Yankton, S.D.... The only quonset-type house in this area has been opened by Ed Kugel at Holstein, Ia.

Members of the American Brotherhood were guests at a screening of "The Search" shown by MGM at the State.... Joe E. Scott, 20th Century-Fox branch manager, returned from Hollywood.... A group of Burlesque backers reportedly were looking over a long-disused house in Omaha.

"Sorry, wrong advertising," Omaha officials said to promotion of "Sorry, Wrong Number". The Paramount posted placards urging Omahans to call a certain number for an important message. A call brought the reply: "Sorry, wrong number, says Barbara Stanwyck." City officials said the Paramount did not have permission to post the signs.



Among those who were present at the recent Realart convention in New York City were: left to right, Don Swartz, Minneapolis and Milwaukee, and H.V. George, Denver, Omaha, and Kansas City.

Phoenix

A new 200-foot well is being dug for the Orpheum refrigeration system. No such difficulty will ever confront the Strand and the Rialto, where new cooling systems are being installed, since both houses will utilize pre-cooling devices.... Bob McCracken, Rialto manager, is filling in on booking assignments in the Paramount Nace office while recovering from his recent spinal operation.

Mel Anderson, sales representative, 20th Century Fox, closed deals with Paramount Nace and Harry L. Nace Theatres.... A similar deal was closed for U-I by Bill Marriott, branch manager, and Art O'Connell, sales representative, who worked out negotiations with Vince Murphy and Harry Nace, Jr., PN executives.

New manager of the Uptown is Charles Roberts, who replaced Hal Holley. Roberts was transferred from the Studio, Collidge, Ariz. A member of the Louis Long Theatre group for the last 10 years, Roberts has managed state houses in Casa Grande, Florence, Benson, and Safford.

Portland

The women members of the Oregon Film Club met to discuss plans for activities for the coming year.... Melva Briggs, cashier, U-I, announced her marriage to Lloyd McFarland, former shipper for Warners.... Murray Nicholson, booker, MGM, left for San Francisco on vacation.... Lloyd Claver and wife, Liberty and Roxy, Coquille, Ore., were in on a booking trip.... Seen booking were: Al Dahlgren, Rainier, Ore.; Basil Bashor, Liberty and Kelso, Kelso, Wash., and Ed Hanan, Detroit, Detroit, Ore.

M.A. Huling, district manager, Monogram, was in from San Francisco to meet with his manager, L.C. Bristol, and local circuit heads.... Gordon Craddock, former salesman for Screen Guild, left to take over duties as salesman for U-I in Cleveland.... R.O. "Slat" Wilson bought half interest in the Screen Guild franchise for Seattle and Portland. He will handle the Portland territory while Mort Bramson will move his offices to

Seattle, where he will handle the Washington territory.... Jack Partin, branch manager, Film Classics, was away from the office because of influenza.... Mrs. Lena McKevitt and sons, Bob and Bill, bought, and are now running, the Waldport, Waldport, Ore., from E.A. Tedrow.... J. Needleman, auditor, Columbia, was in to make a check of the office.... Ralph Amacher, manager, Eagle Lion, has been expending much time and effort as representative for the Community Chest for Film Row.

St. Louis

Mid-Central Allied Independent Theatre owners were to hold a regional meeting at the Mark Twain Hotel, Hannibal, Mo.... John Walsh, branch manager, Dezel Productions, was covering the Illinois territory. Branch manager Mariner, United Artists, travelled to Memphis to conduct business with the Malco Circuit.... W.T. Keith, new UA district manager, was in.

Maury Edgar, salesman for Eagle Lion, covering the Missouri territory, retired. He is going to spend his time on the 300-acre farm at Arcola, Ill.

The office staff of Eagle Lion was well treated by Eagle Lion salesman Herman Schwarz at his cottage on the Meramec River with a "bang up" steak barbecue. Just a few of the party were disappointed at the fact that it rained.

Seen on Film Row recently were: B. Temborious, Palestine, Ill., and "Doc" Lowe, Lebanon, Mo.

San Antonio

While a double feature, "The Spoilers" and "Tough Guys in Society", flickered across the screen of the State, an unknown tough guy spoiled the day for Lucille Duncan, cashier. The character made off with about \$100 in bills from the booth.... Billy Guy Buckelew, Texas, and Janice Hill were married.... Also taking the marriage vows were Alicia Gardenas, billing clerk, and Jose G. Muniz, shipping clerk, Claza-Mohme.... J. Truex, manager, Azteca Film Exchange, won second place honors in a golf sweepstakes.... Stopping here en route to Colorado to spend their vacation were Jack Jackson and his wife. Jackson is with the Sack Amusement Enterprises, Dallas.

Gordon B. Dunlap, manager, Claza-Mohme, returned following a business trip.... Walter Grubb, treasurer, Interstate's Majestic, was off on a belated vacation trip to Brownsville, Tex.... Among the state out-of-town exhibitors in booking, Latin American films were: W.J. Cheshier, Littleford; Hiram Parks, Lubbock, and C.C. Caldwell, Rex, O'Donnell.... A 50-year charter of incorporation has been granted the Josephine Amusements. Alfred E. Moore, and Thomas D. and DeFord Summers were the incorporators.... The new Alameda purchased the Altec Lansing "Voice of the Theatre" loudspeaker system.

Among vacationers in Mexico were: D.M. Harvey, chief electrician, Interstate, Graciela Gamez, Clasa Mohme Film clerk, and James Ornelas, auditor, Azteca Films.

Stout Jackson, operator of open air and tent shows at Kingsville, Tex.; Robstown, Tex., and Falfurrias, Tex., started construction of a conventional indoor house at Falfurrias to be named the Alameda, with a seating capacity of over 800. His sister-in-law, Mrs. Bess Taulbe, Tulsa, Okla., has an interest in the new theatre....B.T. Formby has been appointed director of advertising and assistant manager, Smith Theatres, Inc., in an announcement made by Prestin Smith, head of the organization, Lubbock, Tex. Smith recently purchased the Plains Drive-In, Lubbock. has added two additional ramps and has installed Simplex with in-car speakers.

Work has been started on a \$350,000 Interstate Circuit theatre at Denton, Tex....Garret Parker, C.C. Parfet, Dr. Gaylord Schwartz have sold one of their three theatres, the Roxy, Wichita Falls, Tex., to Leon L. Leath. The trio will continue their operation of the Tower and Texan there....The Cliftex and Gem, Clifton, Tex., have been sold by E.W. Capps to C.E. Williams and William Feemster, Knox City, Tex. The deal included the building and equipment of the Cliftex and the equipment and lease on the Gem, with the price an estimated \$50,000....Walter John Kunz, 51, died of a heart attack at the Memorial Hospital, Houston, Tex. He was projectionist, Interstate's Metropolitan as well as secretary-treasurer, Local 279...Texas Enterprises, Inc., started construction at Post, Tex., of the new 900-seat Texas, to be built at an estimated cost of \$100,000.

Construction is expected to start shortly on the 750-car Gulf Drive-In, Corpus Christi, Tex., to be owned and operated by Underwood and Smith....Joy Houck, of the circuit bearing his name, had started construction of a drive-in at Cisco, Tex....The Hi-Way Drive In, between Kingsville, Tex., and Bishop, Tex., was opened by L.E. Harvey and Carl T. Nall....John Blocker has started construction of the Falls Drive in Wichita Falls, Tex....The 500-car Bunvista Drive-In is being constructed at Borger, Tex., by Charles W. Weisenburg, John Fagin, and Harold Wilson. They also own and operate the Palo Duro Drive-In, Amarillo, Tex....A hearing was to be held at Corpus Christi, Tex., by the City Council for a zoning ordinance amendment for the building of three new drive-ins. Applications for permits to build have been made by Paul Snyder, Arnulfo Gonzales, and Louis and James Santigos.

San Francisco

Five leading members of the Northern California Variety Club Tent 32, Abe Blumenfeld, Ellis Levy, Jay Golden, Jimmy O'Neal, and Nate Crevitz, returned from a Los Angeles trip to

attend dress-rehearsals of "Friar's Frolic", which plays a single gala engagement at the Opera House on Oct. 22. The "Frolic" represent Variety's most ambitious project in fund-raising for its nursery home for blind babies.

Bing Crosby at lunch, Frankie Laine at a Friday night dinner dance, and the Four Vagabonds the following week kept activity stirring at Tent 32, Variety Club....With Frank Buck's revived "Bring 'Em Back Alive" at the Golden Gate, Frank Alling, general manager, prepared an "animal coloring contest" for youngsters.

Paramount's lobby display of aquatic equipment, including a complete diver's suit secured from the Navy Yard, was a Market Street eyecatcher during "16 Fathoms Deep".

Mrs. Tessie Davis is newly named to the secretarial staff of the Tele-news....Brent Schumacher, former manager, Avenue, is now with Herbert Rosener on film distribution side.

Variety Club members and their guests competed in the annual golf tournament....More than 20 theatres throughout the city screened the special Bob Hope "Tribute To Newsboys" short....United Artists received a new paint and clean-up job.

Charles Sears, manager, Noe, was presented a portable radio set by William Covert, district manager, Golden State Circuit, as the winning prize in the circuit's "Back to School" kiddie matinee contest.

By opening the lobby of his Tulare to a Chamber of Commerce banquet recently, Al Fourmet, manager, performed a community public relations service...Reek Feliziani, manager, Strand, returned from a vacation near Medford, Ore.

Darrell Pischoff, theatrical advertising and display artist, and wife announced the birth of a seven and one half pound daughter at Stanford Hospital....Early morning motion picture showings were made available for members of the Disciples of Christ, convening here, by the Alhambra.

Seattle

Managerial changes in Evergreen Theatres were announced by John Hamrick, Hamrick-Evergreen executive, as follows: Chris Casper has been appointed manager, Coliseum, replacing Clyde Strout, resigned; John Bardue succeeds Casper as manager, Blue Mouse; John O'Connor shifted to The Coliseum, to succeed Bardue as assistant manager; Robert Turner transferred to the Music Hall, as assistant manager, succeeding O'Connor; Truman Nelson went to the Coliseum as assistant manager, and Nick Furfaro, former merchandise man, Paramount, becomes assistant manager, Blue Mouse.

George Borden, Jr., opened his new Sea-View, Blaine, Wash. It is a quon-

set-type, beautifully decorated in a marine motif, and commands a sweeping view of Puget Sound. It seats 450....B.F. Shearer, Jr., and his bride arrived home from their honeymoon trip....Fred Mercy, Jr., and Mrs. Mercy were over for the Washington-Minnesota football game....Mike Barovic, Puyallup and Tacoma, Wash., exhibitor, left on a hunting trip to British Columbia.

Jack Gregory, Northwest district manager for Altec, whose Seattle office has been absorbed by the Los Angeles district, left for that city with Mrs. Gregory. Bruce Mewborn, branch manager, and Mrs. Mewborn left a few days earlier for Cincinnati....J.W. Nordenberg completely redecorated his Grand, Ferndale, Wash....Ferd Nestle, general manager, Midstate Amusement Company, was in.

Seattle's Film Row is well organized for the Community Chest drive. Leading the activities on The Row are: F.M. "Pete" Higgins, colonel; Maury Saffle, and Neal Walton, lieutenant colonels, and Wally Rucker, Payl McElhinney, Chilton Robinette, and Frank Christie, majors....Harvey Anderson, with Mrs. Anderson and their daughter, was here after a vacation in the States. They left by plane for Ketchikan, Alaska, where Anderson is manager, B.F. Shearer Revilla. Ted Heyder, who has been relieving Anderson at Ketchikan, goes on to Juneau to succeed Homer Carvin, who has resigned the management to the Shearer house there.

Henry Stevens, manager, Florence and Rivoli, Sterling Theatres, was married to Sperline Erb. A reception was held at the Mayflower Hotel....Elmer Sedin, auditor for RKO, arrived....Elaine de Mouth and her husband moved into their new home. Mrs. de Mouth is secretary to George de Waide, U-I branch manager....Dick Lange, branch manager for RKO in Portland, was visiting Ed Lamb, local branch manager.

Herman Wobber, western division manager for 20th Century-Fox, was here for a conference with Chilton Robinette, branch manager....Feminine employees of the B.F. Shearer Company honored Wanita Maddox with a luncheon. She resigned....Walter Graham, Shelton, Wash., exhibitor, returned from a cruise....William Shartin, Northwest manager for Film Classics, went to Portland.

State out-of-town exhibitors on The Row included: Harry Newman, Linden; Bud Hamilton, Darrington; Ernie Thompson, Port Townsend; Bob White, Portland; Jack Pearl, Prosser, and Henry Scofield, Sumas.

W.H. Thedford, Oregon district manager, Evergreen Theatres, was up from Portland...Fred Nilsen, formerly on Film Row with Paramount, Western Poster, and later as service manager for National Screen Service, left for California on a vacation. He has recently sold his grocery store, which he operated after leaving The Row.

NEWS OF THE

Territory

BRANCHES
Cincinnati

The RKO Albee recently added a new medium of advertising when it took advantage of the recently installed FM broadcast in the local transit system. Each bus and street car is equipped with a loud speaker tuned to an FM station, and the theatre was the first to buy space to plug Columbia's "The Loves of Carmen".

Paramount boasts two new ledger clerks: Evelyn Boike and Ray Taylor. Thomas Henderson, booker, Paramount, already the father of one son, was recently made very proud by the arrival of his second son, James Russell Henderson. Helen Davis, booker, reports that if cigars were passed out, she did not receive any.

Visitors along Film Row were: Woodrow Thomas, Mt. Hope, W. Va., exhibitor; Mr. and Mrs. Oliver Joesting, who live in Cincinnati but operate the Rand, Lynchburg, O.; Bob Harold, Avalon, Cleves, O.; Arnold Burger, Drive-In, Montgomery, O.; Vernon Berg, Little, Yellow Springs, O., and Horace Wersel, who operates the Hyde Park, Silverton, O., and local Deer Park.

Employees and staff members at Metro had the pleasure of chatting with starlet Jane Powell during her appearance.

The mother-in-law of Vernon Berg, Little, Yellow Springs, O., passed away.... Mr. Charles Reagan, vice-president in charge of distribution, Paramount, came through Cincinnati enroute to join his family for a get-together in Lawrenceburg, Ind. While in, he visited the Paramount exchange, and found a warm welcome.

Ben Bein, service head, National Screen Service, took his vacation.... Peggy Hoernschemeyer, National Screen Service's head booker, returned to work having lost about a month, owing to an appendectomy.

Jack Desmond is the new office manager at Eagle Lion.... Branch manager Dudelson, Eagle Lion, made a flying trip to New York for the branch managers' meeting.

Margaret "Woody" Woodruff, booker, Screen Guild, returned from her vacation, spent mainly in Columbus and Springfield, O.

Harold Raives, zone manager, Schine Circuit, and booker Murray Baker went to Lexington, Ky. to attend the regional meeting of home office executives.

Harold Hoffert, manager, Terminal Art, held over "The Mill on the Floss". This was contrary to the usual prac-

tice at the Terminal, which customarily gives a repeat show several weeks later than its first week's run.

Erwin Bock, veteran manager, RKO Palace, traded headquarters with Elwood Jones, manager, Capitol, another RKO-managed theatre.

Nathan Wise, publicity man, RKO, had good promotion for Jane Powell's personal appearance at the Albee. Contacts included University of Cincinnati football games, a forthcoming policeman's ball, extensive radio programs, a conference for editors of high school newspapers from all parochial and public schools in Hamilton County, a press reception, a picture of the lassie on the cover of Convention and Visitors' Bureau magazine, Your Host, and advertisements on the screens.

Cleveland

Sam P. Gorrel heads the newly formed Detroit Enterprises, Inc., which takes over the Detroit, 1,000-seat neighborhood house, on Nov. 1. This makes the sixth in the Gorrel group of independent theatres, the others being the Southern, Cleveland; Orr and Grand, Orville, O., Brad, Bradford, O., and Tipp, Tippecanoe, O. Prior to going into exhibition in a big way, Gorrel was in the distribution end of the industry, originally with the old Stand and Film Service, which Harry Charnas and Nat Lefto built into the largest state rights exchange in the country, and later as Republic branch manager.

Loew's Granada, de luxe "A" neighborhood house, celebrated its 21st anniversary. Manager Eddie Richardson arranged a program for the event, with speeches by the mayor and other Lakewood officials.

Bob Wile has tied up the Cleveland Library system on a city-wide co-operative program to boost "Hamlet", Loew's Ohio.

Jerry Steel, owner, Apollo, Oberlin, O., aims to please. He is deviating from his regular policy to hold matinees two days a week for the exhibition of foreign films, which the Oberlin College students are supporting.... Jack Shulman, owner of theatres in Cleveland, Painvesville, and Fairport Harbor, O., and Mrs. Shulman are joining the Cleveland group bound for New Orleans to attend the National Allied convention in November.

Variety Club has inaugurated regular Friday night entertainment in its clubrooms. Duplicate bridge is the current feature attraction, with Republic city salesman Jules Livingston in charge.

H.M. Fritchle, manager, Oliver Theatre Supply Company, is introducing to the trade his new secretary, Katherine Pajunas. She succeeds Gladys Villeret, resigned.

Al Sunshine, Advanads, coming at-

WEST VA. MANAGERS
READY CINCY MEETING

CINCINNATI - Plans were progressing last week for the annual meeting of the West Virginia Theatre Managers Association on Nov. 12 and 13 at the Netherland Plaza Hotel.

Wendell H. Holt, Richmond, West Va., is president.

traction boards, is following exhibitor conventions around the country.... Paramount bookers and salesmen are expecting their friends to come across with additional dates during November, which has been tagged in their honor.

Universal-International exchange was shorthanded with Dolores Smith, assistant cashier, and Lillian Behm, switchboard operator, both on the sick list.

MGM's Anne Vickers was spending her vacation in Fort Lauderdale, Fla., as the guest of Marie Mack Hentges, a member of the MGM exchange prior to her marriage.

Lou Marks, MGM sales force, is back from New York where, for the past month, he took the company's executive training course.

Ray Schmertz, son of I.J. Schmertz, 20th-Fox branch manager, and himself 20th-Fox city salesman, is finally on the road to recovery after three weeks at St. Luke's Hospital, where his trouble was finally diagnosed as Rocky Mountain spotted fever, a rare illness.

Detroit

District meetings to elect members of the board of directors and alternates in accordance with changes in the constitution and by-laws of the Allied Theatres Of Michigan have begun. The fourth district membership held a meeting in the Paw Paw Town Hall, Paw Paw, Mich. Upon unanimous action of the members present, Ray Branch was elected member of the board from the fourth district, and Mort Dennis as alternate. The fifth district held a meeting in the Mortin Hotel, Grand Rapids, Mich. Herb Boshoven, Franklin, Grand Rapids, was elected to the board of directors, and John S. Oatley, Rockford, alternate. A meeting was held by members of the seventh district at Imlay City, where Bob Schuckert, Caro, was elected board member, and Harry Hobolth was named alternate. E.C. Johnson, Washington, Bay City, Mich., was elected board member, with Lee Ward, Mt. Pleasant, as alternate in the 10th district. The meeting was held in Midland in the ninth district, Glen Wallace, Scotville, was elected board member, and Don Iverson, Lake City, was elected alternate.

The following were recently made managers of these local theatres: Alois Abeles, Art; Charles Collins, Rex; Bill Mannie, Crystal; Frank Okray, Casino; William Burnette,

Seville; Thomas Beeton, Senate, and Steve Kowalczyk, Crystal.

Harry Gold flew in from the coast representing Howard Hughes.

Archie Rose paid a \$50 fine and costs in court after pleading guilty to presenting a "strip poker" film at the Fox, Grand Rapids, Mich. The theatre was ordered padlocked for 30 days. Several theatre employees arrested when police raided the theatre were given suspended sentences. George Kalendutt, theatre manager, was named in a warrant, but he is in a Detroit hospital recovering from an operation.

Emory J. Rich, former manager, Belmont, now back from a Texas vacation, has gone into the lawn sprinkler business, but may return to show business....Wayne Roberts, Virginia, is home after spending a week in Chicago visiting relatives....Leonard Hix, Wayne, Wayne, Mich., may be in the army soon.

Frank Downey's gang at Metro look brighter now with the new super fluorescent fixtures recently installed....Joseph Nagy will open his new Dawn, Sterling, Mich., soon.

Lovell H. Barker is the owner, new United Film Laboratories....James F. Sharkey, Jr., who has been booker at 20th Century-Fox, switched to selling for Eagle Lion.

Earle Sweigert and Harry Goldstein, Paramount, were here for conferences with UDT, Butterfield, and Co-operative Theatres.

Don Louis, Jr., Rosedale, was in the hospital for a general checkup...Edward Hyman, Paramount, was in on a general inspection tour....H.L. Rood, projectionist, Iris, was on sick leave....Affiliated Circuit has taken over the Plaza from Mrs. Harold Smilay.

Indianapolis

Irving Tamler held the formal opening of his new Moon-Lite Drive-In. The new project is located on Road 52, at the intersection of Road 9. Tamler, who has been in the exhibition field since 1931, is a seasoned showman, and one of the first to operate a neighborhood house.

Norman Linz, who has been a salesman for several distributing units, joined Film Classics to cover southern Indiana...Max Roth, division manager, Film Classics, was holding conferences with manager Sam Abrams....Edwin Brauer, manager, Republic, spent three days in Chicago attending the meeting at the Blackstone Hotel.

Herman Morgan, salesman, U-I, was the guest speaker at the regular monthly meeting of the Lions Club, Windfall, Ind....Fletcher Brewer, State, Windfall, Ind., installed new Western Electric sound....F.J.A. McCarthy, southern and Canadian division manager, U-I, and Peter Rosian, dis-

trict manager, were business visitors....Albert Blankenbaker, Pastime, Richmond, Ind., redecorated the front and lobby of his house....Abe Gelman, salesman, Columbia, attended the world series baseball game in Cleveland.

J. Perry Meek, head, Dollar Enterprises, Inc., has taken over the Avalon from Roy Bell....Francis Bate-man, general sales manager, Screen Guild, and Harry Lorsh, Chicago, were business visitors. While in the city, they inspected the progress of the new exchange building on North Illinois Street with Larry Jacobs, branch manager....Linda Darnell visited the city.

Exhibitors visiting Film Row during the week were: A.C. Kalafat, Kalafat Circuit, Garrett, Ind.; Benny Fuller, Miami-Grand, Union City, Ind., and Strand, Angola, Ind.; Hobart Hart, Court, Auburn, Ind.; Joe Schilling, Auditorium, Connersville, Ind.; William T. Studebaker, Logan, Logansport, Ind.; R.L. Hudson, Sr., and Jr., Hudson Circuit, Richmond, Ind.; Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind., and E.E. Smith, Devon, Francisville, Ind.

Robert Arvin, head shipper, Columbia, was vacationing in New York City....Kitty Kihn, typist, Columbia, has been promoted to the billing desk. Her successor is Martnena Coats....Mary Williams, a former inspectress at MGM, resigned, and assumed the same duties at Columbia.

Trueman Rembusch, president, ATOI, Inc., attended the convention of Independent Theatre Owners of Wisconsin in Milwaukee. On Oct. 20, he attended the gathering of the Mid-Central Allied Independent Theatre Owners in the Mark Twain Hotel, Hannibal, Mo.

Jack Dowd, new manager, SRO, assumed his duties....Clyde McKean, manager, Warners, reports 175 bookings on "June Bride"....Outdoor exhibitors have been confronted with a new menace, heavy fog in the lower parts of the state. In some locations, those located near water or running streams,

early fog rises as soon as darkness approaches.

The Charles Acton performance in the J.R. "Jimmy" Granger 10th Anniversary Drive, Republic, deserves special mention, even though they came a week ahead of the actual beginning of the drive. Acton secured 149 dates from 12 different accounts, clearing up a lot of delinquent product as well as securing new dates on current pictures. The unusual feature of this selling feat is the fact that there are no circuits included, all dates resulting from individual calls....The Chateau, Greencastle, Ind., operated by the Vonderschmitt Circuit, closed for alterations....James Durham and wife opened their new 400-seat Lakeland, New Webster, Ind....A burglar broke into Public School 30, and stole a motion picture projector valued at \$200.

Ray Howard, Y and W Theatres, was at home in Gary, Ind., convalescing after being hospitalized....The Cozy, recently condemned by the office of the Indiana State Fire Marshal, is being remodeled. The house is owned and operated by the Marcus Enterprises.

The Skydrome, under construction on U.S. Road 3, just outside New-castle, Ind., is being built by Marc Wolf, Indianapolis, president of the group; Ted Mendelssohn, manager, U-I, vice-president, and Mannie Marcus, Marcus Enterprises, secretary and treasurer. The project will be ready to open in the early summer of 1949....Gordon Craddock, branch manager, Eagle Lion, has bought one of the first six Lustron all metal houses. He expects delivery early in November...The formal opening of the Lake, Warsaw, Ind., latest Mallers project, was held. The new house has a seating capacity of 1,000. The building, constructed of stone and glass, is modern in every way. The house was built by the Mallers Circuit, Ft. Wayne, Ind., and will be managed by Nick Mallers.

Pittsburgh

Mrs. Edna R. Carroll, head, Pennsylvania State Board of Censors, and chairman, motion picture division, Pennsylvania Week, extended thanks to those of the industry to the recently completed and most successful "Pennsylvania Week". Special "citations" went from Mrs. Carroll to the censor board staff for mailing thousands of pieces of information for the motion picture committee; to contributors, exhibitors, and exchanges, who donated funds to carry on the work of the motion picture committee; to Jay Emanuel, publisher, THE EXHIBITOR, who acted as treasurer; to Loew's Bob Lynch and John Maloney for addressing 1500 letters to exhibitors; to MGM's News of the Day for producing newsreel clips of Governor James H. Duff and David O. Selznick; to National Screen Service for distribution of press books, etc.; to regional chairmen J.J. O'Leary, Sidney Samuel-



M.A. Silver, Warner Theatres' Pittsburgh zone manager, and Mrs. Silver are shown recently with Warners' star Jane Wyman, who visited the city as part of her tour to publicize Warners' current production, "Johnny Belinda"

son, Bob Sidman, M.A. Silver, Victor Weschler, and Larry Woodin for supervising district activity; to SRO, especially David O. Selznick, for furnishing a newsreel clip that set the pace, and to Warner Theatres, Ted Schlanger and staff, and M.A. Silver and staff, for the attractive press book.

Sidney Deneau, assistant general sales manager, SRO, presided at an eastern divisional sales meeting at the William Penn Hotel. In attendance at the meeting were J.E. Fontaine, eastern division manager; Saul J. Krugman, Atlantic States district manager; Tom Duane, New England district manager; J.J. Oulahan, central states district manager, and all sales representatives of the eastern division.

It was learned last week that John H. Harris, 'Big Boss' of Variety International, will be honor guest at the Variety Club's annual banquet to be held on Nov. 14 at the William Penn Hotel.

Moe Silver, Warner Theatres' local zone manager, and Harry Feinstein, his assistant, were in New York for a few days.

Universal-International brought Burt Lancaster to Pittsburgh in the interest of "Kiss The Blood Off My Hands". Lancaster met the press and radio as well as exhibitors and distributors at a luncheon held in the Variety Club following the screening of the picture in the Harris screening room. The Right Reverend Monsignor Nicholas H. Wegner, who succeeded the late Father Edward J. Flanagan as head of Boys Town, and who made such a fine impression when he spoke at the Variety Club's American Legion Post 589 installation of officers banquet, was also a guest at the luncheon.

Franklin Anderson, Franklin Film Exchange, departed for New York City to resume activities in the army as a reserve officer, called back to active duty. Anderson reported for duty to the First Army Headquarters, New York City, and was given the rating of captain, which was the same he held at the time of his discharge several years ago. Anderson's wife, Florence, and their son, Franklin, Jr., will remain in Pittsburgh for the present time.

Raymond Showe, Theatre Candy Company, recently completed a survey of some 15 drive-in theatres in the Western Pennsylvania and West Virginia territories, which his company services. Showe spent most of his trip advising drive-in operators, and making plans for closing down of this season and ordering both new and additional equipment for next year's season. The Theatre Candy Company recently enlarged its pop corn popping plant. Ready-popped corn is prepared at the warehouse located on Forbes Street.

Loew's Ritz will open Universal-International's "Hamlet" on Nov. 3 on a roadshow basis. The price scale will be as follows: 90 cents and \$1.80 afternoons, and \$1.20, \$1.80, and \$2.40 nights.

A new little theatre group has sprung up, the Mount Lebanon Players, who will present three shows this season in Mt. Lebanon's Andrew W. Mellon High School Auditorium.

Sylvia Karlton, Pittsburgh girl, will sing the hit song, "So Far", during the run of "Allegro" at the Nixon Christmas Week. Miss Karlton is the niece of Jack Kalmenson, city salesman for Warners and Ben Kalmenson, WB sales manager.

Johnny Harris' "Icecapades of 1949" will play its first repeat engagement in the same season in order to return to Pittsburgh the week of Dec. 1 because of the tremendous business the show did in September.

John T. McGreevy, general chairman, Variety Club's 21st anniversary banquet at the William Penn Hotel, Nov. 14, has named as his co-chairmen M.A. Silver, zone manager, Warner Theatres, and Bill Zeilor, Harris Amusement Company. McGreevy also reported that the first acceptance and request for tickets, following the announcement of the time for this year's banquet, came from Jay Emanuel.

The John Stahl, Jr.s., are expecting a visit from the stork in December. He operates the Stahl, Homestead, Pa.

M.A. Rosenberg, who owns and operates the Parkway and Colony, McKees Rocks, Pa., and who is very active in the local exhibitor organization, recently attended a meeting of the Executive Committee of Allied States Association of Motion Picture Exhibitors in Washington, D.C.

Max Shulgold, Crown Film Company, is currently busy booking the eight "Wild Bill" Elliott westerns, which he acquired during a recent trip to New York.

A.H. "Art" Levy, Columbia branch manager, was driving a brand new



Coming to New York from Cleveland for the recent U-I sales meeting were, left to right, George T. Flynn, Leo Gottlieb, and Alex Schimel.

Oldsmobile convertible.

It is reported on Film Row that the new theatre in Monessen, Pa., which is to be owned and operated by the Monessen Amusement Company, Michael Manos, president, will be opened by Thanksgiving Day. The new theatre will be called the Manos. Several obstacles which have been delaying the construction and the finished stone work and trimming have been overcome.

Harry and Max Stahl and John Muller, NuLuna and Gable, Sharon, Pa.; Leo M. Conrad, Park and Meade, Meadville, Pa.; Edgar E. Shaffer, Roxy, Slippery Rock, Pa. and Penn-Lake, Sandy Lake, Pa.; B.J. Redfoot, Arcadia, Windber, Pa.; Speer Marousis, Regent, New Castle, Pa.; Herman and Morton Stahl, Drake and Lyric, Oil City, Pa., and C.S. Brown, Temple and Kane, Kane, Pa.

STATES

Indiana

NEW ALBANY

George Jaegggers, manager, Switow Amusement Company's Elks, resumed his duties at the theatre following an extensive vacation tour of the west coast. During his absence, the management was handled by Guy Roehm, who also supervised the operation of the Indiana.

SEYMOUR

Harry M. Palmer, long associated with the industry by reason of his employment by Switow Amusement Company, Publix Theatres, and Lee Goldberg, film distributor, says he surely misses the show business contacts he made during his years of service in the industry. He is at present executive secretary, Chamber of Commerce.

Kentucky

BARDSTOWN

The Gypsy Drive-In, constructed on the outskirts of this town for the partnership of W.H. Hahn and J.F. Burnette, was officially opened. It has 400-car capacity, and is equipped with the latest of drive-in equipment, including Motiograph AA projection and sound equipment embodying individual car speakers with post and concession lights, Strong Mogul High Intensity projection lamps and rectifiers, Superlite coated lens, and Best fire shutters, all furnished and installed by Falls City Theatre Supply, Louisville, Ky. While the spot was a little late in opening for the current season, it is the intention of the owners to get an early start next season.

ELIZABETHTOWN

In a double wedding celebration, Mr. and Mrs. Robert T. Enoch celebrated their 11th wedding anniversary on the same day that Mr. and Mrs. F. Wilhelmi, Anchorage, Ky., parents of Mrs. Enoch, celebrated their golden anniversary. The joint celebration took place at the home of Mr. and Mrs. Enoch. Enoch heads the Elizabethtown Amusement Company, which

(continued on next page)

TRAVELLING AROUND WITH LEW HERB

(Lew Herb, travelling representative of The Exhibitor, again returns to the territory after an absence of many months. The report of his travels will continue each issue. -Ed.)

Well, here we are in Western Pennsylvania again. Our first visit to this territory in more than a year started with our entry into Altoona,



Lew Herb

Pa., where we immediately noticed a few changes. We dropped in first at the Olympic, where we renewed acquaintances with Victor Notopoulos, who, along with brothers Gus and George, operates this house, in addition to the Mishler and Capitol, under the name of Altoona-Publix. Their dad, A.N. Notopoulos, one of the pioneers, is still active, but leaves most of the operation in the hands of his capable sons. We stopped in next to see another pioneer, Jake Silverman, who, until recently, operated two of Altoona's downtown theatres, the Strand and Logan, in addition to the Blair, Hollidaysburg, Pa., which he still retains. He started in the business in Altoona around 1905. His was the first theatre in town, and he was the first in the city to install sound when it became available. He built the Strand around 1916, and the Logan was built just before the last war, making it the newest theatre in Altoona. Both of these are being operated by the Fabian Circuit, under the direction of Ward Kreag, city manager. Kreag had formerly operated the State for the same organization for the past few years, succeeding W.B. Jacoby, who had run the house for the old Wilmer-Vincent Circuit for many years. Kreag now makes his office at the Strand, and, dropping in there, we also renewed acquaintances with Mrs. Shook, his secretary, and the house manager, George Long, a local lad, who started his career in this same house a decade ago.

The State is now being handled by John C. Day, who came here in January from Richmond, Va., where he held the same post at the Lee. He, too, broke into the business as an aide, in his home town, Harrisburg, Pa., and by the time he was out of high school, was running his own theatre, a small house, in LeMoyné, Pa. This venture proved unprofitable, however, and he joined the Wilmer-Vincent organization, which took him to Reading, where he remained until he entered the army during the war, where his previous theatre experience led him into a very interesting photography career.

The theatre has had a recent complete renovation, both inside and out, including carpeting, chairs, decorations, and front. Day married a local girl in June, and expects to be in Altoona for quite a while.

Continuing our rounds, we dropped in at the Mishler, where we chatted with Jerry Greiner, who has been running this house since 1946 for the Altoona-Publix Circuit. This is an action house, and, as such, plays to a lot of children, and he gives them plenty of entertainment. Saturday being the kiddies day, he gives them plenty of action in addition to giving away several prizes, among them bicycles, etc., which he usually manages to promote through tieups with local merchants.

(continued from preceding page)

controls the State and Grand, and also the the Starlight Drive-In, under construction.

LOUISVILLE

According to an opinion rendered by Assistant Attorney General Squire N. Williams, Jr., visits of a deputy state fire marshal to a motion picture theatre should be limited to times when he is on duty, and actually inspecting the place. The opinion was given to J. Ashlin Logan, attorney at Winchester, Ky., who complained on behalf of a theatremen that a deputy was overzealous. It was the belief of the exhibitor that the deputy occupied a free seat too often, but said the deputy claimed he had an eye out for possible fire hazards, as well as looking at the picture.

Construction has begun on a new drive-in to be located at Cane Run Road and Miller's Lane.... Work is also progressing on the new drive-in on Preston Street Road.

Out-of-town exhibitors seen on Film Row recently included: Edgar Barnett, Gala, Sacramento, Ky.; Edwin St. Clair, St. Clair, Lebanon Junction, Ky.; A.N. Miles, Eminence, Ky.; W.H. Hahn, Gypsy Drive-In, Bardstown, Ky.; Oscar Hopper, Arista, Lebanon, Ky.; G.D. Saylor, Wallins, Wallins Creek, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky.; Ralph Cundiff, Allen, Liberty, Ky.; Clyde Marshall, Columbian, Columbia, Ky.; Clark Bennett, Valley, Taylorsville, Ky., and Don Steinkamp, French Lick Amusement Company, French Lick, Ind.

On one of their rare visits were Mr. and Mrs. L.W. Bevel, Harriman, Tenn.... The Strand closed for several days so that the Grand Masonic Lodge of Kentucky could occupy the auditorium.

Ohio

COLUMBUS

Ohio exhibitors are advised to disregard invoices and dunning notices sent by ASCAP, in view of the two recent federal court decisions against ASCAP.

Frank Bruner and Ward Farrar, United Artists representatives, were in, in advance of "Red River".... Fred Oestreicher, publicity manager, Ohio and Broad, spent several days vacation in the Great Smokies.

Mrs. Dorothy Dean, conductor, The Citizen's heart-throb column, printed a letter from a 12-year-old girl, in which she complained that the city's 10:30 p.m., curfew for youngsters under 16 conflicts with the fact that she must pay adult admission at theatres, and can't stay as late as she wishes.

Pennsylvania

CLEARFIELD

Miss Mae E. Shively, general manager, Mid-State Theatre Circuit, recently made a tour of inspection of the theatres under her supervision, during which time she visited Sykes, Sykesville, Pa.; Valley, Weedville, Pa., and Adelphi, Reynoldsville, Pa.

ERIE

Warners new Strand, which has been plagued for many months by shortages and labor difficulties, is now expected to be opened by Thanksgiving Day.

HUNTINGDON

James "Jimmy" Kalos, who formerly managed the Adelphi, Reynoldsville, Pa., while it was under the operation of the Harris Amusement Company, has been named new manager, Clifton, replacing former manager Vogel Gettier.

MEADVILLE

Charles L. Truran, Sr., recently closed his home in order to return to Phoenix, Ariz., where he will remain for the winter months. Truran, Sr., was formerly general manager, Park and Meade. These theatres are owned by Dr. H.C. Winslow. Present manager is Leo M. Conrad. Truran's son, Charles Jr., took up his new position as West Virginia salesman for National Screen Service, replacing Ed Levin, who held that position for several years. Levin resigned several months ago in order to make a new connection on the west coast.

West Virginia

BELINGTON

Don Hayman, who recently acquired ownership of the Seneca, formerly operated by A.B. Crissman, and who also operates the Tunnelton, Tunnelton, W.Va., has been trying out policy changes.

GRAFTON

The Monessen Amusement Company expects to open the new Manos about Jan. 1. This theatre was the former Strand, and the property was purchased, and everything torn out except the four walls. Then the theatre was completely rebuilt. The Manos will be the first-run de luxe house, and will be somewhat similar to the one in Elkins, operated by the same concern. J.L. Bush, former owner and operator, Strand, still retains the Dixie as the town's "action" house.

KINGWOOD

Charlie Anderson, Alpine Theatre Circuit, which has its home office located here, recently returned from a visit with his parents in Glasgow, Scotland.

NEWS OF THE

Territory

Boston

CRO SSTOWN

"The Red Shoes" will have its New England premiere at the Majestic on Nov. 18. Leon Brandt, Eagle Lion exploitation manager, was in to confer with Joe Mansfield and Charles Barron, company field exploiters, regarding an all-out campaign for the opening. Accompanying Brandt were Jerry Dale, J. Arthur Rank Organization, and Charles Amory, Monroe Green-thal Agency vice-president. The Boston opening campaign will be comparable to the highly successful promotion accorded the American premiere at the National, Washington. The event is expected to be the high spot of the Boston social and entertainment season. As in all its engagements, "The Red Shoes" will be shown twice daily, with an extra supper show Saturday and Sunday. Admissions will range from \$1.20 to \$2.40, all tickets reserved.

"Blanche Fury," Eagle Lion's Technicolor release, had its American premiere at the Exeter on Oct. 24.

Co-chairmen of the New England industry in the combined Jewish Appeal drive are Max Levinson, Levinson Circuit, and Larray Laskey, E.M. Loew's Circuit, it was revealed last week. The Hotel Bradford will have the annual dinner on Nov. 1, it is reported.

A feature of the exploitation campaign for Hal Wallis' "Sorry, Wrong number," Metropolitan, was a novel telephone stunt. Approximately 4000 phone calls were made by theatre operators who chose names at random from Greater Boston phone directories. If party answered by saying, "Barbara Stanwyck is in 'Sorry, Wrong Number'", the operator informed them they would receive a prize in the mail, a pass to a theatre or one of several hundred merchandise prizes. The public was apprised of the contest through newspaper and radio ads and a theatre lobby display.

October 12 was the date for MGM's world premiere of "Hills Of Home". The place was Loew's State and Loew's Orpheum. Pre-play publicity campaign included a gigantic banner spanning Washington Street at Loew's Orpheum tieups with the Redheart dog food, feature stories in papers, and posters, etc., in libraries and other interesting places. Ken Prickett, publicist, Jim Shanahan, and his assistant, Bob Mason, were active. Another campaign was launched by this same three-some to publicize "The Secret Land." To get the campaign off on the right foot, a screening was held aboard the cruiser Dayton, in the Boston Navy yard, for all Boston drama critics and naval personnel. Admiral

Cruzen, commander of the task force on Operation High Jump, was flown from Washington to see the screening. After the screening, the admiral and his wife entertained the Boston press at a cocktail party. Later at Boston Commons, a traveling exhibit of the dogs which traveled to the colder regions with Byrd was shown to an appreciative audience while a navy band played on and on.

Warners' Jane Wyman, currently appearing in "Johnny Belinda", spent a very busy day here recently. Arriving at the Back Bay Station at 7:45 a.m., she was met by a limousine, and taken to the Copley Plaza Hotel, which served as her headquarters. She started her tour of activities with a visit to the Community Fund drive headquarters at 10:30. She posed with contestants for the "Miss Red Feather" title and with "Miss Massachusetts of 1948". Powell Cabot, general chairman, presented her with a "Red Feather Oscar". At 11:45, she was knocking at the door of the mayor's office, City Hall. There she received, from Henry Brennan, city treasurer, acting for Mayor Curley, absent that day, the gold key to the city and a silver dollar. She also signed the guest book of the city. At 12:30, she was at Suffolk University, where she was welcomed by President Walter M. Burse and the president of the student council before a cheering student assembly. She was given a gold Oscar for her performance in "Johnny Belinda" and a citation. Back she went to the Copley Plaza, where, at 1:30, she was to be guest of honor at a private luncheon for critics of papers. Following this luncheon, she proceeded to the New England Mutual Hall as guest of honor at a reception staged by Variety Club of New England, Tent 23. Here, too, she received another citation. Next on the agenda was a cocktail party-reception at the Copley Plaza. She was presented with cigarettes by Liggett and Myers, a gold engraved cup by Sigma Alpha Epsilon fraternity, Boston University chapter, as "Sweetheart of SAE"; an album of records from the RCA Victor Company as well as an autographed "master" of Ted Straeter's "The Most Beautiful Girl



Lew Breyer recently became president of Madison Picture Corporation of New England, with offices in Boston. The new corporation has set for release and production a number of action re-issues which will be made available to New England exhibitors as packages.

in the World", from Varsity Records. At 7:30, she was driving down to the Fox and Hounds Club for dinner as guest of Eddie Davis, owner. Then she went back to Copley Plaza again to pack, and on to New York via the 12:30 a.m. train.

From Nov. 29 - Dec. 1, Allied States Association will hold its 1948 national convention in New Orleans, and there will be a large group from this area going to the meeting. Among those who have signified their intention are Ray Feley, business manager, Independent Exhibitors; Les Bendslev, treasurer, Independent Exhibitors, and operator, Community Playhouse, Wellesley Hills, Mass.; Mr. and Mrs. Julian Rifkin, Rifkin Circuit; Arthur Howard, Affiliated Theatres; Myer Stenzler, Community, Wakefield, R.I.; James Guarino, New England Drive-In Corporation, and Mr. and Mrs. Teddy Rosenblatt, Community, Centerdale, R.I. Mr. and Mrs. Chet Currey, Broadway, Pawtucket, R.I., are planning attending the convention while celebrating their wedding anniversary.... Mr. and Mrs. Leon Task, Ideal, Milford, Mass., will stop in at the convention on their trip down to Florida for the winter. Incidentally, if anyone happens to be in Florida looking for some real estate, he will take care of you.

Frank Lydon, Hamilton, Dorchester, Mass., recently returned from Baltimore, Md., where he attended an eastern regional meeting of eastern allied units.

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"Red River", Loew's State and Orpheum, was attracting the attention of the publicists. At a special meeting called by Charles E. Kurtzman, Loew's Phil Engel, UA, Jim Shanahan and Bob Manson, Loew's, and Jim Tebbetts and Jack Mercer, respective managers, State and Orpheum, the launching of this picture was discussed.

FILM DISTRICT

William C. Gehring, assistant general sales manager, 20th Century-Fox, was in last week to conduct a sales survey.

Mark Silver, UA assistant eastern sales manager, was in visiting the exchange to discuss coming company releases with John Dervin, branch manager....Fred Stein, special representative in charge of special features for EL, was in from New York for a conference with Tom Donaldson, district manager, and Harry Segal, branch manager.

The boys from the supply houses in the district returned from the recent TESMA convention in St. Louis none the worse for wear and all reporting a fine time. except Eddie Comi, who

wasn't out there in the west very long before he became ill.

Eleanor R. Silverman has been welcomed into the fold at EL. Formerly of Monogram, she has already assumed her duties as assistant cashier. EL also welcomed its new office manager, Ben Wolf. He was formerly with Interstate Candy Company, and at one time was office manager at MGM.

Charles E. Kurtzman, division manager, Loew's assumed the responsibility of taking newsreels and of making a master motion picture of the entire Catholic Youth Organization parade....RKO Ralph Bangheart's secretary had a slight operation.... Speaking of vacations, Bill Madden, salesman, MGM was off for a week.

The regular monthly luncheon and meeting of Independent Exhibitors, Inc. was held on Oct. 19 at the Shangri-La Restaurant. At that time two new members, Al Lourie, Adams, Dorchester, Mass., and Frank Dean, Easton, Mass., were accepted into the organization.

Eagle Lion held a screening for its staff. Seen were "Behind Locked Doors" and "In This Corner".

A contingent from the district journeyed down to Pawtucket, R.I., to attend the funeral of Clinton Payne. An old-timer in the industry, Payne owned the Leroy. His death came after a long, serious illness.

Enterprising Harry Welch was seen about the district introducing Fred Churton, Bangor, N.Y., to the various exchanges. Churton recently purchased the Village, Canaan, N.H.

Herb Brown, Victoria, Greenfield, Mass., came in and was so busy that he forgot to eat lunch until almost dinner time....Lester Hughes, Nordica, Freeport, Me., was seen bouncing out of one exchange into another....Bill Savitts, Arcadia, Portsmouth, N.H., was perching in a chair at Columbia while waiting for Charley Morse, Morse Circuit.

Bill Madden, salesman, MGM, came back from vacation with a prize, and it wasn't a fish. He is sporting a new Ford. Noticed Draddy, the II, looking it over from his window.... Speaking of MGM, an alumna of that institution, Sarah Routman, is now employed in the contract department of EL.

New Haven CROSSTOWN

Loew's Poli received some nice publicity in tying up with Navy Day Committee in the showing of "The Secret Land". The film was shown privately recently to Naval Reserve Officers, the Navy Day Committee, the Sea Scouts, the Board of Education, and Captain Pereley E. Pendleton, Commandant, Yale NROTC Unit and his staff....Whalley had the West End benefit show booked in for Oct. 27.

Proceeds of the benefit were scheduled for the West End Club welfare fund.

Under the auspices of the New Haven CARE committee, a benefit showing of two films were presented at the Whitney recently....Whalley had a kiddies show....Emil Pallenberg's circus bear, "Snookums", was the added attraction at the special children's shows at the Whitney and Whalley.

Herman Levy was recently re-elected secretary, New Haven County Bar Association.

In a bulletin to members, Herman M. Levy, executive secretary, MPTO of Connecticut, stated that the legality of buying and booking combines has been left up in the air because of conflicting viewpoints expressed by the U.S. Supreme Court and the New York Statutory District Court. He also commented upon the two recent ASCAP opinions.

MEADOW STREET

Those who attended the Sergeant Stanley Fishman Post 319, Jewish War Veterans, "Dutch" supper recently included Mr. and Mrs. Oscar Shanken, Dr. and Mrs. John Chasnoff, and others....Joe Reed, Washington Depot exhibitor, went into New Haven Hospital for an operation....Mrs. Harry Rosenblatt, wife of the MGM branch manager, also went to the hospital recently.

Election of officers of the Warner Club for the year ending on Aug. 31, 1949, was held, and the following named to posts: Francis Flood, president; James Bracken, vice-president; Jeanette Shields, vice-president; Mary M. Pieper, vice-president; Evelyn Stark, secretary; Joseph DeLouise, treasurer; James A. Bracken, chairman of contributions and loans, and Henry F. O'Donnell, board of governors.

Connecticut

HARTFORD

The Central, West Hartford, Hartford Theatre Circuit, will resume its Saturday morning programs of special children's shows on Nov. 6, according to manager Hugh Campbell. The shows will be sponsored, for the third season, by the West Hartford Parent-Teacher Council's audi-visual aids committee.

Stephanie Simon has joined E.M. Loew's....Shirley Janas is at the Princess, replacing Ethel Smith.... Out-of-town visitors included Robert Kaufman, 20th-Fox exploiteer, here on "Apartment for Peggy", Loew-Poli; Elliott Forman, MGM exploiteer, here for "The Secret Land", same theatre; John Pavone, Monogram branch manager, New Haven; Henry Germaine, Paramount branch manager, New Haven and Joe Mansfield, Eagle Lion exploiteer, here on "Canon City" and "Mickey", Regal....James W. Cotia, Regal assistant manager, took a plane ride out to Cleveland on his day off to view one of the World Series ball games... Mary Veronese is the new candy girl at E.M. Loew's.

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Steve Perakos, it's said, will be taking his Connecticut law exams sometime in December. The son of the Perakos Circuit head recently completed courses at Boston University Law School.

For "Canon City", Frank Morin, Regal manager, screened the picture for the state prison warden and associates, and for "Mickey" he got a local news delivery outlet to banner 12 trucks....Local 84 will hold elections in December, it's been announced. Installation of the new officers will be held in January..

STRATFORD

The Stratford held a formal reopening on Oct. 21. After four months a new facade and completely renovated interior were completed. The Colonial facade is in keeping with the traditional Colonial atmosphere of the town, and the interior is now in keeping with the latest and best in a modern showhouse.

Massachusetts

BELLINGHAM

The drive-in recently was acquired by Lennie Richter, Star, Pascoag, R.I., and by Henry Sperling, Central, Mansville, R.I.

CAMBRIDGE

Men were working day and night in order to finish the complete renovation of the Rex, formerly the Olympia, in time for opening on Oct. 31.

CHARLESTOWN

The E.M. Loew Circuit added another link, the Thompson Square.

FALL RIVER

The Yamins Theatres cooperated with Fall River merchants in the annual "Fall River Bargain Days"....A new fountain service has been installed at the Empire....Through arrangement with a local distributor, a television set has been set up in the lobby of the Durfee, Paul Slayer, manager.

Paul Slayer, Durfee manager, and William S. Canning have been named directors of the new Police Athletic Association, which is planning varied programs for boys and youths of the community.

HAVERHILL

The Strand, Lafayette, and Colonial cooperated in the Community Chest drive by donating theatre tickets for an aerial "bombardment" stunt. Red feathers, trademark of the Community Chest, were dropped from a plane. Attached to some of them were the free theatre tickets. Those lucky enough to catch the bonus red feathers were treated to free movies.

LAWRENCE

Fred Boschetti recently installed in his Star two new sound systems. One of the oldest exhibitors in the area, he feels that he now has the best in town.



The Waterbury, Conn., Republican-American's seventh annual carnival at Lake Quassapaug, Conn., was recently highlighted by the selection of "Miss Sports Carnival of 1948". Five Waterbury theatre men, left to right, standing, served as judges; Peter Flynn, Tower; John Sirica, Lido; Julia Smith, State; Paul Linger, Loew's Strand, and Robert Carney, Loew's Poli. Virginia Dowd, who won the title, Miss Jackie Bressler, and Miss Lorraine Cronin look on.

NEW BEDFORD

John Bromfield, star of Screen Guild's "Harpoon", was in to make personal appearances in conjunction with the world premiere of the picture at the Olympia on Oct. 20. In Boston, Bromfield attended a press party and, following his appearances here, went to New York before returning to the west coast.

NORWOOD

The Southland is reported a member of the Richmond-Stern Circuit.

PITTSFIELD

The Kameo, formerly operated only on a part-time, summer basis, will reopen in about six weeks under control of Massachusetts Theatres, Inc., following remodeling of the house. The circuit negotiated a 10-year lease on the property.

WILLIAMSTOWN

Earl Sweeney, Pittsfield, Mass., announced plans to open the Twilite Auto Theatre. It would accommodate 200 cars, and its capacity might be increased next year. Sweeney recently

(continued on next page)



Homer S. Hitchins, left, sales manager, Bendix Home Appliance department, recently donated a gold and silver Bendix home laundry to William Koster, executive director, Variety Club of New England, which founded and sponsors the Jimmy Fund of the Children's Cancer Research Foundation, Boston. The washer helped raise needed funds.

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TRAVELLING AROUND WITH LEW HERB

(Lew Herb keeps moving about the New England territory, and his report follows. -Ed.)

Continuing our tour of New England, we journeyed to Worcester, then celebrating its 100th anniversary. This city, located only about 50 miles from



Lew Herb

Boston, is one of the most highly industrialized cities in the state, and serving patrons are Loew-Poli theatres, one Warner house, one M and P house, several E.M. Loew theatres, two under the Forkey banner, one independent, and a couple of drive-ins within easy driving distance of town. We dropped in at the Loew-Poli, largest theatre in the city, under the able direction of Harold H. Maloney, who first came to Worcester for Loew's about 12 years ago, but who has many fond memories during his 35 years in the industry. He is, however, happy with his connection, and, while retaining many of the characteristics of a true Texan, he has also acquired the best traits of the New England "Yankee". Courtesy is the keyword all-around, and cleanliness and sanitation are not just taken for granted, but rather something which must be adhered to. Although the house is open on an average of 13 hours a day, one can find Maloney there practically any time, or, if he is absent, assistant Robert Berain, who started his career a dozen years ago in this same house, will always be on hand. Maloney estimated that he had broken in at least a score of assistants during his 12 years in Worcester.

A visit to the other Loew-Poli theatre, the Elm Street, also proved very interesting. We renewed acquaintances with Robert R. "Bob" Portle, who can look back on 40 years. Here, too, we found the same efficient, courteous atmosphere prevailing. Portle, with Loew-Poli since its inception, and with the old Poli organization before that, came to Worcester just a few years ago, and is also well known in New Haven, where he operated the Loew's College from 1941 to 1943. His many talents include the art of exploitation. He, too, has given a helping hand to many a youngster.

Our next visit took us into the Warner, another first-run, under the direction of John Matthews, who took over when Alec Davis resigned to operate his own small circuit of theatres. Matthews, formerly connected with the Warner office in New Haven, and later at a theatre in Norwalk, Conn., was at home recuperating from a major operation he had undergone several weeks previously. In his absence, James McCarthy, manager, Broadway, Lawrence, Mass., was filling

in. This being the smallest of the downtown first run houses, it is, by the same token, one of the busiest.

Over at the Capitol, which is under M and P direction, we renewed acquaintances with Leo Lajoie, who handles the reins. He, too, is hampered by lack of lobby space, especially for the extra profits department. Safety regulations prohibited the building of a suitable concession stand on the ground floor. Although an open candy counter and popcorn warmer are in use, they are placed against the wall. Lajoie's "Yankee ingenuity" came to the fore, and he persuaded the powers that be to allow him to set up another, more desirable department on the second floor foyer, in space that was formerly practically useless. Here he has an excellent candy case, popcorn warmer, soft drink dispenser, and ice cream cabinet.

Our next visits took us into the E.M. Loew houses, and we started by dropping in at the Plymouth, largest of the four, which include the Olympia, Family, and Royal. The Plymouth is one of those theatres where the orchestra is lower than the lobby, and one has to go downstairs to reach it. Here we chatted with Nate Goldberg, who has been handling the house for the past two years. He has been in the industry for over 40 years, too, but spent the first 25 as a musician. He has been running theatres for the past sixteen. His son, Stanley, is also following in his footsteps, and is assistant to Phil Loew, brother of E.M., who makes his office at the Family.

Dropping over there next, we chatted with both of these men, and found Phil Loew to be another veteran in the business. He has been in practically all phases of the business from the early days.

At the Olympia, one of the few remaining up-stairs houses, we encountered Herb Asher, who forsook a career in chemistry in favor of exhibition. A graduate of Worcester Polytechnic Institute, he broke into the business during his college days at the Capitol.

The Royal is under the direction of Herman Rosen, who also worked his way up from a start 10 years ago. He has since worked in all of the E.M. Loew houses in the city, and was also connected with a newspaper. He forsook this recently in favor of exhibition and took over the reins of this house about three months ago.

Our next visit took us to the neighborhood Rialto, under the direction of E.J. Fedelli. This house, owned by the Fedelli family, had been under the direction of E. Sharaf until about a year ago, but is now again being operated by the family. Although it is operated as a neighborhood, it is in an extensive business section, and operates continuously all day. Since taking over the physical operation of the house, Fedelli had installed new equipment in the booth and is planning extensive renovations in the theatre itself. -LEW HERB

(Before Lew Herb completes his trip to New England, he will continue his travels in Worcester, and then go on to Springfield and Westfield. - Ed.)

WILLIAMSTOWN

(Continued from preceding page)

was denied a permit to operate an outdoor theatre in Clarksburg, Mass.

WORCESTER

Loew's-Poli has six men whose services total 145 years: Jack Hauser, stage manager, 25 years; William Sullivan, projectionist, 25 years; Walter Sullivan, projectionist, 25 years; Robert Krock, projectionist, 23 years; John Murphy, projectionist, 25 years, and Frank Dunn, maintenance man, 22 years. The 25-year men were with the Grand before Loew's took over....Michael Sullivan, chief projectionist, Plymouth, E.M. Loew's Circuit, is in St. Vincents Hospital for three weeks for treatment of ulcers. He has been with the Plymouth since its opening 20 years ago.

Thomas Cummings, stage electrician, Plymouth, is being transferred to the Worcester Auditorium...Albert Schroeder, projectionist, Plymouth, recently returned from a vacation....The serial closes at the Plymouth after a 15-week run. Nathan Goldberg, manager, negotiated a tie-up for "Superman" with WAAB....Russel Guillam, Plymouth, has been appointed chief of service....Earl Mott, chief projectionist, and Maurice Stowell, projectionist, Olympia, E.M. Loew's Circuit, have been with the house since former owner Elmer Daniels sold to E.M. Loew's 20 years ago....Barbara Adams, bookkeeper, Olympia, is taking two weeks off to wed.

Rhode Island

PROVIDENCE

Providence received word of a new angle for television when operators attending the New England Regional Convention of the American Taxicab Association at the Sheraton-Biltmore Hotel discussed video for cab passengers.

Albert G. Clarke, manager, Majestic, built a campaign for "Apartment for Peggy" with a sneak preview planned.

Attendance for the reduced price showing of "Henry V" was described as "unbelievable" by Charles Darby, manager, Avon. James Biondo, advancement man, was in on the film. Darby held a screening of "Girl of the Canal" for the press and club officials. Darby also was building up "Beauty and The Beast" with a teaser throwaway.

Arthur Lockwood, president, TOA, and Louis M. Gordon, owners, Lockwood and Gordon, were in.

VARIETY CLUB TENT 23 - BOSTON

Wives of members were invited to be guests at an afternoon for ladies only in the Hotel Statler. There was a fine turnout. Refreshments were served, and the ladies met Jane Wyman. After that, the ladies were shown "Johnny Belinda".

NEWS OF THE

Territory

District Of Columbia
Washington

Promotion for the American premiere of "The Red Shoes" at the National, set a new high in campaigns. Eagle Lion's Technicolor spectacle got off to a strong start, thanks in a large degree to the all-out efforts of Edward Plohn, National manager; the Women's Advertising Club of Washington, sponsors of the premiere, and Leon Brandt and Max Miller, exploitation chief and field exploiter, respectively, Eagle Lion. Three social events, each covered by press and radio, teed off the campaign, a fashion show at the Hotel Statler, attended by 1,400 prominent society women; a society tea given by Mrs. Martin Vogel, leading capital socialite, and a reception at the Indian Embassy hosted by Lady Rama Rau, wife of the Ambassador, and attended by Washington's top diplomats and embassy attaches. The press accorded publicity to several stunts effected by Plohn, Brandt, and Miller. These stunts included the purchase of the first ticket to the premiere by Lady Medhurst, wife of Chief Air Marshal Sir Charles Medhurst, at the British Embassy, by Mrs. Jean Ambrose, president, Women's Ad Club, sponsor of the opening: the billposting and theatre-cleaning activities of the Women's Ad Club members in preparation for the premier: a "Cinderella" contest wherein all the pupils of Washington School of Ballet were given an opportunity to try on an exceptionally small pair of ballet slippers, with a pair of premiere tickets going to the winner; a half-hour radio quiz show over WWDC devoted entirely to questions about "The Red Shoes", a quarter-hour television show over the Dumont network devoted solely to a discussion of the film by Jay Carmody, Washington Star dramatic critic, and a Shapeliest Legs Contest for Women's Ad Club members. Tieups were numerous. Leading Washington restaurants featured "Red Shoes" specials on their menus; 10,000 "Red Shoes" bookmarks were

placed in picked books borrowed from Washington's main public library and 13 branches; 300 window cards were placed in hotel lobbies, stores, cigar stands, schools, drugstores, and in more than a dozen embassies, legations, and national organization headquarters; 28 VitaVision three-dimensional, full-color displays were placed in prominently located store windows; 13,000 subscription pieces were mailed to the highly selective National list; five ballet girls in costume distributed 1,500 red carnations, promoted from a local florist, to the first night audience; three prominent radio stations broadcast from the lobby on opening night. Dumont televised the festivities on its video newsreel; Jody Miller, "Miss Washington, 1948," acted as official hostess and distributed programs to arriving guests; at least a dozen "Red Shoes" parties were held in connection with the premiere, and countless other tieups were effected. Stills and special material were posted in virtually every school and college in the District of Columbia; the Paris Ballet permitted "Red Shoes" literature to be inserted in its programs; several leading stores plugged the film in their ads, and a number of exclusive hostelries featured a Red Shoes cocktail. Nearly 300 radio and video programs carried gratis mention of "The Red Shoes."

An unidentified buyer purchased the old Dumbarton and adjacent property on Wisconsin Avenue N.W. for \$103,000 in District Court in what turned out to be a suspenseful action. Frank Rowe, Georgetown Realty Company, made the successful bid in behalf of an undisclosed principal. Rowe said, however, he understands the theatre will continue to be used as a film house. The action was held after Martin F. O'Donoghue and David L. Riodan, trustees handling the sale of the property, had obtained a court order permitting sale for \$87,000, subject to a higher offer. In court, Rowe topped the \$87,000 bid after Justice James W. Morris allowed the prospective purchasers' representatives half an hour to confer with their client. The offers climbed to Rowe's \$103,000. The property was part of the estate of the late Elmer Frain. Several of his relatives sought a partition in court to obtain a determination of what the sale price should be, and O'Donoghue and Riodan were



Herbert J. Yates, Republic president, is shown as he recently accepted in New York the Parents Magazine Special Merit Medal for Orson Welles' production of "Macbeth" from Phil Wilcox, director, motion picture relations, Parents magazine, New York city.

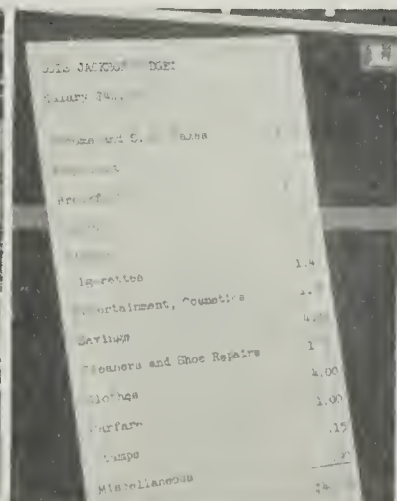
appointed trustees. The theatre building has been ordered closed for alterations to conform with the building regulations. The property includes two garages and an adjacent three-story brick building.

Bryan Foy, Eagle Lion producer, conferred with government officials concerning technical details in connection with his filming of "Trapped", which deals with one of the biggest counterfeiting plots ever uncovered.

Laurence Olivier's "Hamlet", the J. Arthur Rank Production being released by Universal-International, opened to capacity business in its twin debut at the Playhouse and Little, and rolled an advance sale of more than \$30,000. The dual Washington premiere is the fourth American opening.

The new Elk, Elkton, Md., is progressing nicely, and is looking forward to a New Year's opening. Arthur Goodman and family, Edgewood, Md., spent the holidays in Baltimore, Md. Stuart Thompson, Hampstead, Md., enjoyed a motor trip to Virginia, West Virginia, and Kentucky. Herman Handloff and his wife motored to Wilmington, Del., to catch "Finian's Rainbow".

The Bill Fischers celebrated their 17th wedding anniversary on Oct. 11... New clerk-typist at Columbia is Miss Rosalie Satterwaite. Visiting firemen



Shown above are various pictures of a special front which was arranged by Vincent Lorio, manager, Translux, Washington, D.C., for his recent run of 20th-Fox's The March

of Time entry, "White Collar Girls". It featured the "Lois Jackson Budget", and was the talk of the town. As were window displays in two leading Washington stores.

were exhibitors Grant from the Baltimore, Md., Dunbar, and Don Kelsey, Blacksburg, Va....Mrs. Sid Zinds came back in town from the midwest.

Eagle Lion acquired a new salesman, Ward Besanson...Fred Rohrs, EL branch manager, left for Charlottesville, Richmond, and Norfolk, Va.

John Scully, district manager, U-I, and Harry Martin were in Charlotte, Va., visiting the Wilby-Kincey Circuit.

Esther Katznell reports from Republic that a shipper was deserting them for the Navy. He went in on Oct. 26....One of the girls at Republic, branch manager's secretary, Helen Tash, moved into her new home.

The Mutual Broadcasting system network program, "Queen for a Day", heard daily over 365 stations from coast to coast, is conducting a daily search for a "queen" who will be selected to make a trip here in connection with Universal-International's "For the Love of Mary". In Washington, the "queen" will meet the head switchboard operator at the White House, operate the switchboard as Deanna Durbin does in the U-I picture, and visit Congress. She will then fly to New York, where she will participate in a round of promotional activity including appearances on MBS network programs originating in New York, including "Movie Matinee", and "Luncheon at Sardis". The search for the "queen" will continue until Oct. 29.

VARIETY CLUB: Frank Boucher, Chief Barker, called a meeting of the welfare committee, followed by refreshments in the club....New members include Robert L. Friend, WMAL-TV, performer and television film producer, and James S. Carbery, assistant manager, RKO Keith's....Next big affair of Tent 11 will be the annual dinner dance at the Statler Hotel on Nov. 20. Frank Boucher, Chief Barker, and Carter T. Barron and Sam Galanty, co-chairmen, ways and means committee, are promising a superlative event.

At UA: Doris Jowett celebrated her birthday on Oct. 19...Virginia Huges, assistant cashier, was in Pittsburgh, visiting her sister. Myrtle, sorry, "Mike" Michaelson, transferred the scene of her activities to New York, where she is currently working for United Artists.

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THEATRE FOR SALE

Owner living in distant state; excellent DeVry and over 200 spring seats, etc. Rent \$30 month. No competition. Large Pacific Woolen Mills building. See projectionist, Erby, on premises, Drakes Branch, Virginia. Do not write. First \$5750 total price takes.

AT PARAMOUNT: Barbara Donaldson is the new clerk in the accounting department,...Hazel Jarosik recently resigned....Harley Davidson, formerly with Paramount, was visiting....Booker Fred Von Langen was spending his vacation traveling around with salesman George Kelly, contacting exhibitors, and getting drive dates....Mrs. Lillian "Peanuts" Lee, assistant cashier, is back at her job, having just undergone a tonsilectomy....There doesn't seem to be anything wrong with Ida Green's tonsils. We hear she is suffering from a sore throat from too-exuberant rooting at the Redskin game!

AT MONOGRAM: Branch manager Jack Safer was in Charlotte, N.C., visiting the Craver Circuit and the Wilby-Kincey Circuit....Salesman Sam Liggett was off on a two-week trip in the Clinch Valley.

AT 20TH FOX: Bill Michaelson was in Roanoke, Va., to arrange for a preview of "Apartment for Peggy"....The two new gals in the office are Miss Tommy Barkow and Helen Rosenthal. The latter was formerly with National Screen Service....Bill Gehring and Howard Minsky, New York office executives, were in for a series of sales meetings....The executive Board of Local F-13 had its meeting, according to Sara Young. She and Ann Griffin recently came back from Fredericksburg, Va., where they did some bookings.

From National Screen Service's new home at 1104 9th Street, N.W., Mrs. Ernestine Van Dell reports, with some difficulty, conversation being in competition with the alarming noises in the background, attributed to hammering etc., that work is going on as usual. We have visions of employees dodging carpenters, sawdust, and what have you every morning on the way to work.

Wheeler Films reports that executive Cohen took a trip to New York this week, and saw the screening of "Unknown Island"....Gert Epstein was planning a trip to the big city to go shopping....Don King is manager-booker for Loew's Open Air.



Harry J. Michaelson, center, RKO short-subjects sales manager, recently received a citation in New York from the American Society for Friendship with Switzerland for the RKO short, "Switzerland Today". The society is here represented by Professor Stephen Duggan and Miss Simone Ziegler.

AT RKO: Clark Connelley, Aberdeen, Md., returned to Washington from Vermont, shivering. After spending three weeks with his family, he finally decided he'd better return to Washington's balmy (?) climate.

MORE FROM PARAMOUNT: A new addition to Jimmy Byrnes' shipping staff is Frank Savage. He spent a week in the upstairs office to get some idea of booking operations.

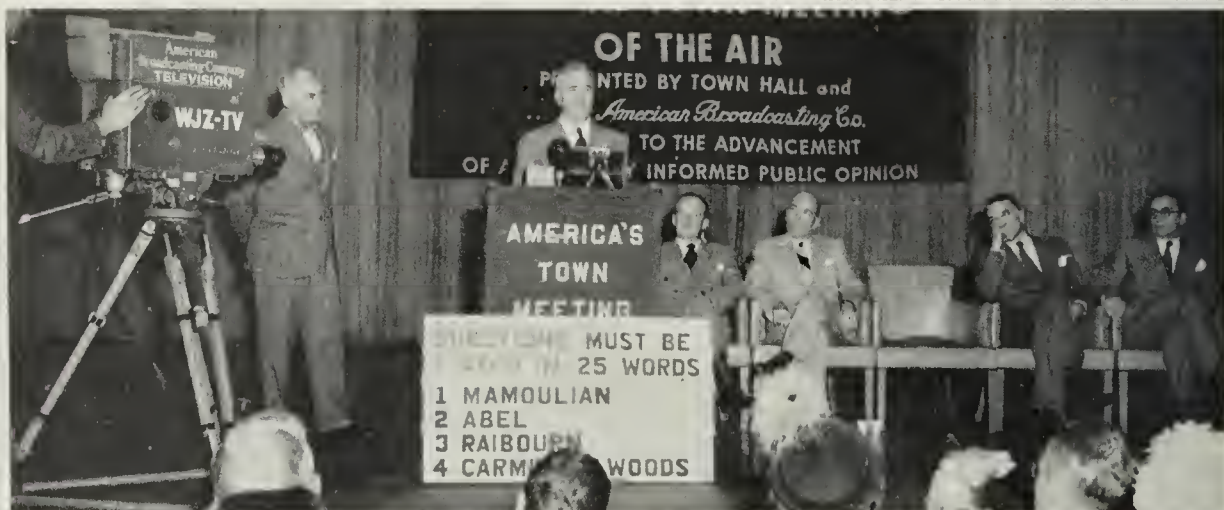
Branch manager Al Benson represented Paramount at the wedding in Baltimore, Md., of the daughter of J. Lawrence Schanberger, Keith's....Keith's, Baltimore, Md., has a secretary who looks enough like Gail Russell to be her stand-in. C.S.

Maryland

BALTIMORE

Notices have been sent to all members of the Variety Club, Tent 19, that the election of the board of governors for 1949 will be held on Nov. 5 at 9:30 p.m.

James Gladfelter has become a member of the Schwaber Circuit, and has been appointed to the Homewood, succeeding John Aloway, resigned. Gladfelter was



Paul Raibourn, vice-president, Paramount, is shown as he recently spoke in New York before ABC microphones and television cameras on "America's Town Meeting of the Air" on the subject of the effect of television upon motion pictures. At Raibourn's right is George V. Denny, Jr., the "Town Meeting" moderator. Others on the platform are Mark Woods, president, American Broadcasting Company; James Carmine, vice-president, Philco; Walter Abel, stage and screen star, representing the Screen Actors' Guild, and Rouben Mamoulian, prominent director of stage and screen, all of whom were quite active.



Jane Wyman, Warner star, is shown as she recently received the key to city from City Commissioner Guy Mason, Washington D. C. Miss Wyman visited Washington as part of a campaign to publicize Warner's "Johnny Belinda".

formerly at the Hippodrome.

William K. Saxton, Loew's city manager, was busy arranging two big events. The first was the preview presentation for invited guests of "The Secret Land" at the Baltimore War Memorial Building in the Assembly Hall on Oct. 18, the event being given by the navy in cooperation with Loew's. The second was the big midnight special showing of "Blue Skies", with admissions at \$1 each, for the Maryland Damon Runyon Memorial Fund for Cancer Research, with a personal appearance for Claire Trevor.

Some of those in the film fraternity listed as having taken boxes at the polo game for the Damon Runyon Cancer Fund included I.M. Rappaport, William K. Saxton, and Jerome Grant.

Robert T. Marhenke, Hiway manager and former Police Magistrate, requested and had submitted to the Baltimore City Council an ordinance which would require the wearing of uniforms by all traffic policemen while on duty, and also that all traffic division motor vehicles be painted bright red, and have the word "Police" painted on each side.

Fred L. Schanberger, Jr., Keith's, arranged a lot of things for Burt Lancaster when he visited, and obtained some good editorial space in the newspapers. He was guest of honor at a luncheon at the Lord Baltimore

Hotel, and appeared on two radio programs. This was all in conjunction with "Kiss The Blood Off My Hands", Keith's. - Jacques Shellman

HAGERSTOWN

Announcement was made new Colonial would open about Thanksgiving day. Extensive improvement nearing completion following fire last year.

L. Mc.W

HUGHESVILLE

John D. Bailey's Hughesville featured the "Wagon Trail Melody Boys" on its stage.

John D. Bailey, Hughesville, is planning building a new balcony.

LA PLATA

The Charles now has four shows on Sunday, and is also open nightly.

LEONARDTOWN

As an incentive for patrons to add their names to the New's mailing list, the management announced that each week three passes will be issued from names drawn from it.... "Food Night" is proving very popular at the New each Wednesday.... Miss Pat Van Sides, Hollywood, Md., is a new aide at the New.... New manager Val Lyons and projectionist Paul Hampton were apartment hunting.... St. Mary's manager Bob Wentworth attended a recent University of Maryland football game.... Mrs. Thomas Hodges, mother-in-law of general manager K.B. Duke, St. Mary's, died on Oct. 18.

Ralph Waters, negro superintendent of public schools and operator of an 8mm. film circuit in upper and lower St. Mary's County, where he shows his films to people in stores, beer gardens, etc., announced last week that by Nov. 1, he will be engaged in this activity three nights a week for the sixth year, bringing his entertainment to those in out-of-the-way places.

MGM's "The Secret Land" received one of the largest and most extensive ad campaigns ever afforded a motion picture in St. Mary's County for its showing at St. Mary's here and at the Park, Lexington Park, Md. The theatre tied in with Navy Day observance at the Patuxent River U.S. Naval Air



Morton W. Richey, president, Monogram International Corporation, New York, is recently shown at Great Britain's second annual film ball in London together with Patricia Plunkett, left, and Beatrice Campbell, right, and, standing, left, Sheila Sim and, right, Stephen Murray. Campbell and Murray are two of the stars in the Allied Artists' release, "My Brother Jonathan", Associated British Pictures.

Test Station, Cedar Point, Md., and the U.S. Torpedo Range, Piney Point, Md. A trailer truck bearing "huskies" from the Naval Kennels in Washington, D.C. with full equipment and dog sleds, and the Navy band visited the Margaret Brent High School, St. Mary's Academy, and then paraded through Leonardtown. They also visited Great Mills High School, Great Mills, and closed their cavalcade at the Park. A speaker from Admiral Byrd's South Pole "Little America" expedition later visited these schools, and gave an informative talk. Owner Jack Fruchtman, general manager K.B. Duke, and manager Ray Trumbule cooperated on the campaign, and also held a preview of the film at the St. Mary's for educators, county officials, parochial school nuns, others, including high ranking naval personnel at the Patuxent River U.S. Naval Air Test Station. Fruchtman also played host to some invited guests at a banquet at the Leonardtown Wharf Club.

Robert Wentworth, son-in-law of

DAVID E. BRODSKY

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FOR GEM THEATRE

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Washington, D. C.

Apply to HERMAN H. HABLE, Winchester, Va.



Jane Wyman, Warner star, is shown surrounded by Washington, D.C., critics and columnists who interviewed her while she spent some time there during a recent sight-seeing trip, part of a campaign for Warner's "Johnny Belinda".

general manager K.B. Duke, Sr., is the new assistant manager, St. Mary's....James Wilkinson is a new aide at St. Mary's, while Mary Catherine Gough has been made a permanent employee....A new popcorn machine will be installed in the St. Mary's.... St. Mary's has discontinued its Saturday matinees, and now opens at 6:30 p.m...."Food Night" at the New each Wednesday is going well, according to manager Val Lyon....New counters and other extra profits alterations are planned for the New.

LEXINGTON PARK

Now that things are running smoothly at the new Park, manager Ray Trumbule plans spending a week hunting in western Pennsylvania....New glass doors and display frames have been installed at the Park.

Violet Wilkins is new at the Park, succeeding Ann Lewis....Manager Ray Trumbule, Park, and Mrs. Ivy Trumbule and their son, Gallen, are on vacation.

ST. INIGOES

Benny's, operated by Benjamin Unkle, is now operating three days a week, with two changes of bill. Thursdays is a one night showing, while the other film is shown on Fridays and Saturdays.

SALISBURY

City Council has been advised by the Schine Theatre Circuit, Inc., that a negotiated deal for land on South Division Street and Market, where an 1,800-seat theatre is to be built, is acceptable. Earlier this month, the council agreed to put up \$1,000 if Schine would come forward with \$6,000 to swing the proposed relocation of an alley in the rear of the Schine property on South Division Street. In turn, the city will get a clear deed to strips of land on South Division and Market Streets owned by Schines. Actually, the city will help pay for an eight-foot strip in the rear of the property so the alley can be relocated.

Virginia

NEW MARTINSVILLE

Blindness may handicap some men, especially in theatrical enterprises, but Howard Clegg, well-known local businessman, is opening a drive-in. Clegg has built on a large tract of ground included in his extensive property holdings, and in association with other interests from out-of-town. Clegg, who planned an early opening, will utilize the DeVry "12000 Series" projection and sound equipment built especially for drive-ins, along with in-car speakers....James Work, Pine Grove, W. Va., also is contemplating the building of a drive-in in this town of 5000 population. This operation will be open in early spring. The two operations are only a short distance apart.

NORFOLK

Tommie Byrant has been appointed

assistant to M.F. Diggs, Commodore manager. He was for a number of years connected with Craver's Wells.

The Willard, formerly the Fairmount, held its formal opening following a complete remodeling program, and will have four changes per week. As a special feature, the house presents Chick Ciccone's "Search For Talent Contest"

Sam Burdge, Wells, was reported on the sick list, replaced by Ellis Scott. Fred Furman is a new staff member at Wilder's Virginian....Al Gogsdale, Wells assistant manager was a visitor to Washington, D. C.

Congratulations go to Bob Hutchinson, Virginian manager, the proud daddy of another baby boy...."Holiday On Ice" was presented at the Center.

Norfolk theatremen are still complaining of lagging grosses....The Little Theatre's first production was "State of the Union"....Howard Townsend, Hampton manager, was a visitor to Maryland.

Bessie Comer is now filling in at the State.

RICHMOND

The Virginia Division of Motion Picture Censorship rejected two films during the last fiscal year, and rejected 18 eliminations in eight others, according to a report issued last week. A total of 1,306 films were viewed during the 1947-48 period. The rejected and edited films were not identified. Collections by the division in the last fiscal year amounted to a record \$58,055.

Mark Silver, UA district manager, and Jerry Price, Washington exchange manager, were in conferring with Sam Bendheim, Jr., general manager, Neighborhood Theatre, Inc.

Joe Brecheen, RKO branch manager, was a visitor....Newton Keith, owner, Keith Drive-In, near Coeburn, was killed when his plane crashed into a mountain while on his way to Washington to book some pictures for his theatre....Dave Kamsky, advertising manager, Neighborhood Theatre, Inc., took off a week, and did some work around his new home.

Herman Nowitsky, Fabian-Wilmer and Vincent maintenance chief, was here from Norfolk....David Murr resigned from the Byrd staff to attend night school....George Daniel, Loew's, and Stuart Estes, State, went fishing, and had good luck.

Mary Falkerson, Berlo candy counter attendant, State, went visiting to her home on Staten Island, Elizabeth Foster substituting.

We were glad that Jake Flax was unable to get us any tickets for the Redskin game after the terrible licking they took from the Philadelphia Eagles.

KEY CITY

First Runs

Richmond, Va. (21) - Loew's, "An Innocent Affair" (UA); Capitol, "Feudin, Fussin' and A Fightin'" (U-I); Byrd and State, "Apartment For Peggy" (20th-Fox); Colonial, "Johnny Belinda" (WB); National, "The Secret Land" (MGM).

Baltimore, Md. (24) - Town, "The Velvet Touch" (RKO); Century, "An Innocent Affair" (UA); Keith's, "Night Has A Thousand Eyes" (Para.); Hippodrome, "Hollow Triumph" (EL); Stanley, "Johnny Belinda" (WB); New, "Apartment For Peggy" (20th-Fox); Times and Roslyn, "Stage Struck" (Mono.); "Tiger Fangs" (PRC); Mayfair, "Gung Ho" (U); Valencia, "The Secret Land" (MGM); Little, "Henry V" (UA).

George Clarke, city manager, District Theatres, who has been broadcasting sponsored news events three times every Sunday morning over WLEE, was honored with a special midnight show at the Booker T, celebrating his second anniversary on the air. The show included eight acts of vaudeville and a stage band. Clarke also made a personal appearance. -S.T.

SOUTH HILL

Cary L. Matthews, projectionist, Colonial, returned to work from his wedding trip. He was married to Eunice Tanner on Sept. 29, and they will take up residence here....They Colonial's new oil heating system has been installed.

West Virginia

CLARKSBURG

The Ritz, held a special early Saturday morning "Kiddie Carnival." The same was offered by Moore's Opera House as a "Cartoon Circus"....The Speedway Drive-In, located four miles from Bridgeport, W.Va., is presently operating three nights each week, on Friday, Saturday, and Sunday....The Ritz held a special midnight spook show.

KEYSER

Dave Baker's new drive-in, located at Burlington, W.Va., is about due for its grand opening. With exceptionally good weather, the progress is rapid, while D.E. Lovett, Clarksburg, W.Va., is making the DeVry projection and sound installation....William K. Spotts, projectionist, Keyser, has been selected to serve on the Grand Jury of Mineral County....Newton B. Carskadon's Music Hall was the scene recently of the semi-annual meeting of the West Virginia Food Handlers.

Newton B. Carskadon, local and Piedmont, W.Va., exhibitor, is still in John Hopkins Hospital, Baltimore, Md., undergoing a series of examinations to determine what is causing his rheumatic pains.

NEWS OF THE

Territory

New York City

CROSSTOWN

A.A. Ward, vice-president, Altec Service, arrived last week from the coast.

Hazel Brooks, SRO contract player, arrived last week from Hollywood.... Robert Taylor, MGM star, and Ralph Couser arrived from the coast last week by plane en route to England.... Edwin W. Aaron, MGM assistant general sales manager, returned last week from a vacation on the coast and Butte, Mont.... Tom Rogers, MGM's publicity department, returned last week from a Paris vacation.

Ralph Wheelwright, assistant to Howard Strickling, MGM's studio publicity head, left last week for the coast.... Following a visit with home office executives last week, Carter T. Baron, Loew's Theatres' district head in Washington, D.C., returned to his headquarters.... Si Seadler, MGM advertising head, returned from Washington, where he visited his son, who underwent an appendix operation last fortnight.

The zootiest zoot suiters in Brooklyn paraded in all their "hep fancy" in an "Alley Cat" contest for men recently successfully staged at Lowe's brevort. Winners were showered with promoted gifts. The show was co-sponsored by the theatre and Alley's Pants Shop. The complete show was the idea of manager Buddy Neustein and assistant Hank Fuchs.

A big parade was held by Randforce Theatres as its participation in "National Youth Month". The U.S. Army Band from Fort Jay, a PAL band, the local PAL community council, Junior Naval Militia, Girl Scouts, Boy Scouts, and many other organizations participated, as well as army vehicles, tanks, jeeps, etc. Murray Alper, district manager, and Erwin Gold, general manager, Randforce Theatres, along with Harry Margole-sky, district manager, Bensonhurst, all cooperated in making the gala event a huge success. The Walker and Marboro cooperated.

Philip N. Krasne, producer of the new "Cisco Kid" series for UA release, planed in from Hollywood last week for home office conferences.... A son, Douglas Ian Pader, was born Oct. 11 at Nassau Hospital, Mineola, L.I., to Republic exploitation staffer Norman H. Pader and Mrs. Pader.... Vincent Sherman, Warners director, arrived last week on the first leg of his trip to England.... Maxwell Gillis was last week named Monogram-Allied Artists eastern sales manager and will make his headquarters here. Gillis was last a branch manager for Republic in Philadelphia.

A hearing on charges of using salacious advertising against operators of the Astor, 927 Flatbush Avenue, Brooklyn, was held last week before the License Commission. Max A. Cohen is president, Securan Realty Corporation, operator of the house, which has been showing foreign films. Cohen promised to change the display, and a further hearing was to be held.

Bryan Foy, Eagle Lion producer, arrived last week for conferences with home office executives.

Maurice B. "Bucky" Harris recently joined U-I to handle special promotions.... Mayor William O'Dwyer last week, in the presence of Police Commissioner Arthur W. Wallender, and other high ranking officials, swore in Charles C. Moskowitz, vice-president and treasurer, Loew's Inc., as Honorary Deputy Police Commissioner.... The Military Order of the Loyal Legion of the United States, organized immediately following the assassination of President Lincoln in 1865, held its 63rd annual meeting of the Commander-in-Chief at a banquet at the Waldorf-Astoria on Oct. 19. The Commander of the New York Commandery, Captain Messmore Kendall, president, Capitol, presided.

As the Trans-Lux Circuit took over operation of the Crest, Bronx, last week, vice-president Norman Elson announced that the company intends to extend its holdings with the acquisition of several other theatres, the local Monroe, Granada, and Colony, Embassy, Dobbs Ferry; Central, Yonkers, and the Hastings, Hastings-On-The-Hudson. Elson also announced that the 72nd Street Trans-Lux would open in the near future.

The Screen Publicists Guild, United Office and Professional Workers of America, CIO, unit at Eagle Lion last week voted to ratify terms of a new contract.

Ellen Cherlin, recently resigned from Columbia's publicity office, was married last week to Samuel Walotsky. Following a wedding tour of Canada, the couple will reside in Cleveland.



Shown here is a part of the crowd that recently flocked to see "Mom and Dad" at the Strand, Perth Amboy, N.J. Dave Moliver, Philadelphia, is the Hygienic Productions area distributor.

G.I. Woodham-Smith, board member and chief counsel, J. Arthur Rank interest, arrived to confer with Robert S. Benjamin.

New Jersey

ASBURY PARK

Seven-foot cutouts of Johnny Weismuller in "Tarzan" poses were used recently at Walter Reade's Lyric for a special front for "Tarzan's New York Adventure" and "Tarzan's Secret Treasure."

JERSEY CITY

Over 100,000 people joined in re-dedicating the Skouras State in Journal Square last fortnight, and at the same time launched to a flying start the half-million dollar Community Chest Drive. The festivities were ushered in with a torchlight parade which included 10,000 marchers; 32 bands, 23 floats, etc. The two-hour parade marched past a reviewing stand erected in front of the theatre occupied by such dignitaries as A. Harry Moore, Jersey City's Mayor Frank H. Eggers; clergyman J. Albert Dear, Jr., chairman, Community Chest Drive, and publisher, The Jersey City Journal, and scores of others. The 20th Century-Fox Movietone news cameraman recorded the parade. Following the parade, a stage show preceded the eastern premiere of 20th Century-Fox's "Apartment



Attending a recent general membership meeting in New York of the ITOA which approved the Smith Conciliation Plan for the settlement of trade disputes were, left to right, J. Joshua Goldberg, Raybond Theatres; Leon Rosenblatt, Rosenblatt-Welt Theatres; Ray Moon, 20th-Fox eastern division manager; David Weinstock, ITOA board chairman; Andy W. Smith, Jr., 20th-Fox general sales manager; Harry Brandt, ITOA president, and Max A. Cohen, who will serve as chairman of the Conciliation Board of which Goldberg and Rosenblatt are members. The board discussed the plan in detail before giving its approval.

For Peggy". Stars participating were Edmund Gwenn, James Dunn, Marie McDonald, Tex McCrary, Jinx Falkenburg, Buddy Hackett, Stanley Burns, Mara Kim, Dusty Evans, Roberta Carlin, Carlo Corelli, Jack Bruno, Mac Pepper, and many others. The show was staged by Jimmy Bowman and Shelly Rothman. Entire proceeds were turned over to the Community Chest. The affair was promoted and staged by Nick John Matsoukas, head, Skouras Theatres Community Service Department, and director of advertising, publicity and exploitation, and Haddon Matthews, manager, Liberty, Elizabeth, N.J.

LONG BRANCH

A series of lobby displays by various youth organizations in the community, capped by a "Teentimer Revue" featuring young local talent in a stage show, were arranged by Ralph Lanterman, city manager, Walter Reade Theatres here in observance of "Youth Month"...Convict-clad aides, a display of Eagle Lion's facsimile jail cell, and construction of a false front; were all utilized recently by Tom Phelan, manager, Walter Reade's Strand, for "Canon City"...Jack Merritt, Paterson, N.J., has been named student manager under the G.I. Bill at Walter Reade's Paramount.

NEWARK

William Schell, former manager, Lincoln, Arlington, N.J., has become manager, U.S. Hoboken, N.J. Ned Glaser, who was assistant manager, Lincoln, Union City, N.J., for many years, became manager, Roosevelt, Union City, N.J., and Tom Arranst, formerly assistant manager, Ritz, Elizabeth, N.J., is now manager, Eureka, Hackensack, N.J.

Jack Conheim, manager, Hollywood, East Orange, N.J., tied in with local music stores in promoting "Easter Parade" and "Melody Time".

Capitol, Belleville, N.J., is now showing "Superman" and cartoons on Saturday....Harry Hatfield, Castle, Irvington, N.J. retired, and moved to Miami, Fla....William Waldron, manager, Clairidge, Montclair, N.J., spent a few days in Connecticut with his wife....John Carroll is the new aide at the Clairidge, replacing Herman Petersen, who is ill.



The Walker and Marboro, Bensonhurst, L.I., recently secured the cooperation of the PAL in making "Youth Month" a gala event. A banner parade was held, and music supplied by an Army band from nearby Fort Jay. The climax of the parade came at the lobby of the Walker, shown above, where district manager Murray Alper is shown shaking hands with Lieutenant McGunty. Others seen in this shot are Erwin Gold, general manager, Rand-force Theatres, and Harry Margole-sky, district manager, Bensonhurst.

PLAINFIELD

Walter Reade's Paramount celebrated its 18th anniversary, and Harold Martz, manager, Reade Theatres, held a special stage program, and arranged another feature whereby all persons in the audience celebrating their 18th wedding anniversaries received congratulatory cakes. The two projectionists on duty on opening night were Ray Martin and Richard Gaine, and both are still manning the booth.

The Paramount's lobby turned into a harger for a two-passenger airplane for "Eagle Squadron", is now a temporary art gallery. Manager Bill Stewart said that when Phillip Orlando, sculptor, offered to exhibit some of his work in the lobby, he couldn't think of a picture tiein, but the offer was too good to turn down, so the art exhibit attracted plenty of attention.

A series of four "Talent Hunts" was conducted at Walter Reade's Oxford by city manager Hal Martz. The acts were screened on Saturdays preceding the Tuesday stage shows, and then Martz acted as his own master of ceremonies.

New York State

ALBANY

Fabian Theatres and Warner Theatres made slight price increases here and in Troy and Schenectady.

BUFFALO

Congratulations go to C.J. "Gus" Basil, president, Basil Brothers Circuit, who became a grandfather for the fifth time when his daughter, Helen, wife of Dr. Theodore Alexander, gave birth to a baby boy. Grandma Mary celebrated the occasion in Montivideo, where she is visiting her sister, and expects to return by Christmas to see the new baby.

Jerry Westergren, assistant general manager, Basil Enterprises, Inc., returned from a two-hour cruise aboard the fire boat W.S. Grattan, one of the highlighted of "Fire Prevention Week". A group of 50 were aboard, representing various businesses.

Many happy returns go to Jack Mundstuk, MGM branch manager, who celebrated a birthday. His employees presented him with a gift of his "special brand" to celebrate the occasion.

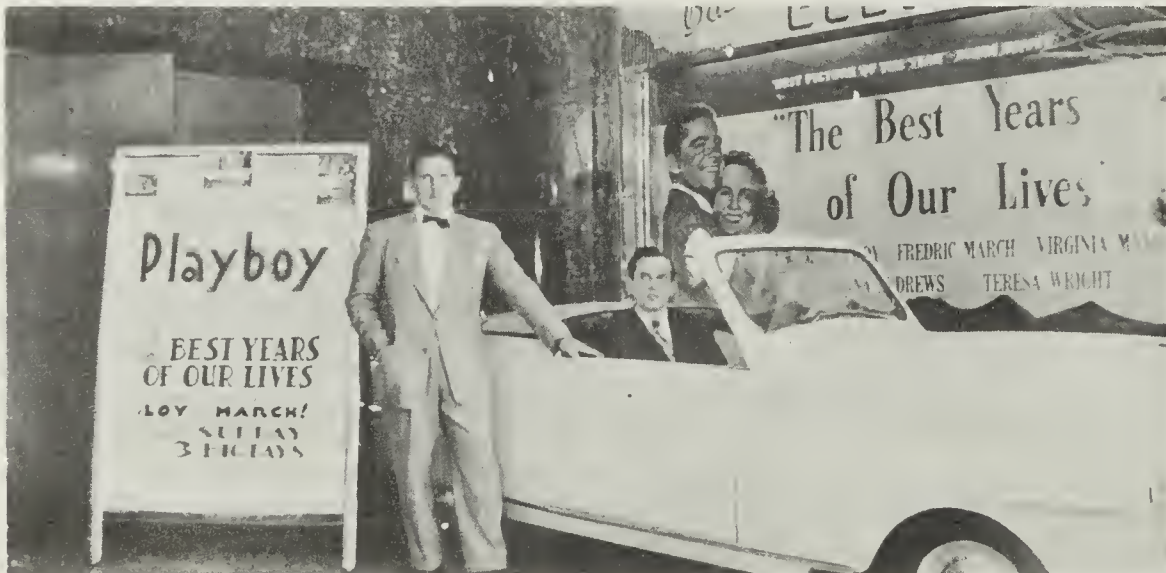
H.J. Rathburn renamed his Strand, Manlius, the Colonial, and reopened it....A.J. Gilbert and H. Slotnick opened the Wescot, Syracuse, known formerly as Civic University, and operated by Syracuse University.... Basil Brothers closed the Broadway, Buffalo, and will reopen in one month....B.N. Pearlman is the new owner, Park, Marathan, formerly owned by Robert C. Griffin.

Mike and Sid Kallet opened their Farman, Warsaw, after a complete remodeling....Kallet Circuit closed the Oatks, Warsaw....Murray Briskin has taken over the Embassy, Rochester, formerly owned by Jack Kane, and will operate under the corporation name of Embassy 5th Avenue Corporation. Briskin has also taken over the Brighton, Syracuse, formerly owned by Brighton Corporation, and leased to E. Bettigole, now operating under Syracuse Brighton Theatre, Inc.

Ann Murphy, Clark Film staff, and her sister, Peggy Scheuer, Warners' inspection department, embarked at Portsmouth on the Queen Mary for home after a tour of Englanf, Scotland, and Wales.

Al Herman, branch manager, Eagle Lion, returned from a visit at the Warner Theatres offices in Albany. On his return trip, he stopped in Syracuse to call on Harry Bernstein, Bernstein Circuit.

Chairman and Committee announce the following prizes in the current Will Rogers Memorial Hospital Drive: a 1948 auto or equivalent in cash; television, radio phonograph combination; dishwasher-sink, refrigerator, deep freeze, ironer, home laundry, diamond wrist watch, a set of matched luggage, \$500 bond, and 30 other valuable prizes. November 27 is the windup.



Frank Kennedy and Dick Miller, Basil Enterprises, Inc., recently planted a nice tiein for United Artists' "The Time of Your Life" and the new Playboy automobile by having one of the new cars parked in the lobby of Basil's Colvin, Buffalo, during the run. It received considerable attention from localites.

Mrs. James Winn, wife of the United Artists branch manager, who has been spending the past month with her mother at the Elms Hotel, Excelsior Springs, Mo., returned home.

Sid Kallet, Kallet Theatres, Oneida, attended the world series games at Boston.

Dorothy Johnston succeeds Margie Torosian, as booker-stenographer, Eagle Lion....Telenews changed its name back to the Vogue....Artistic and Oakdale, operated by David Zackem, closed for the summer, both reopened....Pat Landsheft, Metro, was vacationing. - M.G.

ROCHESTER

For "An Innocent Affair", Lester Pollock, manager, Loew's, and his staff, including Louise Wilson, David Ross, and Milton Harris, went to town and hit the newspapers with a stunt involving four girl students from the Rochester Business Institute, who were interviewed by a girl reporter from The Times-Union, and photographed by a staff member on a "flirtation" story. A gossip contest was also conducted by students of the University of Rochester.

Al Koff, manager, Murray, is taking bows as a ticket detective. Discovering a large number of tickets missing, he figured they had been stolen and would show up at the door. He warned the doorman on the serial numbers, and then himself unobtrusively watched incoming patrons. Soon he saw a boy walk by the boxoffice, and give a ticket to the doorman. Manager Koff intercepted the boy until he implicated a 12-year-old lad in the neighborhood. Police found the rest of the missing tickets in the second boy's home, and handed him over to juvenile authorities. It seems the lad had helped the janitor clean the theatre office, and had found opportunity to obtain a roll of 408 16-cent ducats and 108 of the 40-cent type, worth \$108.48.

Drive-ins which have had unusually favorable fall weather, expected to remain open nearly until Nov. 1.... Manager Stewart Adair, Embassy, offered preview of next bill Saturday nights as a "two-for-one show".... Exhibs here received comprehensive information from the State Commission on Discrimination, including general rules and questions which may be asked of prospective employees.

The Little was built 20 years ago, but exhibs recalled that it took several years and showmanship of Mrs. Florence Belinson to shape a successful operating policy.

Elmer Ellis got the go-ahead signal for his proposed new drive-in in the Henrietta Road when Brighton granted his plea for rezoning a 25-acre farm, despite some opposition.

PROJECTIONISTS' CORNER: Some 40 members of the local made merry at the annual clambake at Rund's. Walter Knopf declared it was the first time



Gerald L. Atkin was recently appointed advertising and publicity director for Warner Theatres in the Albany zone. Atkin has been with Warners for seven years.

he ever had three dozen clams at one of these events, so with those and all the other courses, plus Abe Orden's lobster, he got his \$5 worth. Only Louie Goler was downcast, for to him a party without some of his entertainers is like spaghetti without meatballs. Lawn Clark did all right with his store choppers tearing the fried chicken apart. The boys wondered at absence of President Al Tindal. Dosen't he like clams? Seemed funny that non-drinkers won all the drinkable prizes. Was that the reason the reason the party was too peaceful? Louie Goler take note. The arrangements Committee included Louie Levine, Charles Mason and son, Junior, Joe Pandino and Louie Goler....Bill Palmanteer transferred from the Dixie to the State, and the boys wondered where he would find room to roam....Floyd Spencer saw too much television during his vacation, and had to take a rest....It was good to see Billy Holmes back after his operation....Sorry Fred Hart had to go to the hospital for an operation.... Wesley Hall made a trip to New York....Sympathy went to Harry Levy on the death of his mother....Glad to see Frank Placerean again after many months, looking very fit these days. -D.R.

SCHENECTADY

Guy Graves, Fabian Theatres city manager, said last week that local theatre interests were watching closely City Council's consideration of a proposed five per cent admissions tax.

Phil Rapp, manager, Fabian's State recently really went to town on "Mr Blandings Builds His Dream House", and, without any additional cost to the theatre, obtained what is known in newspaper parlance as two double trucks of cooperative advertising on the same week to exploit the film. All the ads tied in with the picture, the theatre, and, in many cases, also gave playdates.

J.E. Haley, manager, Proctor's, and Treasury Department investigators set up a display in the theatre arcade

featuring war trophy firearms brought home by World War Two vets. The exhibit was arranged to focus attention on "Souvenirs of Death."

Alex Weise, manager, Lincoln, reported he had a very quiet summer, as usual. He was showing a 10-minute State Health Department film, "Your Age," produced by the Metropolitan Life Insurance Company.

Kiddie shows seemed to be the biggest thing around town, with special Saturday shows scheduled at the American, Scotia, Colony, Palace, Lincoln, and the Strand, which was running an hour of colored cartoons at a Saturday matinee....The Cameo resurrected some yo-yos for a Saturday afternoon contest....Both the Mohawk and Saratoga Drive-Ins were running an hour of cartoons before the show's start, and also tossing free lollypops....The Lincoln, Colony, and Scotia all were handing out either candy or balloons during Saturday afternoon shows.

SYRACUSE

For Columbia's "Triple Threat", Harold Mortin, State, recently set a contest with WNDR, with free autographed footballs awarded those guessing correctly the scores of the succeeding Sunday's pro games.

Harold Mortin, manager, Loew's State, paid a visit to the dentist, lost three teeth, gained four stitches in his upper jaw, and wonders why anyone should expect him to be able to smile...Louis W. Schine, Gus W. Lampe, Seymour Morris, and Lou Goldstein, Schine home office, Gloversville, were in for the Syracuse-Cornell football game.

Carroll Blair, RKO Keith's stage hand, your correspondent, and many others in local theatrical circles are wearing that contented smile once more since Jack Flex paid an unexpected visit, stopping off for few days, and then going to Illion to visit Glenn Lazar, manager, Schine's Capitol.

The winner of the contest promoted by Ed Murphy, disc jockey, WSYR, to find the Central New York girl best typifying the song hit, "Hair of Gold and Eyes of Blue", was selected on the Schine Paramount stage by audience applause. During the one month's run of the contest, scores of pictures of blondes with blue eyes were submitted to the radio station, and 10 finalists were se-

(continued on next page)

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EYEING THE

Exchanges

NEW YORK: The ninth annual Motion Picture Bookers Club dinner and dance was held with much success at the Hotel Commodore on Oct. 17. An in-



WALT PASHKIN formally-dressed gathering of approximately 1000 attended the affair. Dance music was provided by the Barry Brothers band and the Ramona Rhumba orchestra, and, after the seven course meal, there was entertainment by five different acts, m.c.'d by Broadway entertainer Larry Storch. Supervisor Alex Arnswalder termed the occasion "a success thanks largely to the well coordinated efforts of the various committees connected with the affair."

MGM: Office manager Sidney Stockton celebrated 19 years of service with Metro on Oct. 5...Typist Tessie Sitzler resigned....The staff saw a bookers' screening of "Julia Misbehaves".....Gerard Lee, head, shipping department, was enjoying a vacation.

U-INTERNATIONAL: The office was undergoing alterations, and the new paint adorning the walls was a lovely robin-egg blue....Ex-employee Dorothy Garber rejoined the staff as a typist....Assistant cashier Jimmy Davidson was beaming about his stroke of good fortune, an apartment, no less, in Yonkers....Print booker Leonard Birch returned after a short illness.

EAGLE LION: Typist Eileen Coine celebrated her birthday on Oct. 11....Trudy Tacher, booking department, resigned....Contract girl Harriet Krasner was sporting her new Buster Brown haircut....Edith Feibisch, booking department, was back at work after a badly sprained ankle had her hobbling.

REPUBLIC: The staff was busily in the midst of the "Jimmie Granger" drive....Bookkeeper Mary Lee was putting the final touches on her trousseau for her marriage on Oct. 30. Telephone operator Harriet Lee, her sister, will be maid of honor....Film star Jack La Rue visited.

RKO: Pearl Kohlhepp, film room, celebrated her birthday on Oct. 22....New York booker Cy Kaplan became a proud uncle....Bea Kaye, contract department, was ill.

MONOGRAM: Nick Goldhammer, formerly with Eagle Lion on the west coast, joined the staff as division manager. Edna Stephenson rejoined the staff as secretary to Goldhammer....Bertha Adelson, secretary to Lloyd Lind, received birthday congratulations on Oct. 24.

NATIONAL SCREEN SERVICE: The bowling season continued in high in the NSS Thursday night sessions, and the Alley Cats and Alliettes, previous leaders in the men's and women's leagues, respectively, were tied for the lead by the Terrors and Starlets at 4 and 2. Stan Carlin, Prima Donnas, and Alice Kelly, Starlets, posted high scores of 185 and 162.

PARAMOUNT: In the aftermath of the recent Paramount dinner and dance at the Waldorf, the staff compared notes and prizes. Rose McConnell, shipping department, won one of the creations a beautiful suit, and Ruth Stransky, branch manager's secretary, carted away a case of soap....A bookers' screening of "Paleface" was held.

20TH CENTURY-FOX: A dinner and show was held at the Iceland Restaurant on Oct. 19, and among the people from the exchange who attended were Joe Burke, office manager; Lillian Gordon, secretary, and Pat Wynne, maintenance department....Booker's assistant Olga Batenik was at home recuperating from an appendectomy.

RAMBLIN' 'ROUND: Columbia booker Charlie Rosenblatt had his son's briss on Oct. 12....A bookers' screening of "June Bride" was held at Warners....Standard acquired the distribution rights to "Return of Chandu" and "Chandu On The Magic Island"....Bell is booking "No Greater Sin" and also has "Lookout Sister"....Astor's Joe Felder was on a business trip to Detroit.

SYRACUSE

(continued from preceding page)

lected. The winner was awarded several prizes, including a portable radio, a \$25 permanent, a wrist watch, etc. The runners-up received record albums.

James Di Mura, State staff, is back from National Guard camp at Pine Camp....Carroll Blair and Harold "Mike" LaVine, Keith's stage hands, have been piling up so much money, working the Ice Show, Philharmonic Orchestra, and Empire stage shows that they are casting longing eyes on the football games in New York City.

The new tile in the outer lobby of Schine's Eckel is ceramic, and said to be non-skid type, very attractive, nevertheless....Bill MacLachlan, chief engineer, Eckel, was on vacation in Virginia.

The answer to the managerial complaint of empty seats on Monday nights has been discovered as far as manager Harold Mortin, Loew's State, is concerned. The half-hour "Step Up" quiz show aired from his stage on Monday nights by WAGE has passed the novelty stage, and is a decided hit with the patrons. With prizes being donated by E. W. Edwards Department store, such as large size Coolerator, electric refrigerator, Thor Automatic washing machine-dishwasher,

combination radio and record player, portable radios, Aristocrat broil kings, Recordette combination radio, recording machine and record player, and other items being given from the stage, all of which are displayed in the lower lounge daily, Mortin has hit the jack-pot second only to the one he is offering for later award, this being a complete home kitchen renovation, valued at \$2,000, including combination sink, electric, garbage disposal unit, and many other features. Just as a little consolation to those not picked to participate in the question period, Mortin has arranged a treasure hunt, via the under-the-seat method, by which lucky seat holders are awarded extra prizes consisting of Betty Crocker pressure cookers, electric flat irons, broil kings, and various other items. With the "Win With Westinghouse" quiz program formerly at RKO-Keith's, and later withdrawn before it could move into Schine's Paramount, Mortin has the local field to himself, and, as one competitor says, "He has a bang up good show, and deserves a lot of credit".

Arthur Feldman, nephew of Richard Feldman, Paramount manager, is on the Governor Dewey campaign train as Washington correspondent of the Mutual Broadcasting Company....Stewart Steves finished decorating the Feldman mansion, Westfield, and the latter reports, "It is a thing of beauty"....Leslie Coulter, assistant manager, Schine's Paramount, went to Watertown to attend services for a cousin killed in action in the war.

Hank Wolf, chief engineer, Paramount, was back from a mysterious vacation, with some hint about the Canadian border....William O'Connell, veteran stage hand and member, Local 9, employed for a long time at the Eckel, passed away following brief illness.

Charles E. Kurtzman, Loew's north-eastern district manager, was in for a conference with representatives of the engineers and building service employees unions....Kallet's Drive-In is scheduled to close on Oct. 31 for the season.

The many friends of Willie O'Connell, Eckel electrician, are sorry to hear that he has again been stricken with illness, after being back to work for a short time. Howard Cady is pinch hitting. -J.J.S.

THE EXHIBITOR
will celebrate its
30th ANNIVERSARY
in the issue of
November 24

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Watch For It!

NEWS OF THE

Territory

Crosstown

Abraham M. Ellis, Ellis Theatres Company, last week accepted the chairmanship of the 1949 Community Chest campaign for the independent theatre division of the motion picture industry. He arranged a luncheon meeting at the Ritz-Carlton for Oct. 22 to tee off the drive, and appoint several vice-chairmen.

Members of the Philadelphia Women's Council of the Los Angeles Sanatorium and National Medical Center launched a campaign last week in 17 midcity theatres and four in Chester and Camden, N. J. to gather funds for the support of the California nonsectarian group. The solicitation was extended to 50 neighborhood theatres in the area. The local quota for the drive is \$100,000, with the theatre campaign being under the direction of Mrs. Charles Zagrans and Mrs. Ted Schlanger.

It was divulged last week by an audit of the City of Philadelphia's amusements tax records that alleged embezzlements were made from the Cambria in the amount of \$723.42; Studio, \$2,912.49; Jerry, \$239.50; new Lyric, \$322.68; Alden, \$313.81; Benson, \$627.93; Girard, \$605.05; Lawndale, \$224.61; Ridge Avenue, \$440.27; Strand, \$241.00; Temple, \$500.67; Lincoln, \$1,009.12; Broadway, \$352.87; Palm, \$535.87; Grand, \$554.18; Mayfair Amusement, \$1,070.40; Jumbo, \$733.53; Colonial Amusement Company, \$835.83; Park, \$1,405.28; Edgemont, \$307.28; Rex, \$518.70, and Cedar, \$542.59, among others.

Burt Lancaster was in last week in the interests of "Kiss The Blood Off My Hands," and was introduced to a select group of feature writers, trade paper scribes, censor board members, and others at a luncheon held at the Ritz Carlton Hotel. U-I branch manager George Schwartz and most of the Stanley-Warnerites had him in tow, while Al Horwits and Emidio Angelo were also on hand.

Vine Street

E. McCaffrey Ziegler, UA office manager-booker, returned from a Cuban vacation more jovial than ever. They were accusing her of having a hangover from Sloppy Joe's.

Archie Berish, booker, Trenton-New Brunswick Theatres, formerly operated by RKO, was in last week, and hosted bookers Max Bronow, EL; Bill Schwartz, Monogram; Tony Blase, WB, and others at lunch.

Max Miller was back from the Washington, D. C. opening of EL's "Red Shoes" full of his usual exuberance. . . . Branch manager Harry Berman, Eagle Lion, was back from a New York meeting, and was also oozing enthusiasm for "Red Shoes."

Edward L. Walton, vice-president and assistant general sales manager, Republic, was acting as branch manager of the local exchange until Norman Silverman could take over. . . . Bud Hunt and Guy Hunt, Hunts Theatres, Wildwood, N. J., have taken over the booking formerly handled by Leonard Casey. Guy Hunt will eventually assume the job, but Bud Hunt was showing him the ropes.

Local UMPTO Okehs Conciliation Plan

PHILADELPHIA—Theatre owners of the area, representing an estimated 167 theatres, were guests of Lewen Pizor, president, UMPTO, at a luncheon meeting held at the Ritz Carlton Hotel last week. Bob Coyne, TOA, was guest speaker.

Theatre problems under discussion at the round table before the luncheon included coming legislation, television, taxes, and boxoffice problems.

An arbitration board to act locally as a conciliation committee in line with the Benny Berger-Andy Smith plan for settling difficulties with 20th Century-Fox, and other producers-distributors willing, was appointed. Named to this board were Abe Sablosky, Fred Osterstock and Bud Hissner, with Mike Egnal, David Yaffe, and Melvin Fox as alternates. The board will be augmented as needed.

A lawyers' committee will also be formed.

It was also decided to hold meetings regularly, six times a year, and plan for the "theatre in action" on an organized front as a community service.

At the next meeting of the executive committee, Pizor announced a nomination of officers of UMPTO would be held.

Localites considered this a rebirth of the organization, which has been relatively inactive in recent years.

Mrs. Edna R. Carroll, head, Pennsylvania State Board of Censors, and chairman, motion picture division, Pennsylvania Week, extended thanks last week to those of the industry for the recently completed, most successful "Pennsylvania Week." Special "citations" went from Mrs. Carroll to the censor board staff for mailing thousands of pieces of information for the motion picture committee, to contributors, exhibitors, and exchanges, who donated funds to carry on the work of the motion picture committee; to Jay Emanuel, publisher, THE EXHIBITOR, who acted as treasurer, and also supervised the press book; to Loew's Bob Lynch and John Maloney, for addressing 1500 letters to exhibitors; to MGM's News of the Day for producing newsreel clips of Governor James H. Duff and David O. Selznick; to National Screen for distribution of press books, etc., to regional chairmen, J. J. O'Leary, Sidney Samuelson, Bob Sidman, M. A. Silver, Victor Weschler, and Larry



Sol Getzow, manager, S-W Colonial, Philadelphia, and his electrician, recently cooked up the supersonic display shown above. They built a "Dick Tracy Tele-guard", based on the invention in the famous comic strip. Made to bally his run of Eagle Lion's "Canon City", Getzow and his electrician devised the machine so that carbon disks and a flint shot sparks out of the radiating muzzle on the left, while the box on the right had bright lights that flickered on and off. Large crowds collected in the lobby to watch.



Jack O'Rear, Colonial, Harrisburg, right, recently presented a Babe Ruth Memorial Trophy to Robert Dugan, left, manager, Keystone baseball team, while Robert Ogilvie, center, commander, Harrisburg American Legion Post No. 27, who sponsor the teams, as part of their youth program, looks on with interest.

Woodin for supervising district activity; to SRO, especially David O. Selznick, for furnishing a newsreel clip that set the pace, and to Stanley-Warner Theatres, Ted Schlanger and staff, and M. A. Silver and staff, for the attractive press book.

Saul J. Krugman, Atlantic States district manager, recently attended an eastern divisional sales meeting of SRO at the William Penn Hotel, Pittsburgh.

National Screen Service moved up its Washington, D. C., branch last week. Everything will be handled out of here, but a small Washington office will be maintained to take orders.

Ed Hamilton, assistant shipper, Warners, resigned, replaced by James Keith, who moved up from a shipping room post. . . . Motion Picture Associates held its annual meeting and election of officers along with a dinner at the Broadwood Hotel this week.

Eli Ginsberg, Jack McFadden, and Joe Schaeffer came back from Chicago where they attended the first annual meeting of the Colosseum Of Motion Picture Salesmen. . . . Florence Averell, secretary to MGM's Bob Lynch, lost a costume jewelry bracelet of three gold chains and a cluster of blue and red stones between the garage and her office last week. She offers a reward to the finder. . . . Jerry Levy, Columbia contract clerk, was on a New York vacation. . . . Norman Gaskill, Columbia booker, was also on vacation last week.

Harry Freeman, Fox publicist, held a screening of "Cry Of The City" for 22 city detectives at the 20th Century-Fox screening room last week.

Jack Forscher, 20th Century-Fox booker, postcarded from Miami, and signed the card "Stonewall Jackson." The local branch had no trouble discerning whom it was from, however, and is now speculating as to whether he has turned Dixiecrat.

Ethel Rudick, 20th Century-Fox bookers' stenographer, exercised her woman's prerogative, and changed her mind about switching to Eagle Lion. She will remain at 20th-Fox.

RKO branch manager Charles Zagrans announced last week that among other changes J. J. McFadden is now covering the Allentown territory. . . . Producer Jules Levey, Eddie Sherman and Sam Stiefel were in town last week.

Circuits

Stanley-Warner

Burt Lancaster was in for 24 hours last week for "Kiss The Blood Off My Hands," and really crowded a lot of activity into that time. He was in with Al Horwits, publicist, Universal-International. Lancaster had a special interview with Powers Gouraud, and another spot on Kit Crane's air show. After that, Lancaster had an interview with the U. S. Marine Corps,

Now

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THEATRE INSTALLATIONS
and MAINTENANCE

and cut a recording for "Tell It To The Marines." Then he was interviewed by Howard Jones, making another recording. After a buffet luncheon at the Ritz-Carlton, where he met the press, radio, trade, and members of the State Board of Censors, he visited U-I, and spent some time with George Schwartz, branch manager. His next stint was a mass interview for the editors of senior high schools, junior high schools, and university newspapers in the Philadelphia area in the Warner Club Rooms, attended by editors from about 70 schools. He wound up the day as guest of honor at the "kick-off" dinner of the Community Chest at the Warwick Hotel, and then took the train for Pittsburgh.

Stuart H. Aarons was reelected president for the third time of the national Warner Club at the meeting in the New York office.

The purchasing department welcomes two new members, Mrs. Bernice Melnicove, secretary, and James "Buck" Hettle, Wally Macowski's assistant, to replace Morris Stein, who left the company after seven years.

Dave Statler is trying to buy a new car—at a price. Can anyone help him out of his dilemma?

Herman Levine, Stanley-Warner real estate department in this area, can't find himself an apartment. Anyone who can tip him off to a suitable abode, and thus put an end to his commuting to New York City, will gain his fondest appreciation.

Delaware Wilmington

The boycott of the Ace, which was "declared out of bounds" for one year to Catholics on Aug. 30 by the Legion of Decency Committee of the Roman Catholic Diocese of Wilmington, was lifted effective on Oct. 17. The boycott was adopted after the Legion-condemned film, "Mom And Dad," was shown over protests of the Legion's diocesan committee and pastors of three church parishes comprising the theatre's neighborhood. Lifting of the boycott by Catholics, Father Tucker explained, was predicated upon a signed agreement by the Ace owner-manager "to show in the future none but pictures approved by the Legion, and to publicize this decision in the press."

Wilma Koczak, Earle, New Castle, and traveling companion, Ann Givens, returned from Los Angeles. They saw the studio preview of "The Three Musketeers" as guests of William S. "Bill" Lyon, MGM studio publicity department, and also visited RKO, where they saw "Clay



Alvin Gaadwin, executive of Quality Premiums, Philadelphia, is seen here as he recently passed all dressed in warm clothes and ready for cold weather.

Pigeon" in production. . . . Richard Edge, manager, Pike, Claymont, returned from Indianapolis where Boyd T. Sparrow, manager, Loew's, sent greetings to his friends.

Recordings of the voice of Lewis S. Black, manager, S-W Warner, praising "Johnny Belinda," were used at the Warner, Arcadia, Queen, Ritz, and Grand in advance of the film's opening as a special exploitation stunt. . . . Helen I. Vaklyes is again part-time at the S-W Savoy. . . . Howard W. Rouke, Jr., projectionist, S-W Savoy, was sporting a new car.

William Leute, manager, Edge Moor, reported the parking lot was being fixed up, and the building being painted and marquee renovated. . . . Gilbert Greenfield was a new aide at the Edge Moor. . . . Helen Dean, National, was on the sick list. . . . Ernestine Rash, secretary to A. J. Belair, president, Rialto Theatre Company, marked her birthday anniversary. . . . Edward Porter, Rialto, resigned. Charles Conaway was a new aide at the Rialto. . . . Betty Hill, Rialto, was home-buying.

—HENRY L. SHOLLY.

New Jersey

Trenton

Bolton Holmes, organist, registered a hit in the RKO Lincoln, and manager Sniderman extended the booking.

Pennsylvania

Ephrata

The new amusements tax ordinance on the calendar of Borough Council, calling for a 10 per cent levy on the price of all amusements and sports events, and affect-



While on her recent trip to Philadelphia, Jane Wyman, star of Warner's "Johnny Belinda," visited the Philadelphia Warner exchange, where she is seen talking with exchange employees, thrilled by her drapping in.



The recent parade held on Chestnut Street, Philadelphia, in connection with the S-W Stanley opening of United Artists' "Red River" almost stopped traffic. Using



a sound truck, the horses stepped out to the tune of lively cowboy songs. Later, right, two of the original steers used in the production held court at the Stanley.

ing the two theatres here, was passed on final reading, and will become operative after advertising. Benefits for religious, educational, veterans', police, and firemen's organizations are exempted from the tax.

Gettysburg

Sydney J. Poppay, Majestic, and Adams County Motors Corporation, Ford dealers, recently played host to 44 local youngsters at a Saturday morning showing of "The Babe Ruth Story" as a result of their activities in the borough recreation association and the Junior Police. The group were those outstanding as determined by their cooperativeness, deportment, and activities during the past summer. The Ford dealer further cooperated by placing a new Ford on the streets painted with copy for the film. The Ford blimp also paid its first visit during the engagement.

Harrisburg

Manager Bob Sidman, Senate, said that cartoon shows for children on Saturday mornings had been discontinued temporarily. . . . Before "Walk A Crooked Mile" opened at the Colonial, manager Jack O'Rear had a warning pasted to the balcony steps: "Watch Your Step or You'll 'Walk A Crooked Mile'." . . . New staff members at the Senate are Jean Kreiser and Georgetta Appleby. . . . Manager Sam Gilman, Loew's Regent, wearing tuxedo and high, silk topper, assisted at the Pennsylvania National Horse Show. He served as member of the program committee. . . . Joan Phillips and Helen Schmeck are new employees of Loew's Regent. . . . Manager Bob Sidman, Senate, conducted a big campaign for "Mr. Peabody And The Mermaid."

*For Real Coverage Of Happenings
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TRADE SCREENINGS

MGM: (1233 Summer) Nov. 3, 11 a. m., "San Francisco" (reissue); 8, 11 a. m., "A Night At The Opera" (reissue); 16, 11 a. m., "The Kissing Bandit."

RKO (250 N. 13th) Nov. 9, 10.30 a. m., "Every Girl Should Be Married"; 2.30 p. m., "Indian Agent"; 10, 10.30 a. m., "Blood On The Moon"; Dec. 7, 10.30 a. m., "So Dear To My Heart."

Lancaster

Admission prices to six Lancaster theatres were increased last week when the new municipal tax on amusements became effective. The increased prices were to cover the new municipal tax of one cent on each 10 cents paid for admission, and probably several additional cents to meet higher income operating expenses.

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During her recent trip to Philadelphia to publicize Warners' "Johnny Belinda", Jane Wyman stopped off at Independence Hall, and posed before the Liberty Bell with two soldiers who were present while a USO-Community Chest poster was unveiled. Right, shows her later in the day, visiting the famed Betsy Ross Home.



KEY CITY

First Runs

WILMINGTON, DEL. (15)—Rialto, "Apartment For Peggy" (20th-Fox); Loew's Aldine, "Luxury Liner" (MGM); Warner, "Rachel And The Stranger" (RKO); Queen, "Melody Time" (RKO); Arcadia, "Sorry, Wrong Number" (Para.); Grand, "The Fighting Ranger" (Mono.), "The Cobra Strikes" (EL).

TRENTON, N. J. (15)—Mayfair, "Four Faces West" (UA); Lincoln and Palace, "Sorry, Wrong Number" (Para.); "Adventures Of Gallant Bess" (EL); Trent, "The Best Years Of Our Lives" (RKO); Capitol, "The Velvet Touch" (RKO), "Winner Take All" (Mono.).

PHILADELPHIA (19)—Aldine, "Mr. Peabody And The Mermaid" (U-I); Boyd, "The Loves Of Carmen" (Col.); Capitol, Reissues; Earle, "Walk A Crooked Mile" (Col.); Fox, "Apartment For Peggy" (20th-Fox); Goldman, "Sorry, Wrong Number" (Para.); Karlton, "The Saxon Charm" (U-I); Mastbaum, "Johnny Belinda" (WB); Pix, "Anna Karenina" (20th-Fox); Princess, "Die Fledermaus" (Artkino); Stanley, "Red River" (UA); Stanton, "Smart Girls Don't Talk" (WB), "The Gallant Legion" (Rep.).

READING (23)—Warner, "Johnny Belinda" (WB); Astor, "Raw Deal" (EL); Embassy, "The Luck Of The Irish" (20th-Fox); Loew's, "City Slicker" ("So This Is New York") UA; Ritz, "Night Wind" (20th-Fox), "The Bold Frontiersman" (Rep.).

here on Feb. 7, are expected to do almost as well as amusements taxes.

Mae T. Hoffman, beauty parlor operator, and husband, Richard Hoffman, brought suit in common pleas court in Reading against the Schad Theatre Corporation, claiming \$12,389 damages. Mrs. Hoffman asks \$9,445 for injuries, pain and suffering, and loss of income from her beauty shop, as the result of an alleged fall over a rubber mat in the lobby of the Astor on May 5, 1947, in which she claims to have cut her lip, injured her teeth, and suffered a broken cartilage of the nose. Her husband asks \$2,944 for medical and other expenses.

Scranton

The Park, now being erected by Floyd Grayek, contracted for 1300 Ideal slide-back chairs through the firm of Vincent M. Tate Theatre Equipment, Wilkes-Barre. Installation is scheduled to be completed before Christmas.

Variety Club

Philadelphia, Tent 13

"Cry Of The City" was screened through the courtesy of 20th Century-Fox.

A membership meeting and election of a new crew for 1949 will be held at the clubrooms on Nov. 1, preceded by a free buffet dinner. . . . There were over 835 contributions the first week to the "Heart Fund" drive for a camp for underprivileged children in the contest being held by WCAU-TV and The Daily News. The average contribution was 70 cents.

Pete McCalley, steward at the clubrooms, was on vacation up Boston way.

Pottsville

Freddie Bartholomew appeared in person on the stage for three days at the Hippodrome.

Reading

"Oklahoma," shown three nights and at a matinee in Reading, was such a financial success at the Rajah that The Times not only gave it a review but an editorial as well. Attendance was so large that sales of standing room had to be suspended. "This leads us to wonder," the editorial said, "whether Reading and Berks wouldn't be receptive to more of the good legitimate shows and consistently receptive, too, to the best in filmdom. Reading is show-conscious, theatre-conscious, movie-conscious in a big way."

An argument over a seat in the Warner for a final Saturday night show led to a stabbing, lots of excitement, and an arrest. Harold S. Billman, 43, Reading, was taken by police to city hall after Arthur J. Speece, 28, Glenside, Reading, was slightly wounded on the left forearm in an argu-

ment over seats. Speece and his wife were moving into two vacant seats in a row, Billman following. Speece and his wife took the seats, and the dispute followed. Billman was said to have wielded a knife. Speece was taken in an ambulance to a hospital, where a stitch was taken to close the wound. Arrival of a police radio car and an ambulance attracted a crowd. Manager Birk Binnard and the principals to the dispute held a conference at city hall, where a settlement was reported effected.

Manager Birk Binnard, Warner, tied in with the Minros Jewelry Store, Reading, on publicity for "White Rose" diamond rings and "Johnny Belinda."

Reading amusements tax payments increased about \$2,000 in September, compared with August figures, city treasurer John L. Hoch reported. The total from all sources was \$17,781.45. This brings to \$130,054.12 paid in this form of taxes, all types, since the local amusements tax law went into effect on Feb. 27. Of the \$17,781.45, theatres paid \$17,500.32. "Bingo," various types of social affairs operated on a commercial basis, and sports events paid in \$281.13. Parking meters, put into use

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ASTOR

Lookout Sister

MUSICAL WESTERN
61½M.

ESTIMATE: Okeh for colored houses.

CAST: Louis Jordan and his Tympani Six, Suzette Harbin, Monte Haley, Glenn Allen, Tommy Southern, Jack Clisby, Maceo Sheffield, Peggy Thomas, Louise Franklin, Anice Clark, Dorothy Seamans, Bob Scott. Produced by Berle Adams; directed by Bud Pollard.

STORY: Louis Jordan, confined to a sanatorium by overwork, dreams that he has found a place where children can recover from illness while being happy, but devious plans are afoot to take the ranch away from its owners. The sheriff aids in the scheme, and is prevented by Jordan, who wakes up just as he is about to be plugged. Realizing that the kids need just such a place, he makes the necessary arrangements to put such a camp on the map.

X-RAY: This picture should appeal to the colored houses. Its biggest asset is 11 songs, all done by Jordan and band: "Jack, You're Dead!", "Caldonia," "Ten Gallon Hat," "Lookout Sister," "Chycamo Craney Crow," "Roamin' Blues," "Barnyard Boogie," "You're Much Too Fat," "Early In The Morning," "We Can't Agree," and "Don't Burn The Candle At Both Ends." On the whole, the photography and the acting are below standard while the story has neither plot nor substance, and sometimes leads to the conclusion that there just isn't any. But Jordan makes up for most of the handicaps.

AD LINES: "The Ranch Meant Health And Happiness For Thousands Of Kids But A Mortgage Stood In The Way!"; "Louis Jordan And His Tympani Six . . . Jivin' And Swingin' Through The Gayest Western Comedy In Years!"; "Jordan Fools The Badmen . . . And Almost Fools Himself . . . In 'Lookout Sister'!"

COLUMBIA

The Return Of October

COMEDY
89M.

(Color by Technicolor)

ESTIMATE: Entertaining comedy.

CAST: Glenn Ford, Terry Moore, Albert Sharpe, James Gleason, Dame May Whitty, Henry O'Neill, Frederic Tozere, Samuel S. Hinds, Nana Bryant, Lloyd Corrigan, Roland Winters, Stephen Dunne, Gus Schilling, Murray Alper, Horace MacMahon, Victoria Horne, Byron Foulger, Bill Pearson, Russell Hicks, Robert Malcolm, Ray Walker. Produced by Rudolph Mate; directed by Joseph H. Lewis.

STORY: Terry Moore is brought up by her uncle, James Gleason, in the atmosphere of the race track. To Gleason winning the Derby meant everything, and he tells her that if he dies, he will try to come back as a horse to win the Derby. He dies, and Moore is sent to her aunt, Dame May Whitty, for upbringing. While at a horse auction, she is struck by a horse named October, and, through his mannerisms, believes that he is the spirit of Gleason. She and Glenn Ford, a college psychiatry instructor, both bid for the horse, and finally buy him together, Ford wanting to conduct some psychiatric experiments with him. Moore gets some of her track friends interested in the horse, which shows a great deal of promise, and a trial is made at the school track. Ford is blamed by the university president, who is under pressure by the board of trustees to economize, and only retains his job by offering to follow through, and investigate Moore's strange relationship toward the horse. He sees her constantly, and they fall in love

while Ford makes notes on her behavior. Eventually, his paper is published, and is used by Whitty's crooked lawyer to try to break her will in which she leaves everything to Moore when she dies. Ford proves her sane, and October is entered in the Derby, which he wins, after which he drops dead. The inheritance goes to Moore as does Ford, and the two see a happy future together.

X-RAY: Here is a comedy with a slightly different twist and with many humorous situations. Ford and Moore carry off the leads well, and the family as a whole should go for this light, colorful entry. The direction and production are apt, and the effort provides a number of laughs. The film is based on a story by Connie Lee and Karen DeWolf.

TIP ON BIDDING: Better than average program rate.

AD LINES: "Was He A Horse Or Her Uncle? A Lot Of Money Waited On The Outcome?"; "Uncle Willie Wanted To Win The Derby In The Worst Way So Did The Horse. Were They One And The Same?"; "There's Loads Of Fun And Laughter In This Gay Story Of A Racing Fan Who Was Supposed To Have Returned To This World As A Race Horse To Win The Derby."

Rusty Leads The Way

COMEDY DRAMA
59M.

(111)

ESTIMATE: For the lower half.

CAST: Ted Donaldson, Sharyn Moffett, John Litel, Ann Doran, Paula Raymond, Peggy Converse, Harry Hayden, Ida Moore, Mary Currier, Fred Sears, Mickey McGuire, Teddy Infuhr, Dwayne Hickman, David Ackles, Flame. Produced by Robert Cohn; directed by Will Jason.

STORY: Blind girl Sharyn Moffett and her parents, newcomers to town, meet Ted Donaldson and his dog, Rusty, and they become very good friends. The school board votes to compel Moffett to attend the state school for blind. As city attorney, Donaldson's father, John Litel, can do nothing but uphold the board. Donaldson, however, knowing Moffett's love for Rusty, takes her to a dog training school, where trainer Paula Raymond gives her her own dog, a boxer named Tubby. Moffett senses that Tubby's first loyalty is still with Raymond. At a final test when Moffett has to walk in traffic with only Tubby to guide her, she doesn't trust him, and goes to pieces completely. Tubby runs away from Raymond, and is found by Rusty. Moffett realizes the dog was on his way home to her, that he loves only her now, and she trusts him completely, content to let him be her seeing eyes.

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SECTION TWO
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X-RAY: This will fit into the lower half. It is another dog story, only this time there are two dogs. It is typical of its type, but Moffett turns in a good performance. The seeing eye dog angle also affords possibilities of tieups. The story is by Nedrick Young, based upon characters created by Al Martin.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Rusty Gangs Up With A 'Guide Dog' To Win The Fight Of Two Kids To Be Happy"; "A Boy's Best Friend—And A Kid's Only Hope!"; "The Story Of A Dog With A Heart."

EAGLE-LION

The Red Shoes

DRAMA
133M.

(Color by Technicolor)
(British-made)

ESTIMATE: High rating ballet entry for special audiences.

CAST: Anton Walbrook, Marius Goring, Moira Shearer, Robert Helpmann, Leonide Massine, Albert Basserman, Ludmilla Tcherina, Esmond Knight, Jean Short, Gordon Littman, Julia Lang, Bill Shine, Austin Trevor, Eric Berry, Irene Browne, Jerry Verno, Derek Elphinstone, Madame Rambert, Joy Rawlins, Marcel Poncin, Michel Bazalgette, Yvonne Andre, Hay Petrie. Written, produced, and directed by Michael Powell and Emeric Pressburger.

STORY: While Anton Walbrook's ballet company is in London, it acquires two new members, Moira Shearer, a dancer, and Marius Goring, a young composer. Walbrook thinks that both have great possibilities providing they make the ballet their whole lives. When the star of the organization gets married, Walbrook decides to star Shearer in his new ballet, "The Red Shoes," which score Goring has composed. It is a success. Shearer and Goring fall in love. Walbrook becomes furious. However, love triumphs, and the pair get married. Goring is fired and Shearer goes with him to help him compose an opera. Later, Walbrook learns that Shearer still practices her dancing, and that she is to visit Monte Carlo where the ballet is in progress. He persuades her to star in "The Red Shoes" again, but before she goes on, Goring puts in an appearance, and demands that she leave with him. He and Walbrook have an argument, and Walbrook talks her into staying. Goring leaves, and Shearer is so distraught that she jumps from a high balcony in the way of an onrushing train, and is killed.

X-RAY: This is well executed as to acting, direction, and camera work, and the subject matter is carried off finely, but exhibitors should bear in mind that the subject, the ballet, has limited appeal in this country. Where it has gone over well, usually in large metropolitan centers, the film, too, should shape up good at the box-office. Although the picture is overlong, it is intelligently, entertainingly handled. It should also be noted that special effort will have to go into the selling. Handled in a different manner, the picture looks like it has boxoffice possibilities in many localities, provided proper tieups, etc., are made. As a regular release, its appeal is definitely limited.

AD LINES: "Ballet At Its Best . . . With A Heart Touching Story And Romance"; "There's Romance At The Ballet"; "The Show Must Go On And It Does So Superbly In 'The Red Shoes'."

Million Dollar Weekend (908)

MELODRAMA
73M.

ESTIMATE: For the duallers.

CAST: Gene Raymond, Stephanie Paull, Francis Lederer, Robert Warwick, Patricia Shay, James Craven, Royal Hawaiian Serenaders. Produced by Matty Kemp; directed by Gene Raymond.

STORY: Brokerage firm partner Gene Raymond absconds with \$1,000,000 on the same plane as widow Stephanie Paull and her old friend, Francis Lederer. Lederer accuses Paull of murdering her husband for the insurance money, and wants her and half of the money in exchange for his silence. In desperation, Paull turns to Raymond. When the plane lands in Hawaii, the three register at the same hotel. Lederer sees Raymond try to leave his money-laden briefcase in the hotel safe, but changes his mind. Paull sends a note to Raymond's room arranging to meet at the bar, but while Raymond locks his briefcase in a suitcase, Lederer meets her. He torments her with his accusations, and is slapped when Raymond comes. While the two go for a walk, Lederer steals the briefcase which Raymond misses immediately upon his return. Lederer rushes to the airport with the others in pursuit, and they all board a San Francisco-bound plane. Lederer makes a deal with Raymond for half the money, but deceives some inspectors in Frisco to detain Raymond while he escapes. After a futile search, Raymond and Paull dine at a waterfront restaurant, and, after learning each other's story, make a future date. Alone at the bar, Raymond notices hotel girl Patricia Shay ask for a bottle of Napoleon brandy, Lederer's favorite drink. He trails her to a room, overpowers Lederer, and recaptures the money. Raymond then returns the money and meets Paull, cleared of the murder.

X-RAY: Acceptable acting and good production values make this meller interesting program fare. Based on a screenplay by Charles S. Belden, this has some nice footage on Hawaii and some songs rendered by the Royal Hawaiian Serenaders. Though the story is of the usual pattern, some pace and suspense is maintained.

AD LINES: "For Years He'd Waited For This 'Million Dollar Weekend' But He Hadn't Counted On A Beautiful Murderess"; "They Were Fleeing, But Destiny Brought Them Together On A 'Million Dollar Weekend'"; "His 'Million Dollar Weekend' Was Spoiled By A Dead Man's Wife And Her Best Enemy."

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FILM CLASSICS

Inner Sanctum MYSTERY MELODRAMA 62M.

ESTIMATE: Okeh for the lower half.

CAST: Charles Russell, Mary Beth Hughes, Lee Patrick, Nana Bryant, Billy House, Dale Belding, Roscoe Ates, Eve Miller, Fritz Lieber. Produced by Samuel Rheiner and Walter Shenson; directed by Lew Landers.

STORY: Eve Miller strikes up a conversation on a train with lounge-car acquaintance Fritz Lieber, who tells her the story of a girl just like her, who ignored his warning to stay on a train, and was murdered by her boy friend, who was leaving her. Charles Russell, the suitor, puts the body back on the observation platform, but is observed from a distance by Dale Belding, a youth who likes to watch trains go by. Russell is given a lift into town by local newspaperman Billy House, who refers him to a boarding house. Russell discovers Belding is staying there, but has run down to watch the flood-swollen river, so Russell goes after him to silence him. He is met by Belding's mother, Lee Patrick. Though fearing Patrick's strict disciplinary measures, Belding realizes the next day that Russell is the murderer, and is going to tell all when Russell feigns an ankle-sprain, and ties Belding in his closet. He then convinces everyone that Belding has run off again, and they go looking for the boy. Mary Beth Hughes, a boarder, who desires to leave the town with Russell, stays, however, and prevents the murder, but is knocked unconscious. Russell tries to kill Belding in a nearby park, but the latter escapes. Russell returns to the house admitting defeat, awaiting the police. Thus, Lieber finishes his story to Miller. As the train comes to a station, Miller ignores the warning to stay on, and is killed by Russell.

X-RAY: This will fit into the lower half. There is enough suspense sustained in this extra-sensory perception meller, and the cast and direction make the most of the original screenplay by Jerome Todd Gollard. The title will draw radio fans who listen to the "Inner Sanctum" radio show.

AD LINES: "He Could Look Into The Future, But No Man Could Look Into Her Heart, Masked By A Pretty Face"; "The Strange Power He Possessed To Look Into The 'Inner Sanctum' Will Hold You Spellbound"; "The Fury Of A Woman Scorned Resulted In A Hideous Murder In 'Inner Sanctum'."

PARAMOUNT

Disaster (4806) ACTION DRAMA 60M.

ESTIMATE: Dualler should please action fans.

CAST: Richard Denning, Trudy Marshall, Damian O'Flynn, Will Wright, Jack Lambert, James Millican. Produced by William Pine and William Thomas; directed by William Thomas.

STORY: Richard Denning, framed for a murder he did not commit, hides from Damian O'Flynn by working as a steeplejack for Will Wright. He falls in love with Wright's daughter, Trudy Marshall, who to the dismay of James Millican, falls in love with him. The police are hot on Denning's trail, but he hopes to clear himself by finding the real killer, Jack Lambert. Finally, risking his life and giving himself up to the police to help Wright, Denning finds Lambert, and forces him to confess, after which he and Marshall make plans to marry.

X-RAY: Even though the mystery angle of the plot is weak, this dualler has possibilities with action fans. It retains a down-to-earth quality most of the time, the story remaining plausible and not too tense, while the action builds to a good climax.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Whom Should He Save . . . Himself . . . Or An Innocent Man?"; "He Had To Give Himself Up To Get The Girl He Loved"; "Action And Thrills Atop A Crumbling Building . . . In 'Disaster'."

The Paleface (4807)

FARCE
89½M.

(Color by Technicolor)

ESTIMATE: Hope draw will make the difference.

CAST: Bob Hope, Jane Russell, Robert Armstrong, Iris Adrian, Jack Searl, Robert Watson, Joseph Vitale, Charles Trowbridge, Clem Bevans, Jeff York, Stanley Andrews, Wade Crosby, Chief Yowlachie, Iron Eyes Cody. Produced by Robert Welch; directed by Norman Z. McLeod.

STORY: Jane Russell ("Calamity Jane") is asked by the governor of a western state to rid the area of men who have been smuggling arms to the Indians back in the 1870's. In return, she is to get a pardon. Circumstances lead her to marry Bob Hope, an itinerant dentist, because she needs a husband to cover her identity. Eventually, despite Hope's bungling, they manage to ferret out the bad 'uns but not before they are captured by Indians, and almost burned on a sacrificial pyre. Hope is acclaimed a hero, and Russell and he plan to settle down together.

X-RAY: This has Hope, and Technicolor, too, and the returns should be pleasant enough, with the strongest dent into the boxoffice where the Hope draw means the most. A farce from start to finish, it plays for the gags, and, while many are familiar, they should get their share of guffaws. Russell will be a name for the marquee, but otherwise contributes little, and the other players go through their roles in the usual fashion. This, in short, should provide a field day for those who sell their pictures, and the results should be satisfactory. Songs are: "Buttons And Bows," "Meet Cha' Round The Corner," and "Get A Man."

TIP ON BIDDING: Better than average program bracket.

AD LINES: "Bob Hope Battles The Indians In The Funniest Farce In Years"; "Out West Where Men Are Men, Bob Hope Brings You The Funniest Film Of The Year"; "Bob Hope . . . Jane Russell In The Year's Gayest Farce . . . 'The Paleface'."

RKO

Joan Of Arc HISTORICAL DRAMA 145M.

(Color by Technicolor)

ESTIMATE: Screen masterpiece.

CAST: Ingrid Bergman, Jose Ferrer, Francis L. Sullivan, J. Carrol Naish, Ward Bond, Sheppard Strudwick, Cecil Kellaway, Hurd Hatfield, Gene Lockhart, John Emery, George Coulouris, John Ireland, Richard Derr, Roman Bohnen, Robert Barrat, Selena Royle, Irene Rich, Richard Ney, Leif Erickson and George Zucco. Produced by Walter Wanger; directed by Victor Fleming.

STORY: It's 1428, and France, at war with England for almost 100 years, is breathing her last, with the conqueror in possession of much of the country. In a small village, 16-year-old Ingrid Bergman (Joan of Arc), through mystic visitations, has been told to ride at the head of the French army, and drive the enemy from France, and crown Jose Ferrer king.

She doesn't tell her parents, but persuades her uncle to take her to the castle of the governor, George Coulouris, whom she tells of her "instructions." Coulouris refuses to take her seriously, but finally does grant her permission and a guard to go to Ferrer after her prophecy comes true. The word of her journey spreads, and soon from all over the land volunteers stream to join the fight. When she arrives at the court, Ferrer places one of his courtiers on his throne for a joke, and all are astonished as she seeks out Ferrer among the crowd to pay homage. She tells him that God has instructed her to lead his army to victory at sorely-pressed Orleans. She convinces him, but his financial adviser Gene Lockhart is skeptical as well as fearful of his investment in Ferrer, whom he has lent considerable money, with the royal lands as security. An army is finally raised, and, with Bergman at its head and the captains at her side, it is successful at Orleans after much bloodshed. Not long afterwards she watches Ferrer crowned as king. Lockhart persuades the king to sign a truce with his enemies, despite his victories. Ferrer, fearing Bergman's power, forbades her to fight, but she continues with small bands until she is captured, turned over to the English, and then tried under the jurisdiction of French Bishop Francis L. Sullivan as a heretic. She is guarded in a men's prison, questioned continually about her "voices," and threatened with torture until she finally confesses heresy. Later, she reasserts being heaven-sent, and Sullivan turns her over to the civil authorities, who have her burnt at the stake as a witch.

X-RAY: Here is an outstanding entry that can be compared to few pictures made by the industry for the quality, prestige, performance, and entertainment value. It is a film that is to reckon with every award ever issued, and will probably receive many because it so merits. The greatest of performances and spectacle are present and all concerned deserve credit and praise for here is something of which the industry as a whole can be proud. It will stand on its merit as a film and production, and certainly a high mark will be set at each and every boxoffice. Bergman is certainly outstanding, and the balance of the cast is especially superb. Director Victor Fleming proves himself a master of his craft, and the camerawork and Technicolor are also in the high rating class. It moves at a pace calculated to maintain interest throughout, and audiences should go for the film in a great big way. The film is based on the stage play, "Joan Of Lorraine" by Maxwell Anderson.

TIP ON BIDDING: Top bracket.

AD LINES: "One Of The Great Pictures Of This Or Any Year"; "An Episode In The History Of Motion Pictures"; "One Of The Best Films Made By Any Motion Picture Company."

REPUBLIC

Macbeth

DRAMA
105M.

ESTIMATE: Special entry for Shakespeare fans and art houses.

CAST: Orson Welles, Jeannette Nolan, Dan O'Herlihy, Roddy McDowell, Edgar Barrier, Alan Napier, Erskine Sanford, John Dierkes, Keene Curtis, Peggy Webber, Lionel Braham, Archie Heugly, Christopher Welles, Morgan Farley, Lurene Tuttle, Brainerd Duffield, William Allano, George Chirello, Gus Schilling. Produced and directed by Orson Welles.

STORY: Three witches prophecy that Orson Welles (Macbeth) will be king of

Scotland, and this comes true when his ambition and the urging of his unscrupulous wife, Jeanette Nolan, cause him to kill the king, and put the blame on his servants. The king's son, Roddy McDowell (Malcolm), and Dan O'Herlihy (MacDuff), a nobleman, escape to England. The prophecy also stated that the son of Edgar Barrier (Banquo), a general, would succeed Welles, so he orders both him and his son killed. The son manages to escape the assassins' knives. Later, the appearance of Barrier's ghost shatters Welles' nerves, and when the witches warn him against O'Herlihy, he has his family killed. Eventually, the crimes and their consequences affect Nolan's mind, and she kills herself. McDowell and O'Herlihy return with an army, and march up to the very walls of Welles' castle. The latter, however, is unafraid, and meets O'Herlihy in battle for the witches also foretold that "none of woman born" could harm him. Too late, he learns that O'Herlihy was born prematurely, and he is then killed. McDowell is proclaimed king.

X-RAY: Made for special handling in spots where the clientele best appreciates this sort of effect, this will probably find a mixed reception. Some may label it great while others will have the decidedly opposite view. Some will approve of the performances of Welles and his cohorts, while others will say that all overact their parts. There are some who will be impressed by the bare and sombre scenery and settings, while others will think it stark and naked. Also there will be some who will claim that the "bard's" words are given great emphasis and interpretation while still others will report that they can't understand a word said. There will be those who will compare this to "Hamlet" favorably while others will place it in an unfavorable light, comparably speaking. The whole may be summed up thusly: Shakespeare fans are the best bet, and, of course, there will be a proper proportion in attendance of students and others academically interested in this type of presentation. It must be given proper attention to accumulate proper returns.

AD LINES: "Another Shakespeare 'Great Brought To The Screen In All Its Savage Glory'; 'Orson Welles Interprets Shakespeare's 'Macbeth' In Another Great Classic From Hollywood'; 'Another Great Historical Classic Of Literature Emerges From Hollywood To Take Its Place At The Top.'"

UNITED ARTISTS

The Angry God

MELODRAMA
57M.

(Carlyle Productions)
(Fullcolor)
(Mexican-made)

ESTIMATE: Strictly for the art houses.

CAST: Alicia Parla, Casimiro Ortega, Mario Forastieri, and all-native cast. Produced by Edward J. Peskay; directed by Van Campen Heilner.

STORY: Alicia Parla, Indian maiden, is to wed Mario Forastieri, but a god, Casimiro Ortega, sees her nude in a pool, and gets human desires. She spurns him so he causes Forastieri to lose his mind, whereupon the townspeople stone him. Ortega promises dire revenge, which takes the form of the volcano erupting. Parla then offers herself to the god to save her people, whereupon the top god tells Ortega off, and the latter is killed by the molten lava. Forastieri gets his sanity back, and everyone is happy.

X-RAY: A legend, explaining why a volcano in Mexico erupted, this is only for

the art spots. The color is below standard, and the dubbing of English into this Mexican-made film may prove confusing although it is explained in a foreword. Biggest exploitation angle is the volcano in eruption, but outside of that there is little of saleable value. While Parla is beautiful, all the acting is generally amateurish.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Nature's Mightiest Spectacle . . . To Appease The Angry Gods"; "See What Happens When A God Tries To Act Like A Human"; "See The Mad Frenzy Of Mystic Rites."

U.-INT.

Kiss The Blood Off My Hands (681)

MELODRAMA
79M.

ESTIMATE: Names will make the difference.

CAST: Joan Fontaine, Burt Lancaster, Robert Newton, Lewis L. Russell, Aminta Dyne, Grizelda Hervey, Jay Novello, Colin Keith-Johnston, Reginald Sheffield, Leland Hodgson, Peter Hobbes. Produced by Richard Vernon; directed by Norman Foster.

STORY: Burt Lancaster, veteran of World War II, gets into a fight in an English pub, and accidentally kills the proprietor. He hides in a room occupied by Joan Fontaine, and although he leaves the next day, is fascinated by her. He meets her again, and she is drawn to him. However, when she sees what a quick temper he has, they break. He promises to reform, and Fontaine gets him a job working as a driver for the hospital. Meanwhile, Robert Newton, who saw the murder, tries to blackmail him into hijacking some drugs, but Lancaster doesn't go through with the deal. Newton then threatens Fontaine, who stabs him. She thinks she has killed him, and flees to Lancaster, who goes back to her apartment, and finds that Newton is still alive. He takes him home, a struggle follows, and Newton is killed. Lancaster and Fontaine start to run away, but when Fontaine shows him he will always be a fugitive, Lancaster decides to go back to take his medicine, hoping that his case will be given a fair hearing.

X-RAY: This boasts of two domestic star names, plus an English name draw, Newton, and it will need plenty of help from this source. The film is a depressing sort of show, with Lancaster given a role which is not liable to win much audience sympathy. The pattern doesn't bring much new with it, and the windup is also unsatisfactory. Furthermore, the title is bound to be a handicap in some sectors. Newton, a competent English actor, is strong support, even if his Cockney is a bit difficult to understand at times. This will need plenty of push.

TIP ON BIDDING: Program rating.

AD LINES: "Could You Love A Man Who Killed For Hate?"; "The Strange Story Of A Man Who Wanted Love But Couldn't Earn It"; "The Year's Dramatic Sensation."

WARNERS

June Bride (805)

COMEDY
97M.

ESTIMATE: High rating comedy.

CAST: Bette Davis, Robert Montgomery, Fay Bainter, Betty Lynn, Tom Tully, Barbara Bates, Jerome Cowan, Mary Wickes, James Burke, Raymond Roe, Marjorie Bennett, Ray Montgomery,

George O'Hanlon, Sandra Gould. Produced by Henry Blanke; directed by Bretaigne Windust.

STORY: Former sweethearts Bette Davis and Robert Montgomery are thrown together by their publisher, who puts Montgomery, ace foreign correspondent, on Davis' staff as a writer. Davis had been left at the altar three years before by Montgomery. Davis makes her non-romantic attitude clear to Montgomery, and cracking her editorial whip over his sly scheming head, they proceed on their assignment, to cover a June wedding of a young Indiana couple. In Indiana, Davis starts the wheels turning in cut and dried style. Montgomery, bored by the triteness of this procedure, snoops around for an angle, and discovers a broken romance between the bride and a former sweetheart now in the army, and stationed in Washington. With the bride's younger sister sweet on the bridegroom, Montgomery shoves his hand into the fray with the result that on the eve of the wedding, Davis frantically discovers that her bride has eloped, with the soldier busting up her well planned layout. Montgomery has proved a double matchmaker, and the wedding takes place with the younger sister in the bride's spot. Davis recognizes Montgomery's master touch, and decides to leave her editorial berth for a globe trotting life with Montgomery.

X-RAY: This should do much to get Davis back into her winning stride, for "June Bride" is a comedy that should please all types of audiences. Based on a play by Eileen Tighe and Graeme Lorimer, it has bright dialogue and sparkling performances, and is well directed throughout. This certainly will appeal down the line, and word-of-mouth will help, also.

TIP ON BIDDING: Higher bracket.

AD LINES: "He Was In Love With His Boss But Couldn't Get To First Base"; "Can A Typewriter Replace A Woman?"; "The Most Hilarious Comedy Of The Year."

FOREIGN

Foolish Husbands

COMEDY DRAMA
99M.

(Sirtzky International)

(French-made) (English titles)

ESTIMATE: Amusing French entry.

CAST: Fernand Gravet, Micheline Presle, Marie Dea, Pierre Renoir, Bernard Lancret, Gilbert Gil. Directed by Marcel L'Herbier.

STORY: Fernand Gravet is supremely happy with his wife, Micheline Presle, and his best friend, Bernard Lancret, and is glad that Lancret has decided to take up with Marie Dea, even though she is married. Gravet tells Presle that marriage shouldn't stand in the way of love, and asks her approval of the affair, unaware that the romantic, impressionable Presle desires greater attention, and is undertaking an affair herself. Presle leaves with naive Gilbert Gil just as Dea arrives for dinner. Gravet learns of the departure, and is grief-stricken to the point of antagonism toward Dea, but goes with the couple to Lancret's house in the hills. Presle is bored with the innocent Gil, and angry at not hearing from Gravet, so contacts Dea's husband, Pierre Renoir. Lancret and Dea go to a night club, and bring a girl for Gravet, but he pines for Presle, who, present and watching, gets jealous. She persuades Gil to ask the enraged Gravet for her forgiveness the next day, and then Renoir gains entrance under pretext of bearing a message. Instead, he berates Dea for her actions, and makes Lancret realize that his great love was not

sincerely returned. Presle returns to Gravet, who has abundant time and affection for her as Lancret departs alone.

X-RAY: Utilizing the popular theme of foolish and fooled husbands in this Armand Salacrou screenplay of his own play, this unpretentious comedy manages to be amusing in the broader vein. Gravet heads a capable cast, and though this lags in spots, with proper exploitation, it should do well at the French houses. The title should help sell it.

AD LINES: "Amorous Wives Demand More Attention Than They Get From 'Foolish Husbands'"; "Even The Most Faithful Wife Can Remember When She Was Tempted By A 'Foolish Husband'"; "All Wives Can Learn How To Recapture Their 'Foolish Husbands'."

Malacarne

ROMANTIC DRAMA
101M.

(Saturnia)

(Italian-made) (English titles)

ESTIMATE: Fair Italian import.

CAST: Mariella Lotto, Otello Tosso, Amedeo Nazzari, Anna Silena, Umberto Spadaro, Margherita Nicosia, Giovanni Grasso, Carletto, S. Chimenti, Rosetta Romano. Produced by Girelamo and Francesco Gorgone; directed by Natale Di Cristina.

STORY: Tuna fisherman Otello Tosso loses his money and his prized knife gambling with hunchback Umberto Spadaro. On a provision boat, he encounters Mariella Lotti, who has left her convent studies to work for her uncle, fish-net owner Giovanni Grasso. She repels his advances, and his efforts to win or buy back his knife are ignored by Spadaro. Tosso is inveigled into a wager by Spadaro in which he is to conquer Lotti, and bring her medallion back as proof in return for his knife or suffer having Spadaro's initials carved on him. Lotti plans to return to her convent but yields to him when he threatens to throw himself to the shark that infests the fishing grounds. Tosso is collecting his bet when an enraged Spadaro arranges to inform Grasso, who comes seeking vengeance, but is accidentally killed by Tosso. Tosso is imprisoned for three years, and his child, a boy, is cared for by Amedeo Nazzari. Townspeople regard the boy as an evil influence that keeps the tuna away, and plan to send him away when Tosso returns, and seeks out Lotti to marry her. She has become a prostitute but she refuses his offer, despite his threat to join the sea monster. She repents, and comes for Tosso and the boy, but is informed by a jealous old flame, Anna Silena, that Tosso doesn't want her. Believing this, she leaves with the boy by the beach as a large school of tuna enters the waters, passing unknowingly near a dead Tosso and a shark's corpse.

X-RAY: Though the basic story is developed here with some interest and power by a hard-working cast, poor production values and fair direction make the film crude, pedestrian, and unclear. There is some good photography of the Sicilian background but for the most part, this remains for the Italian following.

AD LINES: "Neither Death Nor Imprisonment Could Quench The Burning Love He Had For Her"; "He Was The Devil's Own Son With The Women Until He Met An Angel"; "Feel The Raging Passions Of The Men And Women Who Lived By The Sea In 'Malacarne'."

Without Prejudice

DOCUMENTARY
DRAMA
89M.

(Artkino)

(Russian-made) (English titles)

ESTIMATE: Good Russian import.

CAST: Sergei Kurilov, Galina Grigoryeva, Dmitri Budarov, Jim Komogorov, Mikhail Astangov, Weyland Rodd, Robert Robinson, Andrei Maximov. Directed by Alexander Razumni.

STORY: Penniless and broken in health, anthropologist Sergei Kurilov reviews his life's tribulations for a writer assigned to write his biography. Postponing his marriage to Galina Grigoryeva to embark on his most ambitious exploration, Kurilov sails to the coast of New Guinea with Dmitri Budarov, a brawny assistant, and a Negro boy, Jim Komogorov. Unarmed, they make friends with the natives, and set up a laboratory nearby. Kurilov is progressing with his studies when Komogorov dies from malaria. The natives, led by Robert Robinson, attack Kurilov as Budarov flees to the shore when a ship under Mikhail Astangov arrives, and Robinson is wounded. Astangov is a Bismarck spy, and, after learning some information from Kurilov about the raw materials of the island, kidnaps some of the natives, and starts a civil war. Kurilov, aided by Robinson, restores peace, continues his studies, and then leaves for Micronesia to check his findings. Budarov, who had agreed to kill Kurilov for Astangov, repents, and reveals all before his death in the jungles. Kurilov completes his explorations, and returns to civilization to be feted and marry Grigoryeva. Astangov has gained power in government circles. When antagonized by Kurilov, he exerts his influence to discredit him by stealing his specimens, and massing the press against him. Kurilov discovers the kidnapped natives on view in a zoo, and tries to have them freed, but while his efforts are being frustrated, Astrango gets Germany to annex the coast of New Guinea. Kurilov retires to Russia to continue his ignored teachings, which history recognized as valid.

X-RAY: Based on the life of the Russian explorer and scientist, Nikolai Miklukho-Maclay, and using the screenplay of V. M. Volkenstein and Alexei Speshnev, this suspenseful drama makes a strong plea for the brotherhood of man. Kurilov gives a forceful performance as the explorer, and while this has some educational aspects, on the whole it will appeal mostly to the Russian following.

AD LINES: "He Braved Imprisonment, Torture, Death, And Ostracism To Prove All Races Are Equal In 'Without Prejudice'"; "He Was The First White Man To Set Foot On That Mysterious Island Of Death"; "For The Scientific Truth About The Equality Of Man, Don't Miss The Hard-Hitting Documentary Drama, 'Without Prejudice'."

The Shorts Parade

Two Reel

Comedy

GO CHASE YOURSELF. Columbia—All-Star Comedy. 17m. New criminology professor Andy Clyde is roused from his bed to track down a "nightshirt bandit" loose on the campus. He finds a clue and discovers that the bandit is a somnambulist, actually himself. He goes out again and steals some fund money. This gets carted off into the girls' dormitory by a dog with Clyde in bungling pursuit. After many mishaps, he recovers the money, and takes credit for the feat. FAIR. (1422).

I'M A MONKEY'S UNCLE. Columbia—Three Stooges. 16m. "The Three Stooges" turn back to pre-historic times, and emerge as cavemen. They do their fishing

and hunting in the morning, and then dress up for their girl friends. Their big club "wooing" is a success until the ex-boy friends turn up for their women. The stooges adopt modern war tactics, and, for once, are happily victorious. GOOD. (1402).

Color Musical

BIG SISTER BLUES. Paramount—Musical Parade Featurette. 14m. A girls' school is the locale of this songfest, and the thread of a story which ties the songs together has to do with two negligent parents, John Ridgeley and Lee Patrick. Their daughters put on a show, and disrupt the dignity of their prim school mistress with some be-bop. The latter expels the girls as a ruse to unite the family, and she succeeds. Songs rendered are "Them There Eyes," "The Secretary Song," and "I Hain't, Tain't, Ain't." FAIR. (FF 7-5).

Sports

MODERN GLADIATORS. World of Sports. 20½m. This presents three wrestling matches in the best tradition with rapid-fire commentary by a leather-lunged gent who seems to know the grunt-and-groan game. Even though the contests are nothing out of the ordinary, the presentation is good, and the last bout will leave the customers well satisfied. FAIR.

One Reel

Color Cartoon

THE HARD BOILED EGG. 20th Century-Fox—Terrytoon. 7m. The crafty fox is out hunting eggs for his lunch when he encounters an indestructible Coo Coo bird in the guise of an egg, and takes him into his home to prepare him with condiments. The bird not only refuses to be eaten, but depletes the fox's food larder, and leads him a merry chase. The frazzled fox finally admits defeat, and gets the bird to leave, but it's only temporary, and the fox packs, and leaves, himself, in desperation. GOOD. (8524).

MIGHTY MOUSE IN THE MYSTERIOUS STRANGER. 20th Century-Fox—Terrytoon. 7m. The circus comes to town with a beautiful aerialist and an ever-pursuing villain, who attempts murder when his advances are spurned. A mysterious stranger comes to the rescue, and reveals himself as Mighty Mouse. The terrified villain makes one last effort to kidnap the girl in the balloon but Mighty Mouse defeats him, and saves the circus star. FAIR. (8525).

PROFESSOR TOM. MGM—Cartoon. 7m. Tom is tutor for a cute little kitten, and is trying to teach him all about mice from the cat's viewpoint. The kitten does not like his teacher, and when Tom's nemesis, Jerry, the mouse, appears on the scene to kibitz Tom's teaching, the kitten likes Jerry, and wants to play with him, despite Tom's admonitions. Between Jerry and the kitten, life is made miserable for Tom in one of the by now familiar chases all over the house. Wind up has Tom bested and the kitten placing the professor's squared hat upon Jerry as they merrily skip down the street. FAIR.

SNOW PLACE LIKE HOME. Paramount—Popeye Cartoon. (Polacolor). 7m. Popeye and Olive Oyl are leisurely floating in Florida waters when a terrific storm blows them out to the North Pole. They proceed to trader Pierre for clothes and transportation, but the latter falls for Olive, and, after bear-trapping Popeye, knocks him into a whale. A floating can of spinach revivifies Popeye, who breaks

loose, overcomes Pierre, and is Miami-bound by sled. GOOD. (E 7-8)

SWING, MONKEY, SWING. Columbia—Color Favorites. (Re-release.) 8m. Swing music is the rage in monkey land, and as the monkeys roam all over the island they dance, sing, and shout to the rhythm of "The St. Louis Blues." Much use is made of the Technicolor. GOOD. (1602).

THE TALKING MAGPIES IN FREE ENTERPRISE. 20th Century-Fox—Terrytoon. 7m. Heckle and Jeckle have a million dollar scheme of selling saws to prisoners but their efforts land them behind bars. The warden is their friend, the dog, and he foils their escape attempts after much chasing. Finally, they succeed in getting out only to accidentally land back in jail. FAIR. (8526).

Color Musical

READIN' 'RITIN' AND RHYTHMETIC. Paramount—Screen Song—Polacolor. 7m. It's schooltime for the various animals in this average song short, and after they arrive in class, the period begins. They answer the roll call, and then promptly have a free-for-all, led by the fox. This is ended by the teacher, the owl, who begins the music lesson, which is "School Days," with everyone, plus the audience, singing. GOOD. (X 8-1).

Novelty

THE CANDID MICROPHONE. Columbia—Special. 10m. Modeled from the popular radio show of the same name, this offers plenty of selling angles, and lives up to its expectations in laughs and entertainment. Allen Funt, producer of the show, is seen in various poses, with a hidden microphone at his hand, withdrawing spontaneous conversation from his harassed victims. Most of the footage is hilarious, leaving the audience with a desire for more. EXCELLENT. (1551).

THE GNU LOOK. Paramount—Speaking Of Animals. 10m. Fashion changes in clothes inspired this better than average series short, which takes a look at current styles at the zoo. Humorous comments are made by the various animals regarding their hide, fur, etc., as the gnu, hippo, buck, zebra, dog, bear, sheep, and mule cavort for the camera. Narration is by Ken Carpenter. GOOD. (Y 8-1).

A LASS IN ALASKA. Columbia—Vera Vague Laff Tours. 10½m. In this initial offering of a new series, Vera Vague goes on a man hunt to Alaska. Along the way, she encounters icebergs and one elusive fear-stricken candidate. She recounts her experiences at a woman's tea in the guise of a famous explorer. Some scenic footage of Seattle and Alaska is included. FAIR. (1751).

SYMPHONY OF A CITY. 20th Century-Fox—Movietone Specialty. 11m. This novel short depicts snatches of life during a typical Scandinavian city day, using angle photography, music, and pantomime instead of narration or dialogue. While the locale is European, the people and actions are universal. Though the short is on the arty side, the lack of dialogue will prove the right touch with most audiences. EXCELLENT. (8801).

YOUNG TALENTS. Artkino. 10m. From among the many vocational school students in Russia, a group of the most talented singers and dancers are chosen to perform at the Moscow Opera House in this short, with English narration. One song and two dances are performed with varying degrees of success. FAIR.

Sports

ACROBATIC BABIES. Columbia—World of Sports. 9½m. From seven months to 24 years, one is never too old to start bouncing around on a trampoline under the guidance of Ralph Smith. With narration by Bill Stern, the children and adults do their jumps, spins, and flops to develop their muscles. The footage includes a lass who lost lots of weight by this method, and another girl who regained use of polio-stricken muscles. GOOD. (1802).

OLYMPIC WATER WIZARDS. 20th Century-Fox—Movietone Sports Review. 9m. Photographed largely in slow motion at Silver Springs, Fla., this swimming short diagrams the breast stroke, back stroke, butterfly stroke, free style, and plain and fancy diving as done by many of our Olympic mermaids. Among those doing the specialties are Ann Curtis, Brenda Helser, Zoe Anne Olsen, Patricia Elsner, Suzanne Zimmerman, and Katherine Rawls. Narration is by Mel Allen. GOOD. (8305).

Color Travel

WANDERING THROUGH WALES. MGM—FitzPatrick Travel Talk. 10m. The feature of this interesting Technicolor travel reel is a trip on a slow moving, one-car, steam train up Mount Snowden, highest peak among Wales' mountains. Other beautiful shots of farms, castles, bays, seaside resorts, villages, mountains, and slate quarries are seen. Some choral singing is heard. GOOD.

Too Late To Classify

Features:

The Untamed Breed

WESTERN
79m.

(Columbia)
(Cinecolor)

ESTIMATE: Colorful western has action and the angles.

CAST: Sonny Tufts, Barbara Britton, George "Gabby" Hayes, Edgar Buchanan, William Bishop, George E. Stone, Joe Sawyer, Gordon Jones, James Kirkwood, Harry Tyler, Virginia Brissac, Reed Howes. Produced by Harry Joe Brown; directed by Charles Lamont.

STORY: When Sonny Tufts arrives in the Pecos Valley from Texas, he keeps the name of his mother, and doesn't reveal that leading rancher Edgar Buchanan is his father. At Tufts' suggestion, and with Buchanan's backing, the ranchers pool their money to buy a Brahma bull to improve the cattle strain. It escapes from the corral through the meddling of George "Gabby" Hayes. William Bishop, a young rancher in love with Hayes' daughter, Barbara Britton, fixes the blame on Tufts. The entire valley turns against Tufts. Britton learns of the facts, going out of her way to be nice to Tufts. The ranchers want to shoot the roving bull for the damage it is doing. However, Tufts begs for time, and Buchanan helps him get it. Feeling that he needs a horse that can hold the bull, Tufts captures a famous wild stallion, and succeeds in taming him. Meanwhile, Bishop and his two tough brothers are determined to get rid of Tufts. Britton stops this by marrying Tufts. When the latter finds out the reason, he refuses to live with Britton. Bishop, learning of the capture of the wild horse, frees him, and is thoroughly beaten by Tufts. The horse returns to Tufts, having grown fond of him. Together, they capture the bull, and gain respect in the community. Hayes confesses, and Bishop

(Continued on page 2500)

National Release Dates, Prod. Nos. On 1947-'48 And 1948-'49 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1947-48 and 1948-49 product, accurate to time of publication.—Ed.)

Columbia

(For additional 1946-47 listing, see Pages 2288, 2395)

(1947-48)

901	Best Man Wins	May 6
902	Adventures In Silverado	Mar. 25
903	Black Eagle, The Story Of A Horse	Sept. 16
904	Thunderhoof	July 8
905	Key Witness	Oct. 9
906	Mary Lou	Jan. 23
907	Glamour Girl	Jan. 16
908	Streets Of Monterey	
909	Port Said	Apr. 15
910	The Woman From Tangier	Feb. 12
911	Blondie In the Dough	Oct. 16
912	Blondie's Reward	June 3
913	Blondie's Anniversary	Dec. 18
914	My Dog Rusty	Apr. 8
915	The Crime Doctor's Gamble	Nov. 27
916	Gentleman From Nowhere	Sept. 9
917	The Lone Wolf In London	Nov. 13
918	Sweet Genevieve	Oct. 23
919	Two Blondes and a Redhead	Nov. 6
920	The Return of the Whistler	Mar. 18
921	Trapped By Boston Blackie	May 13
923	Devil Ship	Dec. 11
928	The Fuller Brush Man	June
929	Her Husband's Affairs	Nov.
930	Down To Earth	Oct.
931	It Had To Be You	Dec.
932	The Swordsman	Jan.
933	Prince of Thieves	Jan.
934	I Love Trouble	Jan.
935	To the Ends of the Earth	Feb.
936	The Sign of the Ram	Mar.
937	Relentless	Feb.
938	The Lady From Shanghai	May
939	Coroner Creek	July
940	The Mating of Millie	Apr.
941	Lulu Belle	Aug.
942	The Black Arrow	Aug. 27
951	Rose Of Santa Rosa	Dec. 25
952	Song of Idaho	Mar. 30
953	The Arkansas Swing	July 29
954	Singin' Spurs	Sept. 23
961	Buckaroo From Powder River	Oct. 14
962	Six-Gun Law	Jan. 9
963	Whirlwind Raiders	May 13
964	The Last Days Of Boot Hill	Nov. 20
965	Phantom Valley	Feb. 19
966	West of Sonora	Mar. 25
967	Trail To Laredo	Aug. 12
968	Blazing Across the Pecos	July 1
981	The Last Round-Up	Nov.
982	The Strawberry Roan	Aug.

(Reissues)

9071	Texas	
9072	Arizona	
9073	Garden Boy	
9074	Good Girls Go To Paris	
9075	More Than A Secretary	
9076	The Doctor Takes A Wife	
9077	Let Us Live	
9078	She Couldn't Take It	
9079	The Daring Young Man	
9080	Shut My Big Mouth	

(End 1947-48 Season)

(1948-49)

104	Triple Threat	Sept. 30
128	Walk A Crooked Mile	Sept.
129	The Loves Of Carmen	Oct.
111	Rusty Leads The Way	Oct. 21
113	I Surrender, Dear	Oct. 7
	The Untamed Breed	Oct. 21
	El Dorado Pass	Oct. 14
	The Return of October	Nov. 26
	The Dark Past	Nov.
119	Leather Gloves	Nov. 11
	The Gallant Blade	Nov. 26
	Racing Luck	Nov. 18

Eagle Lion

(Far 1947-48 listing see Page 2482)

(1948-49)

901	Northwest Stampede	Sept. 5
902	The Olympic Games of 1948	Sept. 12
903	In This Corner	Sept. 19
904	Hollow Triumph	Oct. 3
905	Adventures of Gallant Bess	Oct. 10
906	Behind Locked Doors	Oct. 17
908	Million Dollar Weekend	
	The Red Shoes	

(Reissues)

847	Hold That Ghost	Aug. 15
848	Seven Sinners	Mar. 27
849	Sutter's Gold	Mar. 27
850	Hired Wife	Aug. 27

Film Classics

(1947-48)

	Patient Vanishes	Sept. 1
	Spirit of West Point	Oct. 10
	Furia	Feb. 6
	For You I Die	Jan. 2
	Women In the Night	Jan. 23
	Discovery	Feb. 1
	Devil's Carga	Apr. 1
	Money Madness	Apr. 15
	Argyle Secrets	May 7
	Blonde Ice	May 20
	Will It Happen Again?	Apr. 29
	Sofia	Aug. 15
	The Wolf Man	Aug. 24
	The Hairy Ape	Aug. 24
	Miraculous Journey	Sept. 1
	The Unbelievable	Sept.
	Unknown Island	Sept. 15
	Inner Sanctum	Oct. 15
	Appointment With Murder	Nov. 24

(Re-Releases)

	Spoilers	Oct. 24
	Diamond Jim	Oct. 24
	Bride of Frankenstein	Nov. 7
	Son Of Frankenstein	Nov. 7
	Bad Lands of Dakota	Dec. 26
	Trail of Vigilantes	Dec. 26
	Elephant Boy	Jan. 1
	Broadway	Jan. 15
	Flame Of New Orleans	Jan. 15
	Buck Privates	Jan. 9
	South of Tahiti	Mar. 1
	Jungle Woman	Mar. 25
	The Challenge	May 20
	Gung-Ho	June 11
	Eagle Squadron	June 11
	Tower of London	July 1
	The Man Who Reclaimed His Head	July 1
	Drums	July 7
	Four Feathers	Aug. 1

(Western Re-Releases)

	Lone Star Trail	Feb. 15
	Smoking Guns	Feb. 15
	Courage Of The West	Mar. 15
	Bury Me Not On The Lone Prairie	Mar. 15
	Honor Of The Range	Apr. 15
	Singing Outlaw	Apr. 15
	Deep In The Heart Of Texas	July 15
	Wheels Of Destiny	July 15
	Border Wolves	Aug. 15
	Pony Post	Aug. 15
	Gun Justice	Sept. 15
	Last Stand	Sept. 15

Metro-Goldwyn-Mayer

(Far 1947-48 Listing, see Page 2449)

(1948-49)

901	Luxury Liner	Sept. 3
902	A Southern Yankee	Sept. 24
903	Julia Misbehaves	Oct. 8
904	No Minor Vices	Nov. 12
905	The Secret Land	Oct. 22
906	The Three Musketeers	Nov. 26
	The Hills of Home	Dec.
	The Kissing Bandit	Dec.
	Force Of Evil	Jan.
	Three Godfathers	Jan.
	Words and Music	Jan.

Monogram

(For 1946-47 Listing, see Page 2395)

(1947-48)

4701	High Tide	Oct. 11
4702	Joe Palooka In the Knockout	Oct. 18

4703	Louisiana	Nov. 1
4704	Jiggs and Maggie In Society	Jan. 10
4705	Rocky	Mar. 7
4707	Perilous Waters	Feb. 14
4708	Angel's Alley	Mar. 21
4709	Fighting Mad	Feb. 7
4712	Docks of New Orleans	Apr. 4
4713	Campus Sleuth	Apr. 18
4714	French Leave	Apr. 25
4715	Stage Struck	June 13
4716	I Wouldn't Be In Your Shoes	May 23
4717	Jinx Money	June 27
4718	The Shanghai Chest	July 11
4719	Michael O'Halloran	Aug. 8
4720	The Golden Eye	Aug. 29
4721	Music Man	Sept. 5
4725	Kidnapped	Nov. 28
4726	Smuggler's Cove	Oct. 10
4751	Overland Trail	Jan. 31
4752	Triggerman	June 20
4753	Fighting Ranger	Aug. 15
4754	The Sheriff Of Medicine Bow	Oct. 3
4755	Crossed Trails	Apr. 11
4756	Frontier Agent	May 16
4757	Back Trail	July 18
4758	Gunning For Justice	Nov. 7
4761	Oklahoma Blues	Mar. 28
4762	Cowboy Cavalier	July 4
4763	Silver Trails	Aug. 22
4764	Outlaw Brand	Oct. 24
4765	Partners of the Sunset	May 6
4766	Range Renegades	June 6
4767	The Ranger's Ride	
4768	Courtin' Trouble	Nov. 21

(Reissues)

4402	Dillinger	July 5
4706	Betrayed	Dec. 27
4710	Rose of the Rio Grande	Mar. 14
4711	Sign of the Wolf	May 2
	Drums of the Desert	

(Range Busters Reissues)

	Texas To Bataan	
	Trail Riders	
	Two Fisted Justice	
	Haunted Ranch	
	Land of Hunted Men	
	Cowboy Commandos	
	Black Market Rustlers	
	Bullets and Saddles	

ALLIED ARTISTS

AA1	It Happened On 5th Avenue	Apr. 19
AA2	Black Gold	Sept. 16
AA3	The Gangster	Nov. 22
AA4	Song Of My Heart	Jan. 31
AA5	The Hunted	Apr. 7
AA6	Smart Woman	Apr. 30
AA7	Panhandle	Feb. 22
AA8	The Dude Goes West	Aug. 30
AA10	The Babe Ruth Story	Sept. 6
AA11	Last Of The Badmen	Nov. 15
AA12	Strike It Rich	Dec. 25
	When A Man's A Man	Feb. 15
	My Brother Jonathan	

(1948-49)

4801	Sixteen Fathoms Deep	July 25
4802	Joe Palooka In Winner Take All	Sept. 19
4803	Incident	Jan. 19
4804	Temptation Harbor	
4805	Jiggs and Maggie In Court	Dec. 12
	Hidden Danger	Dec. 5

Paramount

(For 1948-49 Listing, see Page 2449)

(1948-49)

4801	Sorry, Wrong Number	Sept. 24
4802	Isn't It Romantic	Oct. 8
4803	Night Has A Thousand Eyes	Oct. 22
4804	Sealed Verdict	Nov. 5
4805	Miss Tatlock's Millions	Nov. 19
4806	Disaster	Dec. 3
4807	The Paleface	Dec. 24
4808	The Accused	Jan. 14
4809	Dynamite	Jan. 28
4810	My Own True Love	Feb. 4
4811	Whispering Smith	Feb. 18
4812	Strange Temptation	Mar. 4
4813	Streets of Laredo	Mar. 25
4814	A Connecticut Yankee	Apr. 15

RKO

(For 1947-48 Listing, see Page 2482)

(1947-48)

(1948-49)

901	Rachel and the Stranger	
902	Variety Time	
903	The Pearl	

(Continued on page 2499)

Production Numbers

(Continued from page 2498)

904	Mourning Becomes Electra	
905	Bodyguard	
906	Station West	
907	Design For Death	
991	Melody Time	
962	Good Sam	
	Indian Agent	Nov.
	Blood On The Moon	Nov.

(Reissues)

818	Bring 'Em Back Alive	
892	Bambi (Disney)	

Republic

(1947-48)

701	The Main Street Kid	Jan. 1
702	Slippy McGee	Jan. 15
703	Campus Honeymoon	Feb. 1
704	Madonna of the Desert	Feb. 23
705	The Inside Story	Mar. 14
706	Lightnin' In The Forest	Mar. 25
707	Heart of Virginia	Apr. 25
708	Old Los Angeles	Apr. 25
709	King of the Gamblers	May 10
710	I, Jane Doe	May 25
711	Secret Service Investigator	May 31
712	Train To Alcatraz	June 28
713	Code Of Scotland Yard	Sept. 22
714	Moonrise	Oct. 1
715	The Gallant Legion	July 25
716	Daredevils of the Clouds	Aug. 10
717	Out Of The Storm	Sept. 10
718	Sons Of Adventure	Aug. 28
719	Angel In Exile	Sept. 3
728	Bill and Co	Mar. 28
731	Under California Stars	May 1
732	The Eyes Of Texas	July 15
733	Nighttime In Nevada	Aug. 29
734	Grand Canyon Trail	Nov. 12
751	Wild Frontier	Oct. 1
752	Bandits of Dark Canyon	Dec. 15
753	Oklahoma Badlands	Feb. 22
754	The Bold Frontiersman	Apr. 1
755	Carson City Raiders	May 13
756	Marshal Of Amarillo	July 25
757	Desperadoes Of Dodge City	Sept. 10
	Denver Kid	Oct. 1
	Drums Along The Amazon	Oct. 29
	Sundown In Santa Fe	Nov. 5
	Renegades Of Sonora	Nov. 19
	The Plunderers	Nov. 26

Screen Guild

(For 1947-48 Listing, see Page 2483)

(1947-48)

(1948-49)

4801	The Return Of Wildfire	Aug. 13
4802	Jungle Goddess	Aug. 13
4803	SOS Submarine	Sept. 17
4804	Harpoon	Sept. 24
4805	The Mozart Story	Oct. 8
	Last Of The Wild Horses	Nov. 19
	Dead Man's Gold	Sept. 10
	Mark Of The Lash	Nov. 15
	Thunder In The Pines	
	Police Force	
	Shep Comes Home	
	I Shot Jesse James	Dec. 17
	Grand Canyon	Dec. 24

SRO

	Duel In The Sun	Apr.
	The Paradine Case	Oct.
	Mr. Blandings Builds His Dream House	July
	If This Be My Harvest	

(Reissues)

	Intermezzo	Oct. '47
	Rebecca	

20th Century-Fox

(For 1946-47 Listing, See page 2396)

(1948)

801	Captain From Castile	Jan.
802	You Were Meant For Me	Feb.
805	Call Northside 777	Feb.

806	Gentleman's Agreement	Mar.
807	The Challenge	Mar.
809	An Ideal Husband	Feb.
810	Sitting Pretty	Apr.
811	Scudda Hoo! Scudda Hay!	Apr.
812	Meet Me At Dawn	Apr.
813	Let's Live Again	Mar.
814	13 Lead Soldiers	Apr.
815	Fury At Furnace Creek	May
816	The Iron Curtain	May
817	Arthur Takes Over	May
818	Green Grass of Wyoming	June
819	The Counterfeiters	June
820	Anna Karenina	May
821	Deep Waters	July
822	Escape	Sept.
823	The Street With No Name	July
824	Mine Own Executioner	July
825	The Checkered Coat	July
826	The Walls of Jericho	Aug.
827	Give My Regards To Broadway	June
829	The Winner's Circle	Aug.
836	That Lady In Ermine	Aug.
837	The Luck of the Irish	Sept.
838	Forever Amber	Sept.
839	The Creeper	Sept.
840	The Gay Intruders	Sept.
841	Cry Of The City	Oct.
842	Apartment For Peggy	Oct.
843	Night Wind	Oct.
844	Roadhouse	Nov.
845	When My Baby Smiles At Me	Nov.
846	Belle Starr's Daughter	Nov.
847	Bungalow 13	Nov.
848	Jungle Patrol	Nov.

(Alson)

803	The Tender Years	Jan.
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(Wurtzel)

804	Dangerous Years	Feb.
808	Half Past Midnight	Mar.
828	Fighting Back	Aug.

(Reissues)

830	Belle Starr	June
831	Frontier Marshal	June
832	Rose Of Washington Square	July
833	Slave Ship	July
834	Blood And Sand	Aug.
835	I Wake Up Screaming	Aug.

United Artists

(For 1946-47 Listing, See Page 2224)

ENTERPRISE

	The Other Love	July 11
	Body and Soul	Nov.
	Arch Of Triumph	Apr.
	So This Is New York	June 25
	Four Faces West	Aug. 20

FEDERAL

	Carnegie Hall	Aug.
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ROACH

	Hal Roach Comedy Carnival	Aug. 30
	Laff-Time	Apr.

STROMBERG

	Personal Column (Lured)	Sept. 5
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NEBENZAL

	Montana Mike (Heaven Only Knows)	Sept.
	Atlantis, The Lost Continent	

BOGEAUS

	Christmas Eve	Oct.
	On Our Merry Way (A Miracle Can Happen)	June 15
	Girl From Manhattan	Oct. 1

CHAPLIN

	Monsieur Verdoux	Oct.
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BISCHOFF

	Intrigue	Dec.
	Pitfall	Aug. 13

TOLA

	The Roosevelt Story	Nov.
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TRIANGLE

	Sleep My Love	Jan.
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GAINESBOROUGH

	Man Of Evil	Jan.
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WESTPORT

	Kings of the Olympics	Apr.
	Olympic Cavalcade	Sept. 24

HOPALONG CASSIDY

	The Dead Don't Dream	
	Sinister Journey	

	False Paradise	Sept. 10
	Strange Gamble	Oct. 8
	Silent Conflict	Apr.
	Borrowed Trouble	July 23

CAGNEY

	The Time Of Your Life	July 30
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GOLDEN

	Texas, Brooklyn, and Heaven	Aug. 27
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ROGERS-COHN

	High Fury	Nov. 19
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HAWKS

	Red River	Sept. 17
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NASSER

	An Innocent Affair	Oct. 15
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POPKIN

	My Dear Secretary	Nov. 5
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WILDER

	The Vicious Circle	Sept. 3
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BREAKSTON-COPLIN

	Urubu	Sept. 24
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SMALL

	Indian Scout	
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CARTER

	Just William's Luck	
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SELECTED

	The Plot To Kill Roosevelt	Oct. 22
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Universal International

(For 1946-47 Listing, see Page 2289)

(1947-48)

624	Frieda	Sept.
625	Ride the Pink Horse	Oct.
626	The Lost Moment	Dec.
627	The Secret Beyond the Door	Feb.
628	The Wistful Widow of Wagon Gap	Oct.
629	Black Narcissus	Dec.
630	The Exile	Nov.
631	The Upturned Glass	Nov.
632	Pirates Of Monterey	
633	The Senator Was Indiscreet	Jan.
634	A Woman's Vengeance	Feb.
650	A Double Life	Mar.
651	Naked City	Mar.
652	Captain Boycott	Jan.
653	Black Bart	Apr.
654	Jassy	Mar.
655	Casbah	Apr.
656	Are You With It	May
657	All My Sons	May
658	Dear Murderer	May
659	Letter From An Unknown Woman	June
660	Another Part of the Forest	June
661	River Lady	June
662	Up In Central Park	June
663	Bad Sister	July
664	Abbott And Costella Meet Frankenstein	July
665	Feudin', Fussin', And A-Fightin'	July
666	Man-Eater Of Kumaon	July
667	Mr. Peabody and the Mermaid	Aug.
668	Tap Roots	Aug.
669	Larceny	Aug.
670	One Touch of Venus	Aug.
671	The Saxon Charm	Sept.
672	For The Love Of Mary	Sept.
673	Live Today For Tomorrow	
681	Kiss The Blood Off My Hands	Nov.
	Roques Regiment	Nov.

Warners

(For 1947-48 Listing, see Page 2483)

(1948-49)

801	Two Guys From Texas	Sept. 4
802	Rope	Sept. 25
803	Smart Girls Don't Talk	Oct. 9
804	Johnny Belinda	Oct. 23
805	June Bride	Nov. 13

(Reissues)

	Angels With Dirty Faces	Dec. 11
	They Drive By Night	Dec. 11

ALPHABETICAL GUIDE To 122 Features Reviewed Since The Aug. 18 Issue

(This index covers features reviewed thus far during the 1948-49 season, in addition to any features of the 1947-48 season reviewed after the issue of Aug. 18, 1948.—Ed.)

A

ACT OF MURDER, AN—91m.—U-Int. 2460
ADVENTURES OF GALLANT BESS, THE
—73m.—Eagle Lion 2453
ANGEL IN EXILE—90m.—Republic 2486
ANGRY GOD, THE—57m.—UA 2495
APARTMENT FOR PEGGY—99m.—20th-Fox 2478
AUGUST 14 (ONE DAY IN THE USSR)—68m.—Artkino 2461

B

BEHIND LOCKED DOORS—61m.—Eagle Lion 2469
BLACK EAGLE, THE STORY OF A HORSE—76m.—
Columbia 2469
BLANCHE FURY—93½m.—Eagle Lion 2470
BLOOD AND SAND—125m.—20th-Fox 2459
BODYGUARD—62m.—RKO 2471

C

CHAMPAGNE CHARLIE—71m.—Bell 2462
CODE OF SCOTLAND YARD—60m.—Republic 2458
COWBOY CAVALIER—54m.—Monogram 2455
CREEPER, THE—64½m.—20th-Fox 2472
CRY OF THE CITY—96m.—20th-Fox 2478

D

DEAD DON'T DREAM, THE—62m.—UA 2460
DESIGN FOR DEATH—48m.—RKO 2457
DESPERADOES OF DODGE CITY—59m.—Republic 2486
DISASTER—60m.—Paramount 2494

E

EAGLE WITH TWO HEADS, THE—90m.—Vog 2487

F

FIGHTING RANGER, THE—56½m.—Monogram 2471
FOOLISH HUSBANDS—99m.—Siritzky-International 2496
FOR THE LOVE OF MARY—90½m.—U-Int. 2460
FOREVER AMBER—140m.—20th-Fox 2479

G

GENTLEMAN FROM NOWHERE, THE—66m.—
Columbia 2469
GIRL FROM MANHATTAN, THE—81m.—UA 2479
GOLDEN EYE, THE—69m.—Monogram 2477
GOOD SAM—114m.—RKO 2457

(The running times carried in these listings represent the latest corrected times of each feature.—Ed.)

H

HARPOON—85m.—Screen Guild 2486
HILLS OF HOME—95½m.—MGM 2490
HOLLOW TRIUMPH—89m.—Eagle Lion 2453
HONORABLE CATHERINE, THE—85m.—LeLarge 2462

I

I SURRENDER, DEAR—70m.—Columbia 2469
I WAKE UP SCREAMING—82m.—20th-Fox 2459
IN THIS CORNER—61m.—Eagle Lion 2470
INNER SANCTUM—62m.—Film Classics 2494
INNOCENT AFFAIR, AN—90m.—UA 2472
ISN'T IT ROMANTIC—87m.—Paramount 2456

J

JOAN OF ARC—145m.—RKO 2494
JOE PALOOKA IN WINNER TAKE ALL—64½m.—
Monogram 2455
JOHNNY BELINDA—102m.—Warners 2480
JULIA MISBEHAVES—99m.—MGM 2454
JUNE BRIDE—97m.—Warners 2495
JUNGLE GODDESS—64m.—Screen Guild 2478
JUNGLE PATROL—72m.—20th-Fox 2486

K

KIDNAPPED—72m.—Monogram 2470
KISS THE BLOOD OFF MY HANDS—79m.—U-I 2495

L

LARCENY—89m.—U-Int. 2460
LEATHER GLOVES—75m.—Columbia 2490
LOOKOUT SISTER—61½m.—Astor 2493
LOVES OF CARMEN, THE—97m.—Columbia 2453
LOVES OF CASANOVA—101m.—Vog 2488
LOVES OF DON JUAN, THE—92m.—Superfilm 2473
LOUISIANA STORY—77m.—Lopert 2481
LUCK OF THE IRISH, THE—99m.—20th-Fox 2472
LUXURY LINER—98m.—MGM 2454

M

MACBETH—107m.—Republic 2495
MALACARNE—101m.—Saturnia 2496
MARRIAGE IN THE SHADOWS—90m.—Gramercy 2488
MELODY TIME—75m.—RKO 2457
MERRY CHASE, THE—75m.—Superfine 2488
MILLION DOLLAR WEEKEND—73m.—Eagle Lion 2494
MIRACULOUS JOURNEY—76m.—Film Classics 2454
MISS TATLOCK'S MILLIONS—100m.—Paramount 2475
MOONRISE—90m.—Republic 2471
MOURNING BECOMES ELECTRA—121m.—RKO 2457
MURDERERS AMONG US—84m.—Artkino 2462
MY DEAR SECRETARY—94m.—UA 2479

N

NIGHT HAS A THOUSAND EYES—81m.—Paramount 2456
NIGHTTIME IN NEVADA—67m.—Republic 2478
NIGHT WIND—68m.—20th-Fox 2459
NO MINOR VICES—95½m.—MGM 2485
NORTHWEST STAMPEDE—75m.—Eagle Lion 2454

O

OLYMPIC CAVALCADE—56m.—UA 2472
OLYMPIC GAMES OF 1948, THE—94m.—Eagle Lion 2477

P

ONE TOUCH OF VENUS—81m.—U-Int. 2461
OUT OF THE STORM—61m.—Republic 2471

Q

QUIET WEEKEND—83m.—Distinguished 2473

R

RACHEL AND THE STRANGER—93m.—RKO 2458
RED SHOES, THE—133m.—Eagle Lion 2493
RETURN OF OCTOBER, THE—89m.—Columbia 2493
RETURN OF WILDFIRE, THE—79m.—Screen Guild 2459
ROADHOUSE—95m.—20th-Fox 2479
ROGUES' REGIMENT—86m.—U-I 2487
ROPE—80m.—Warners 2461
RUSTY LEADS THE WAY—59m.—Columbia 2493
RUY BLAS—87m.—Discina International 2488

S

SAXON CHARM, THE—88m.—U-Int. 2475
SEALED VERDICT—83m.—Paramount 2471
SECRET LAND, THE—71m.—MGM 2455
SHERIFF OF MEDICINE BOW, THE—54½m.—
Monogram 2470
SINGIN' SPURS—61m.—Columbia 2485
SINISTER JOURNEY—72m.—UA 2472
16 FATHOMS DEEP—83m.—Monogram 2455
SMART GIRLS DON'T TALK—81m.—Warners 2480
SMUGGLERS COVE—66m.—Monogram 2485
SOFIA—83m.—Film Classics 2454
SON OF GOD'S COUNTRY—59½m.—Republic 2500
SONG IS BORN, A—112m.—RKO 2458
SONS OF ADVENTURE—60m.—Republic 2486
SORRY, WRONG NUMBER—89m.—Paramount 2456
SOUTHERN YANKEE, A—90m.—MGM 2455
STATION WEST—91½m.—RKO 2477
SYMPHONY PASTORALE—105m.—Films International 2480

T

THREE MUSKETEERS, THE—125m.—MGM 2485
TRAIL TO LAREDO—53m.—Columbia 2475
TRIPLE THREAT—70m.—Columbia 2477
TWO GUYS FROM TEXAS—86m.—Warners 2461

U

UNFAITHFULLY YOURS—106m.—20th-Fox 2487
UNTAMED BREED, THE—79m.—Columbia 2497
URUBU—65m.—UA 2460

V

VARIETY TIME—59m.—RKO 2458

W

WE LIVE AGAIN—54m.—Jewish Films 2481
WHEN LOVE CALLS—105m.—Superfilm 2500
WHERE WORDS FAIL—63½m.—Lopert 2473
WALK A CROOKED MILE—91½m.—Columbia 2469
WITHOUT PREJUDICE—89m.—Artkino 2496

Too Late To Classify

(Continued from page 2497)

is taken to task by his brothers for blemishing the family name, while Tufts and Britton head for a happy future.

X-RAY: In a better class than the average western entry, this should account for itself nicely in the theatres with the Tufts name to help. It contains a goodly quota of action and western thrills, and sustains interest throughout. The acting is capable, as are the direction and photography, which utilizes color well. The film is based on a Saturday Evening Post story by Eli Colter.

TIP ON BIDDING: Better than average program rate.

AD LINES: "A Wild Horse And A Wild Bull Battle It Out To The Finish"; "He Had To Capture A Wild Bull To Win His Self Respect As Well As The Girl He Loved"; "There's Action, Romance, And Adventure Aplenty In This Thrill-A-Minute Feature In Cinecolor."

Son Of God's Country

WESTERN
59½M.

(Republic)

ESTIMATE: Fair series entry.

CAST: Monte Hale, Pamela Blake, Paul Hurst, Jim Nolan, Jay Kirby, Steve Darrell, Francis McDonald, Jason Robards, Fred Graham. Produced by Melville Tucker, directed by R. G. Springsteen.

STORY: Monte Hale is appointed marshal of a town where Jason Robards, his son, Jay Kirby, and his daughter, Pamela

Blake, run the newspaper. Jim Nolan and Steve Darrell are at the head of a band of outlaws who kill Robards, and kidnap Kirby. Hale and Paul Hurst, a local storekeeper, incriminate the gang, and shoot it out with them after reuniting Blake and her brother.

X-RAY: This is nothing out of the ordinary. The plot, acting, and technical work run according to pattern, and nothing new is tried. The result is fare that should please most western fans.

AD LINES: "His Father A Murderer . . . Or The Victim Of A Plot?"; "Monte Hale Rides And Shoots In This Smash Western!"; "See Monte Hale Triumph In 'Son Of God's Country'."

When Love Calls

ROMANTIC
COMEDY MUSICAL
105M.

(Superfilm)

(Italian-made) (English titles)

ESTIMATE: Entertaining Italian import.

CAST: Gino Bechi, Silvana Pampanini, Aroldo Tieri, Liliane Laine, Carlo Romano, Gino Saltamerenda, Ebe Stignani. Directed by Camillo Mastrocinque.

STORY: Opera singers Gino Bechi and Silvana Pampanini have a domestic quarrel over a rendezvous note given to Bechi by ballerina Liliane Laine. Pampanini receives an expensive jewelry gift from an aged admirer in Bechi's presence. The enraged husband decides to patch up everything when he finds Pampanini in an awkward position with the admirer. He runs off to keep the rendezvous with Laine, but is held up by bandits. Upon

recognizing his true identity, bandit leader Gino Saltamerenda becomes his lifelong friend, and convinces him to make up with Pampanini. Maestro Carlo Romano has the happy Bechi sign a contract with a voiding loss-of-voice clause. An angered Laine enters, and is hidden when Pampanini comes, but creates a scene, and Bechi is left alone. He drinks, and discovers he has lost his voice. Deciding to have his wife cared for, according to an accident clause in Romano's contract, Bechi arranges with Saltamerenda to kill him. He regrets this when Pampanini leaves word all is forgiven, and to join her in Venice. Bechi sets out by private coach, pursued by Saltamerenda and his henchman. The chase continues, with narrow escapes by Bechi. Forced on stage by the cutthroats, Bechi regains his voice, his wife, and the blessings of Saltamerenda.

X-RAY: This light comedy, a vehicle for the fine opera voices of baritone Gino Bechi and the non-present Ebe Stignani, is aimed at the music lovers. The screenplay, of the usual format, is by Vittorio Novarese, and the orchestra is directed by Fernando Previtali.

AD LINES: "When Love Calls' Introduces The Magnificent Baritone Voice Of . . . Gino Bechi"; "His Glorious Voice Entranced Women . . . But He Had A Wife"; "Don't Miss The Heavenly Voices Of Gino Bechi And Ebe Stignani In 'When Love Calls'."

The National Release Date Guide,
Which Is Always Found On the Inside
Back Cover Of This Publication, Is the
Most Authentic Service Of Its Kind.

Pictures in order of release, with principal players, are placed as close as possible to the actual date of release. All dates are subject to change. Westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information from various home offices.

	COLUMBIA	EAGLE-LION	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U-INT.	WARNERS
OCT 1	(1948-49) Triple Threat R. Crane, G. Henry, Pro Football Stars Wolk A Crooked Mile D. O'Keefe, L. Hayward, L. Albritton	Hollow Triumph P. Henreid, J. Bennett, L. Brooks		The Sheriff Of Medicine Bow, W J. M. Brown, E. Pinley, R. Hutton		(1948-49) The Best Years of Our Lives F. March, D. Andrews, M. Loy, T. Wright		Duke of West Point L. Hayward, J. Fontaine (Reissue)	The Girl From Manhattan D. Lamour, C. Laughlin, G. Montgomery (Bogues)			
8	Surrender Dear G. Jean, D. Street, D. McGuire	Adventures of Gallant Boss C. Mitchell, A. Long, P. Knight (Cinecolor)		Smuggler's Cove Bowery Boys	Isn't It Romantic V. Lake, M. Hatcher, B. DeWolfe	Melody Time (Disney) (Technicolor) Return of the Badmen R. Scott, R. Ryan, A. Jeffries	Moonrise D. Clark, G. Russell, E. Barrymore (Feldman-Grant)	The Mozart Story H. Holt, W. Markis	Strange Gumble, W W. Boyd, A. Clyde, R. Brooks (Hopalong Cassidy)	Smart Girls Don't Talk V. Mayo, B. Bennett, R. Hutton		
15	El Dorado Pass, W C. Starrett, S. Burnette, E. Verdugo	Behind Locked Doors R. Carlson, L. Bremer, R. Moore	(October releases) Julia Misbehaves G. Garson, W. Pidgeon, P. Lawford			Design For Death Documentary Bodyguard L. Tierney, P. Lane, J. Paar	The Denver Kid, W A. Lane, E. Waller, C. Gallagher		An Innocent Affair F. MacMurray, M. Carroll, C. Rogers (Nasser)			
22	Rusty Leads The Way T. Donaldson, S. Moffett, J. Litel	The Count Of Monte Cristo R. Donat, E. Landi (Reissue)	The Secret Land Admiral Byrd Adventure (Technicolor)	Outlaw Brand, W J. Wakely, C. Taylor, C. Larson	Night Has A Thousand Eyes E. G. Robinson, G. Russell, J. Lund	The Pearl P. Armendariz, M. E. Marques (Mexican-made)		Stagecoach War, W W. Boyd (Reissue)	The Plot to Kill Rosevelt (English-made) (Selected Films)	Johnny Belindo J. Wyman, L. Ayers, C. Bickford	(September releases) The Soxton Chorm R. Montgomery, S. Hayward, J. Payne	
29	The Loves Of Cormen R. Hayworth, G. Ford, R. Randall (Technicolor)	Let's Live A Little H. Lamarr, R. Cummings, A. Sten	No Minor Vices D. Andrews, L. Palmer, L. Jourdain (Enterprise)		Sealed Verdict R. Milland, F. Marly, J. Hoyt	Good Sam G. Cooper, A. Sheridan, R. Collins (McCarey)	Code of Scotland Yard O. Homolka, D. Farr (English-made)		Night Wind C. Russell, V. Christine, J. Ridgely (Wurtzel)	For The Love Of Mory D. Durbin, E. O'Brien, D. Taylor, J. Lynn	(November releases) Rogues' Regiment D. Powell, M. Toren, V. Price	
NOV 5	The Untamed Breed S. Tufts, B. Britton, G. Hayes (Cinecolor)		The Three Musketeers L. Turner, G. Kelly, V. Heflin (Technicolor)	Gunning For Justice, W J. M. Brown, R. Hatton, E. Finley		Race Street G. Rafti, Wm. Bendix	Drums Along The Amazon G. Brent, V. Ralston, B. Aherne		Road House C. Wilde, I. Lupino, C. Holm, R. Widmark	My Dear Secretary L. Day, K. Douglas K. Wynn (Popkin)	Kiss The Blood Off My Hands J. Fontaine, B. Lancaster, R. Newton	June Bride B. Davis, R. Montgomery, F. Bainter
12	Leather Gloves C. Mitchell, V. Grey, S. Laverne	He Walked By Night R. Basehart, S. Brady	Hills Of Home E. Gwenn, D. Crisp, J. Leigh, Lassie (Technicolor)	Courtin' Trouble, W J. Wakely, V. Belmont, D. Taylor		Station West D. Powell, J. Greer	Sundown In Santo Fe, W A. Lane, E. Waller	Mark Of The Lash, W L. Lo Rue, A. St. John	When My Baby Smiles At Me B. Grable, D. Dailey, (Technicolor)	High Fury M. Carroll, I. Hunter, M. Rennie (Rogers-Cohn) (Foreign-made)		
19	Racing Luck G. Henry, S. Clementis, D. Bruce	Million Dollar Weekend G. Raymond, S. Pauli, F. Lederer	The Kissing Bandit F. Sinatra, K. Grayson, J. C. Naish (Technicolor)	Kidnapped R. McDowall S. England, D. O'Herlihy		A Song Is Born D. Kaye, V. Mayo, (Goldwyn)	Grand Canyon, Trail R. Rogers, A. Devine, J. Frazee (Trucolor)	Last Of The Wild Horses J. Ellison, J. Frazee, M. B. Hughes (Septatone)	Belle Starr's Daughter G. Montgomery, R. Cameron (Alperson)			Fighter Squadron E. O'Brien, R. Stock, J. Rodney (Technicolor)
26	The Return of October G. Ford, T. Moore, J. Gleason (Technicolor)			Hidden Danger, W J. M. Brown, C. Larson, D. Taylor		Every Girl Should Be Married C. Grant, B. Drake	Renegades In Sonora, W A. Lane, E. Waller		Bungelow 13 T. Conway, M. Hamilton, R. Cromwell			
DEC 3	The Gallant Blade L. Parks, M. Chapman, V. Jory (Cinecolor)			Jiggs and Maggie In Court J. Yule, R. Riano, W. McKay		Mourning Becomes Electra R. Russell, M. Redgrave, R. Massey	The Plunderers R. Cameron, I. Massey, A. Booth (Trucolor)		Jungle Patrol K. Miller, A. Franz, R. Ford			
10						The Boy With The Green Hair P. O'Brien, B. Hale, D. Stockwell (Technicolor)						

HOLIDAYS—SPECIAL EVENTS

Nov. 2—Election Day
Nov. 11—Armistice Day
Nov. 25—Thanksgiving Day

FILM CLASSICS

Drums—(Technicolor) (Reissue)
Four Feathers—(Technicolor)—(Reissue)
Miraculous Journey—R. Calhoun, V. Grey, (Cinecolor).
Sofia—G. Raymond, S. Gurie—(Cinecolor)
Border Wolves—(Western Reissue)
Pony Post—(Western Reissue)

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THE EXHIBITOR



SEVEN EDITION COMBINATION

IN TWO SECTIONS
SECTION ONE



VOLUME 40
NUMBER 26

NOVEMBER 3, 1948

NOT SOLD

Arthur H. Lockwood, veteran exhibitor and showman, was recently elected to the presidency of the Theatre Owners Of America. He comes to the post with much experience in all phases and branches of exhibition in the industry behind him. Lockwood hails from the New England territory.

COMBINING THE COMPLETE PUBLICATION WITH LOCAL NEWS FORMS FROM SEVEN EDITIONS UNDER ONE COVER FOR EASE IN READING AND FILING

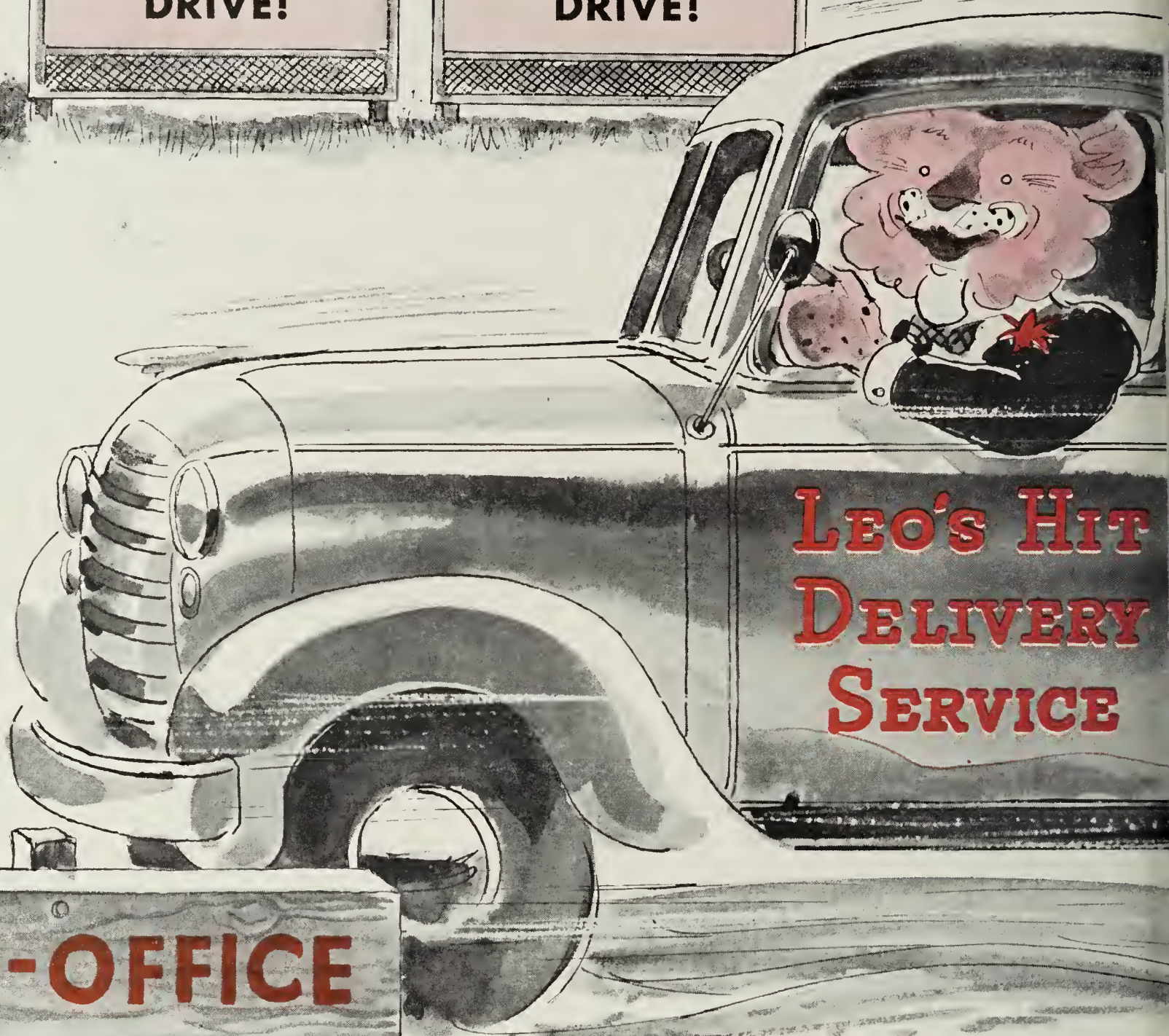
IN THIS ISSUE: *The Industry's Most Informative Department on Confection Merchandising*

EXTRA PROFITS

September
celebrates
"JOE DOAKES
DRIVE!"

October
honors
"ED WHOOSIS
DRIVE!"

November
observes
"LOU WHATSIS
DRIVE!"



**EVERY MONTH
IS M-G-M
MONTH!**

Alexandre Dumas'
"THE THREE MUSKETEERS" (Technicolor)
Starring
LANA TURNER, GENE KELLY
JUNE ALLYSON, VAN HEFLIN
ANGELA LANSBURY
Frank Morgan, Vincent Price, Keenan
Wynn, John Sutton, Gig Young

★ ★ ★

IRVING BERLIN's
"EASTER PARADE"
(Technicolor) Starring
JUDY GARLAND, FRED ASTAIRE
PETER LAWFORD, ANN MILLER

★ ★ ★

JOHN GARFIELD in
The Roberts Production of
"FORCE OF EVIL"
with Thomas Gomez and Marie Windsor
And Introducing BEATRICE PEARSON

★ ★ ★

"HILLS OF HOME" (Technicolor)
Starring
EDMUND GWENN, DONALD CRISP
TOM DRAKE, JANET LEIGH
and LASSIE

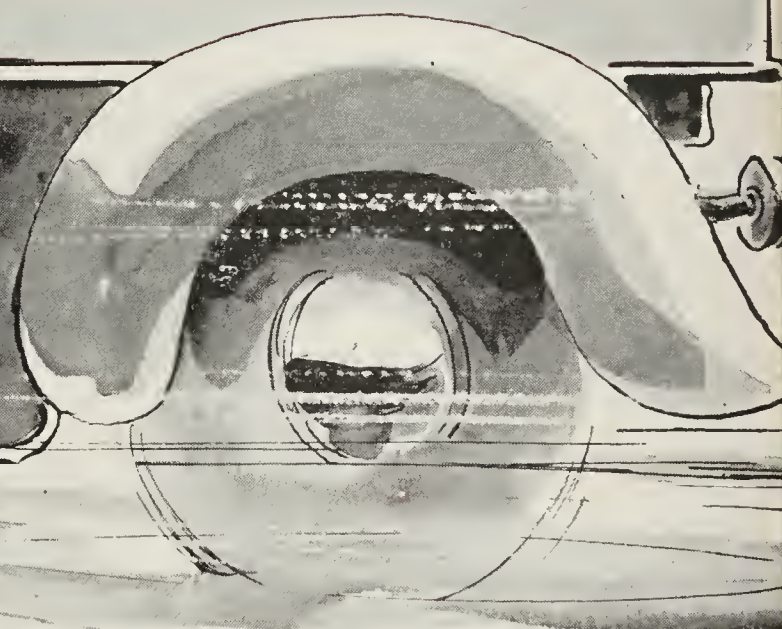
★ ★ ★

"THE SECRET LAND" (Technicolor)
Starring
MEN AND SHIPS
Of The U. S. NAVY
Narration By
Comdr. ROBERT MONTGOMERY, U.S.N.R.
Lt. ROBERT TAYLOR, U.S.N.R.
Lt. VAN HEFLIN, A.A.F. (Ret.)

MGM's ONLY DRIVE!

And It's All Year 'Round!

**"THREE MUSKETEERS" WOW!
BREAKS EVERY RECORD AT
LOEW'S STATE, N. Y. PREMIERE!**



GREER GARSON, WALTER PIDGEON
in "JULIA MISBEHAVES"
PETER LAWFORD, ELIZABETH TAYLOR
CESAR ROMERO, Lucile Watson, Nigel
Bruce, Mary Boland, Reginald Owen

★ ★ ★

CLARK GABLE, WALTER PIDGEON
VAN JOHNSON, BRIAN DONLEVY
Charles Bickford, John Hodiak
Edward Arnold in
"COMMAND DECISION"
with Marshall Thompson, Richard Quine
Cameron Mitchell, Clinton Sundberg
Ray Collins

★ ★ ★

FRANK SINATRA
ESTHER WILLIAMS, GENE KELLY in
"TAKE ME OUT TO THE BALL GAME"
(Technicolor)
with Betty Garrett
Edward Arnold, Jules Munshin

★ ★ ★

ESTHER WILLIAMS, PETER LAWFORD
RICARDO MONTALBAN
JIMMY DURANTE, CYD CHARISSE
XAVIER CUGAT in "ON AN ISLAND
WITH YOU" (Technicolor)

★ ★ ★

SPENCER TRACY
KATHARINE HEPBURN
VAN JOHNSON
Angela Lansbury
Adolphe Menjou, Lewis Stone
in FRANK CAPRA's
"STATE OF THE UNION"

FRED ASTAIRE, GINGER ROGERS in
"THE BARKLEYS OF BROADWAY"
(Technicolor)
with Oscar Levant, Billie Burke
Gale Robbins, Jacques Francois

★ ★ ★

John Ford's
"3 GODFATHERS" (Technicolor)
Presented by John Ford & Merian C. Cooper
Starring
JOHN WAYNE, PEDRO ARMENDARIZ
And Introducing HARRY CAREY, Jr.
with Ward Bond, Mae Marsh
Jane Darwell, Ben Johnson

★ ★ ★

SPENCER TRACY
DEBORAH KERR
in "EDWARD, MY SON"
with Ian Hunter

★ ★ ★

"SUN IN THE MORNING"
(Technicolor) Starring
JEANETTE MacDONALD
LLOYD NOLAN, CLAUDE JARMAN, Jr.
and LASSIE
with Lewis Stone, Percy Kilbride

★ ★ ★

"A DATE WITH JUDY"
(Technicolor)
Starring WALLACE BERRY
JANE POWELL, ELIZABETH TAYLOR
CARMEN MIRANDA, XAVIER CUGAT
ROBERT STACK

ROBERT TAYLOR
AVA GARDNER
CHARLES LAUGHTON
VINCENT PRICE
JOHN HODIAK in
"THE BRIBE"

★ ★ ★

"ACT OF VIOLENCE"
Starring
VAN HEFLIN, ROBERT RYAN
with Janet Leigh, Mary Astor
Phyllis Thaxter

★ ★ ★

RED SKELTON, BRIAN DONLEVY
in "A SOUTHERN YANKEE"
Arlene Dahl, George Coulouris
Lloyd Gough, John Ireland
Minor Watson

★ ★ ★

MONTGOMERY CLIFT, ALINE MacMAHON
JARMILA NOVOTNA
in "THE SEARCH" with Wendell Corey
and Ivan Jandl

★ ★ ★

"WORDS AND MUSIC" (Technicolor)
Starring
JUNE ALLYSON, PERRY COMO
JUDY GARLAND, LENA HORNE
GENE KELLY, MICKEY ROONEY
ANN SOTHERN with Tom Drake
Cynd Charisse, Betty Garrett, Janet Leigh
Marshall Thompson, Mel Torme, Vera-Ellen

"LUXURY LINER"
(Technicolor) Starring
GEORGE BRENT, JANE POWELL
LAURITZ MELCHIOR, FRANCES GIFFORD
MARINA KOSHETZ, XAVIER CUGAT

★ ★ ★

FRANK SINATRA, KATHRYN GRAYSON
in "THE KISSING BANDIT" (Technicolor)
J. Carrol Naish, Mildred Natwick
Mikhail Rasumny, Billy Gilbert
Sono Osato • With Dance Specialties By
Ricardo Montalban, Ann Miller, Cyd Charisse

★ ★ ★

CLARK GABLE, LANA TURNER
Anne Baxter, John Hodiak
in "HOMECOMING"
Ray Collins, Gladys Cooper
Cameron Mitchell

★ ★ ★

DANA ANDREWS, LILLI PALMER
and LOUIS JOURDAN in
"NO MINOR VICES"
with Jane Wyatt

★ ★ ★

"LITTLE WOMEN" (Technicolor)
Starring
JUNE ALLYSON, PETER LAWFORD
MARGARET O'BRIEN, ELIZABETH TAYLOR
JANET LEIGH, ROSSANO BRAZZI
MARY ASTOR with Lucile Watson
C. Aubrey Smith, Harry Davenport

30 Years of Industry Service!

THE EXHIBITOR

WILL MARK ITS

30th ANNIVERSARY

WITH A BIG ISSUE

UNDER DATE OF

NOVEMBER 24th



Watch For It!



THE EFFECT of radio on distribution may be seen in the fact that one company is holding a "Mystery Drive", honoring a person whose name will be kept secret during the period of the drive. The obvious comment from exhibitors doesn't have to be repeated here.

★

WHEN AN ENGLISH theatre manager offered free admissions to the largest family in his town, he hardly expected the result. A 78-year-old patron said he had 101, all told. However, when he attended the movies, he managed to round up only 63 of them.

★

THEY ARE telling the story again of the manager who didn't get anywhere with his trailer on women removing their hats until he changed the copy to read: "Elderly ladies need not go to the trouble of removing their hats."

★

AN AWARD of a different sort should go to the Kentucky theatre which announced a showing of a picture called "Marihuana" on the same bill with a film in which a coast actor in recent difficulties was billed as a featured player.

★

WITH RKO'S "They Live By Night," Eagle Lion's "He Walked By Night," and Warners reissuing "They Drive By Night," it looks as if some "By Night" Nights" will have their days in theatres.

★

THE ENTHUSIASTS for "Ultrafax," a new bit of electronic and photographic magic, say the day will come when full-length films from a single film negative will be distributed to thousands of theatres throughout the country in practically no time at all. But popcorn, we presume, will still have to be grown.

★

"SCOTT OF THE ANTARCTIC", a British film, has been selected as the picture for the annual Royal Film Performance, which leaves the U. S. industry out in the cold for more reasons than one.

—H. M. M.

I N D E X

VOL. 40, No. 26

NOVEMBER 3, 1948

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THE EXHIBITOR

VOL. 40, No. 26



NOVEMBER 3, 1948

The Colosseum Is Recognized

OFFICIAL RECOGNITION of the Colosseum Of Motion Picture Salesmen in the form of a union contract covering its members, who number almost 1,000, brought with it another important chapter in the progress of this industry. The agreement, ratified by practically all companies and the membership of the Colosseum, marked the culmination of a lengthy series of negotiations.

ALTHOUGH there have been times when many self-appointed prophets have sounded the deathknell of the motion picture salesman, it has become apparent during the passing years that nothing will take his place, and that, if anything, he will become more important under the new type of selling which is following in the wake of the government's victory over the distributors.

ALTHOUGH to some exhibitors the salesman may be considered a necessary evil, to most theatremen he is the link between their houses and the companies from which they buy their film. There are many theatremen who never go near an exchange center, and the salesmen, together with their favorite trade paper, keep them abreast of what is going on.

TRUE, there are some salesmen who take advantage of an exhibitor, but, for the most part, the man who peddles the film is just another fellow who is trying to hold on to a job, under pressure from his company on one side and from the exhibitor on the other.

THE COLOSSEUM idea was a long time in the making. Even salesmen had to be sold on it. Its acceptance by the companies results in no bonanza for the members, but it does give them some sense of security and place in an industry which is unionized in practically all its branches. With a level-headed executive group, the Colosseum, aside from its advantages to its members, can bring with it a potent unit for participation in industry activities, etc.

AND THUS the only large industry group which has not been woven into a solid unit is the exhibitor faction. Who knows? Perhaps some day exhibitors, too, will find that in the right kind of union there is strength.

A Jay Emanuel Publication. Founded in 1918. Published weekly by Jay Emanuel Publications Incorporated. Publishing office: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 923 Alandale Avenue, Los Angeles 36, California. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, editor; James A. Dalton, advertising manager; George Frees, Nanamaker and Mel Konecny, associate editors. Subscriptions: Each edition, one year, \$2; two years, \$3.50; three years, \$5. Address correspondence 1225 Vine Street, Phila. 7, Pa.



GENERAL CHAIRMAN JOHN BALABAN WELCOMES TOA DELEGATES TO THE CONVENTION WHICH WAS HELD AT THE DRAKE HOTEL, CHICAGO.

The TOA Reviews Its Initial Year

Meeting In Chicago, The Exhibitor Body Finds Its Progress Satisfactory

COMPLETING its first year of activity, the Theatre Owners Of America recently held its convention in Chicago to review its progress, and to point to even greater activity in the future.

Arthur H. Lockwood, Boston, veteran theatremen and exhibitor, was elected president, succeeding Ted R. Gamble, Portland. Climaxing Lockwood's election was the formation of various committees, whose functions will extend through all activities of the organization, including charities, taxes, the video problem, and a mighty public relations plan which will familiarize the public with the activities of the industry in general.

Paramount head Barney Balaban, speaking at the luncheon meeting, praised the TOA as a powerful constructive force, and stated that it is no longer possible to isolate the various branches of the industry from one another, concluding with the

belief that the business was now "One Industry."

The National Conference On Prevention And Control Of Juvenile Delinquency, in asking the TOA to make "Youth Month" an annual affair, claimed that it had played a major part in the Conference's delinquency control program.

Spyros Skouras, president, 20th-Fox, warned exhibitors against cutting prices, while Treasury Under-Secretary E. H. Foley said that he saw little chance of federal taxes being reduced.

The business side of the session completed, the delegates were well entertained at various functions, including a cocktail party given by Warners at the Drake Hotel, and several luncheons.

Most delegates left the convention with the firm belief that inter-industry cooperation would solve many future problems.

On these pages will be found some of the pictorial developments at the sessions.



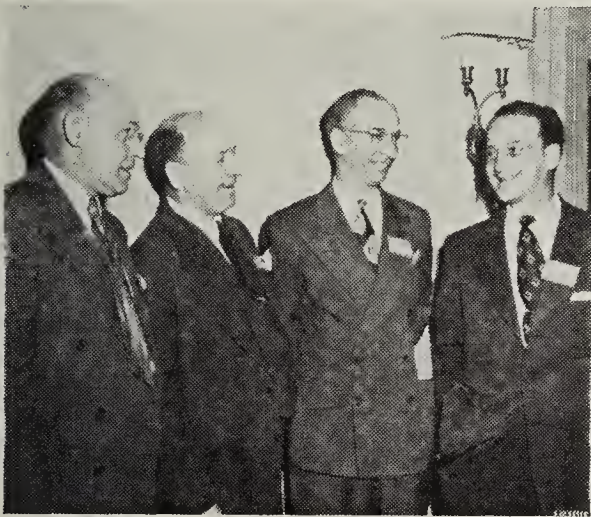
Balaban holds hands with Ilona Massey, star of UA's "Love Happy", at the TOA convention dinner which proved a highlight of the convention.



The new TOA officers: seated, Ted Gamble, board chairman; Arthur H. Lockwood, president; Fred Wehrenberg, honorary chairman; Charles P. Skouras, treasurer; standing, Nat Williams, first vice-president; Herman M. Levy, general counsel; M. Loewenstein, secretary, and J. J. O'Leary, finance.



The TOA "Youth Month" campaign was discussed by a group that included, left to right, M. J. Mullin, Boston; Leonard Goldenson, New York; "Youth Month" chairman Skouras, Los Angeles; Lewen Pizor, Philadelphia; Gamble, Portland; Levy, New Haven, and R. W. Coyne, who hails from Bangor, Me.



Albert Pickus, Stratford, Conn., fourth from left, is apparently telling a "great big one" to John H. Griffin, Oklahoma; Stanley W. Prenosil, New York City, and Herman H. Hunt, Cincinnati.



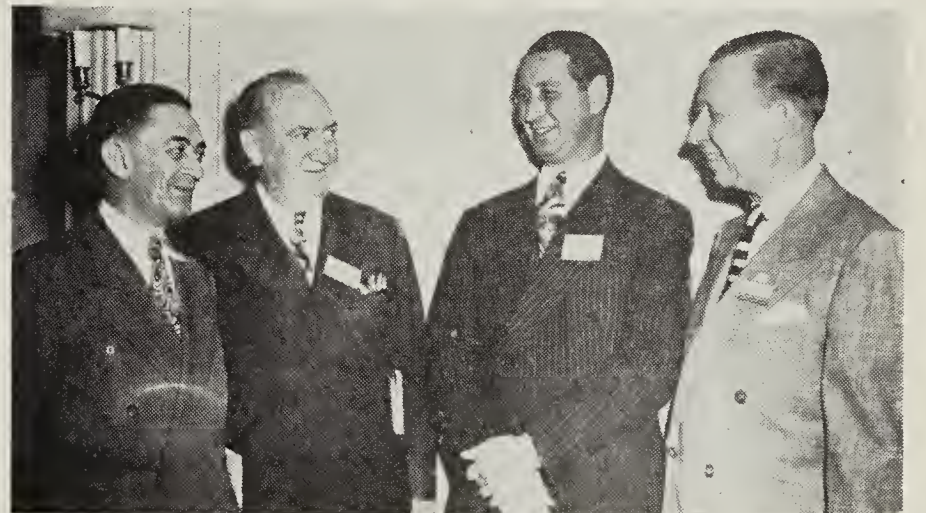
At the cocktail party given by Warners at the Drake Hotel were Jim Sharkey, Co-Op., Detroit, and James Coston, WB Theatres zone chief, both of whom seem to be enjoying the entire gathering.



Among others at one of the convention functions were, left to right, Ezra Stern and Paul Williams, Los Angeles; Harry M. Lowenstein, Tulsa, Okla.; and A. Julian Brylawski, Washington, D. C.



Among those seen at a cocktail party given by Warners at the Drake Hotel were E. C. Rhoden, Kansas City; A. J. Steel, Jackson, Fla.; Maurice Stahl, N. J., and Hal Blumenthal, Fashion Theatres, who seem to be enjoying it.



Robert R. Livingston, Lincoln, Neb.; O'Leary, Scranton, Pa.; Myron Blank, Des Moines, and Ben L. Strozier, Rockhill, S. C., got together to compare notes on how theatre business is currently doing in their respective cities.



One of the gala events on the busy schedule was a cocktail party given by Warners. Among those attending were, left to right, Mr. and Mrs. M. A. Connett, Mr. and Mrs. Claude Mundo, and Mr. and Mrs. George Kerasotes.



Among those seen at the dinner which climaxed the TOA meeting were, standing, Gael Sullivan and Si Fabian, and, left to right, seated, Charles Skouras, Samuel Cardinal Stritch, and motion picture producer George Jessel.



This is the ad that
announced the World Premiere
in New York for the motion
picture that's front page
news everywhere!

20th
CENTURY-FOX

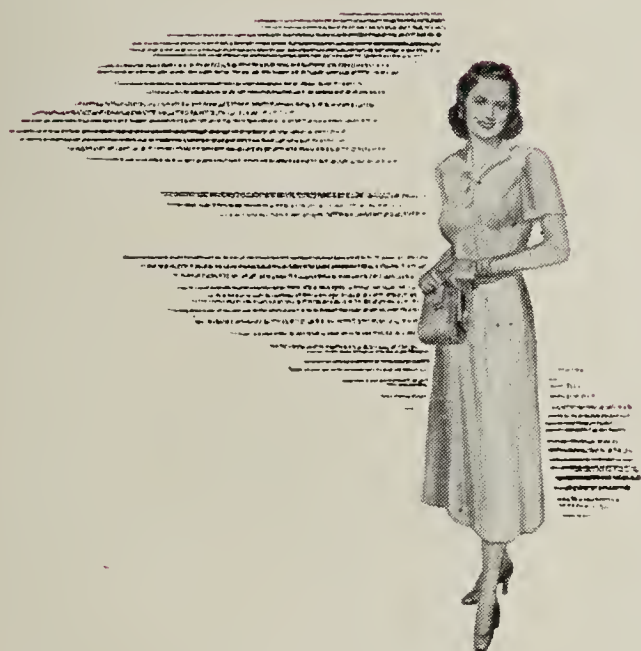
THIS AD SHOULD BE ON THE FRONT PAGE!

The New York Times does not
sell display advertising on Page One.

That, quite properly, is reserved for
the day's most important events and
happenings throughout the world.

Yet, so important in the annals of
the screen is "The Snake Pit" that,
if we could, we would place this
advertisement on the front page so
all could see and know...

*That "The Snake Pit" inscribes
a new chapter in the annals of
the screen... that it answers a
cry born of hate, fear, despair...
with the substance of love, courage
and faith!*



World Premiere Rivoli Theatre November 4th

Darryl F. Zanuck presents OLIVIA de HAVILLAND in "THE SNAKE PIT"
also Starring Mark Stevens & Leo Genn, with Celeste Holm & Glenn Langan.
Directed by Anatole Litvak. Produced by Anatole Litvak & Robert Bassler.

20th
CENTURY-FOX

MEL KONECOFF'S NEW YORK

GATHER 'round good people whilst we tell you about a couple of local boys who made the "Salute to 'Youth Month'" pay off in a big way public relationswise. It all has to do with the RKO Alhambra, located in the heart of Harlem. It seems that assistant manager Albert Jeffrey had an idea to elect a "Junior Mayor of Harlem" and in this area, where juvenile delinquency is a grave problem, any plan concerning it is eagerly received. From that point, manager Earl Brown enlisted the aid of the Police Athletic League, radio stations, local newspapers, civic leaders, clergy, Boy Scouts, and the YMCA, and before you knew it, the thing mushroomed into a momentous occasion. When a lad was chosen, the theatre staff went to town with radio and newspaper plugs, getting coverage by a Life photographer, setting up a parade with a band, 60 policemen, signs welcoming the "Boy Mayor"



to the theatre, celebrities were introduced to the throngs, and, after the ceremonies, the children witnessed a special show.

Harlem felt better somehow after it was all over, and the youngsters were proud of the recognition accorded them.

RECOMMENDED DEPT.: The other day, we saw "The Snake Pit," 20th Century-Fox's entry for the Academy Awards, and this is really an outstanding film, packing a real emotional wallop. It is to the psychiatric field what "Gentleman's Agreement" was to the tolerance department. It delves and probes, and the result is tension and suspense from start to finish. Olivia de Havilland presents a masterful piece of acting, and the supporting cast, direction, and production are so excellent that there is nary a flaw in the whole presentation.

THE ROAD TO RECOVERY: Entertainment personalities are really pitching in these days to make hospital beds a trifle more comfortable for disabled vets, but these items rarely make the papers, perhaps not being as sensational as some of Hollywood's more scandalous episodes. For the record, let it be noted that such people as Danny Thomas and Marie McDonald are motoring to remote hospitals from St. Louis. Eddie Cantor and Dinah Shore played the San Francisco area, as does Virginia O'Brien. Celeste Holm visited a number of upstate hospitals, and is Hollywood-bound visiting more. Van Johnson covered from Dallas to New Orleans, and western star Charles Starrett hits the west coast next week. Eddie Bracken has been assigned visitations from Nevada to Minneapolis, and Lucy Monroe will raise her voice in the southwest.

More and more are falling in line to "take Hollywood to the hospitals."

DIAL EXCITEMENT PAYS OFF: Lynn Farnol, Sam Goldwyn's advertising and publicity director, is all enthused over the way that radio package deals have been outstandingly effective in raising public reaction to "A Song Is Born" to a high-gross pitch. He relates that since the film features the music of Benny Goodman, Tommy Dorsey, Louis Armstrong, Lionel Hampton, the Golden Gate Quartet, and others, exhibitors are receiving three types of specially prepared radio recorded material.

First are transcriptions, with sound track music varying in length from 15-minute programs to spot announcements. Second, there are "open end" interviews with the stars, where the local disc jockey asks the questions, and the answers are pre-recorded. Third, there is included an album of commercial recordings of the

song hits from the picture. Naturally, this is all supplemented by special publicity folders intended for commentators and disc jockeys.

NOW YOU SEE IT, NOW YOU DON'T: Columbia calls attention to its forthcoming release, "The Return Of October," via a trick Newsgram which, when wetted, puts in a plug for the "picture with a schnookle." There wasn't even a tip on the fourth at Roosevelt Raceway, darn it.

THE METROPOLITAN SCENE: The March of Time hosted press, aviation execs, and Air Force officials at a cocktail reception and preview of the organization's latest "America's New Air Power." . . . Film Classics is preparing an all-out campaign on its forthcoming "Unknown Island" in Cinecolor, with Joseph Bernhard, Bernie Kranze, and Al Zimbalist working on a roadshow type of campaign. . . . The Evening Session of the City College has scheduled a course in audio-visual aids in training with 23 specialists conducting the course. There will be 18 compact two-hour conferences. . . . Fay's, Providence, R. I., celebrates its 30th anniversary on Nov. 19. . . . Incidentally, Pennsylvania theatres are due to present, in person, Freddie Bartholomew, Jack Norton, Jack La Rue, and Freddie Stewart. . . . Experts Walter Wanger, Florence Eldridge, Clifford Odets, and Bosley Crowther discuss the topic "Are Movie Audiences Getting What They Want?" on The New York Times-WQXR forum tonight (Nov. 3). . . . "Who's Delinquent?", "This Is America" entry, was screened for the National Conference for the Prevention and Control of Juvenile Delinquency. . . . "Buttons And Bows," hit tune from the Bob Hope starer, "The Paleface," made the Hit Parade over the weekend. . . . Peggy Ann Garner is in town for rehearsals for a new Broadway musical comedy. . . . A good press-book is out on "The Untamed Breed." . . . They've completed shooting on "Rapture" in Italy, the first American film financed entirely by dollar credit. It features Glenn Langan, Lorraine Miller, Douglas Dumbrille, and Eduardo Cianelli. . . . The new editor and publisher of Contact Book is Wallace A. Ross. The winter edition is out now.

Westrex Meeting Nears

NEW YORK—E. S. Gregg, vice-president, Westrex Corporation, announced last week a conference of 18 managers of Western Electric branch offices abroad and home officials of the Westrex Corporation. Starting on Nov. 12, the meetings will continue through Nov. 24.

Poole Resigns Post With PCCITO Unit

LOS ANGELES—R. H. Poole, executive secretary, PCCITO, last week announced his resignation from that organization, together with his resignation as executive secretary of the ITO of Southern California and Arizona, both to take effect on Dec. 1.

At its annual meeting, the resignation of Poole was accepted with regret, and the members of the ITO unanimously passed a resolution commending him.

The following members were elected to the board of directors: E. D. Patterson, Leroy A. Pawley, C. T. Perrin, George Diamos, Charles Minor, J. van Gilse, W. L. Allen, Ray Pierson, A. Anderson, and Leo Fenton.

Immediately following, a meeting of the board was held, and the officers elected were Pawley, president; Minor, vice-president; Diamos, vice-president, and Perrin, secretary-treasurer.

Business Perks In B'way Sector

NEW YORK—Business perked up a bit over the past weekend in the Broadway first runs with the exception of the Capitol, which reported a poor start for "One Touch Of Venus." According to usually reliable sources reaching THE EXHIBITOR, the breakdown was as follows:

"JUNE BRIDE" (WB). Strand, with stage show, claimed \$38,000 for Friday through Sunday, the opening week sure to go to \$75,000.

"HOLLOW TRIUMPH" (EL). Globe claimed a \$15,000 opening week.

"THE PLUNDERERS" (Rep.). Gotham reported a very good \$14,000 for the first week.

"APARTMENT FOR PEGGY" (20th-Fox). Roxy, with stage show, did \$46,000 for Friday through Sunday, with the third and last week bound to top \$85,000.

"JULIA MISBEHAVES" (MGM). Radio City Music Hall, with stage show, garnered \$76,000 for Thursday through Sunday, the fourth and last week heading toward \$120,000.

"MOURNING BECOMES ELECTRA" (RKO). Mayfair claimed \$16,500 for the third and last week.

"ONE TOUCH OF VENUS" (U-I). Capitol, with stage show, had a \$50,000 opening week.

"NIGHT HAS A THOUSAND EYES" (Para.). Paramount, with stage show, hit \$43,000 for the last five days of the third week.

"KISS THE BLOOD OFF MY HANDS." (U-I). Criterion announced \$45,000 for the opening week.

"HAMLET" (U-I). Park Avenue, with an extra matinee, did capacity business of \$17,000 on the fifth week.

"THE THREE MUSKETEERS" (MGM). Loew's State had a \$68,000 second week.

"A SONG IS BORN" (RKO). Astor claimed \$34,000 for the second week.

Injunctive Relief In ASCAP Amendment

NEW YORK—The ITOA secured injunctive relief last week in the amended opinion delivered by Federal Judge Vincent Leibell in the suit the exhibitor organization had filed against ASCAP.

Judge Leibell did not order divestiture. He declared that no divestiture was necessary in the case because the government now has two anti-trust actions pending against ASCAP. He indicated also that the plaintiffs in the ITOA action could intervene in those suits to seek additional remedies.

The plaintiffs were given five days to submit a new form for the final decree, and to "tax their costs and then notice for settlement." The defendants were also invited to submit a memorandum on the proposed form of the decree, with the possibility of counsel being heard further, if the court decides.

Judge Leibell made specific reference to the amicus curiae brief filed by RKO and the SIMPP by declaring that: "A member of ASCAP, by resigning therefrom, would not become entitled to collect on his past illegal conduct in splitting the picture performing rights from the picture synchronization rights, because his resignation would not, of itself, cure that evil."

Among the reasons for not ordering divestiture, Judge Leibell said: that "it may be difficult to enforce, and may lead to some confusion and a great deal of litigation"; also, "prolonged and detailed court supervision might be required to see that such a provision in the decree was properly executed"; and then, "there is the doubt that has been cast upon the court's power in a private suit under anti-trust laws to direct a divestiture, even though its purpose is to break up an illegal combination and monopoly, such as the association or entity known as ASCAP."

Regarding ASCAP's collusive practices which were "threatening irreparable harm to the 160 motion picture exhibitors who are plaintiffs in this action, it appeared necessary (1) to prevent the splitting of the picture synchronization rights from the picture performing rights of the musical composition copyright; (2) to require that those rights be under one ownership and control, and (3) to require that when the picture synchronization rights of a musical composition are assigned to a motion picture producer, the picture performing rights be also assigned to the producer. By these means, the basis for the paragraph in the film rental contract, and the need for a license from ASCAP, would be removed."

NSS Acquires Tooker Litho.

NEW YORK—A deal whereby NSS will assume physical and operational control of Tooker Lithograph Company plant was announced by Herman Robbins, president, National Screen Service, last week.

Tooker has been one of the leading lithographers of motion picture accessories for many years, and has, heretofore, printed requirements for Metro, United Artists, and 20th Century-Fox. NSS, acquiring all Tooker equipment and leasehold, has also purchased additional new equipment to modernize the operation.

RKO Board Approves Stock Split Move

HOLLYWOOD—The RKO board last week authorized its executives to enter a voluntary agreement with the Department of Justice, subject to U. S. Supreme Court approval, to separate its production and distribution from the theatre properties. The court will be asked to enter a decree satisfactory to both sides.

Stockholders must approve a new plan within 90 days to create two units, one for the theatres and the other for production and distribution.

Howard Hughes was elected to the board, as was Noah Dietrich. Hughes replaced Floyd Odum.

Michalson Reveals RKO Shorts Program

NEW YORK—Harry J. Michalson, RKO shorts sales manager, last week announced that the 1948-49 short subjects program would consist of 85 subjects, making a total of 120 reels.

The two-reel subjects include 13 "This Is America" subjects, two specials, four "My Pal" subjects, four western musicals featuring Ray Whitley, six Edgar Kennedy comedies, and six Leon Errol comedies.

The single-reelers will include 18 Walt Disney Technicolor cartoons, six Disney reissues, 13 Sportsopes, and 13 Screenliners. The latter will feature subjects not usually brought to the screen. The first, featuring Jan August and his piano, was released on Oct. 29.

Salt Lake Suit Filed

SALT LAKE CITY—Joseph L. Lawrence, Gertrude B. Lawrence, D. K. Edwards, Harry H. Hall, and James W. Latimer last week filed an anti-trust suit in U. S. District Court in San Francisco for an injunction and \$6,000,000 damages against Leonard H. Goldenson, Paramount vice-president; Paramount, 20th Century-Fox, Columbia, and Universal.

The plaintiffs claim that prior to 1941 all theatres in the Salt Lake City area were owned or controlled by Paramount, and that Paramount, since the acquisition of the Uptown and Rialto, Salt Lake City, and the Academy, Provo, Utah, by the plaintiffs, has refused them product, and that Paramount has put pressure on other companies to keep them from supplying product. In addition, it is alleged that Goldenson in 1941 came here from New York City, and attempted to force them to give up their lease. Intermountain Theatres, Paramount circuit operator in the area, has four first-runs in downtown Salt Lake in opposition to Lawrence.

"Belinda" In Longer Chi. Time

CHICAGO—Federal Judge Igoe last week granted another exception to his decree which limits playing time of first-runs in the Loop to two weeks when he permitted an eight-week run for "Johnny Belinda" on the plea of Warners through attorney Vincent O'Brien.

The petition for the extended run was opposed by Norman Korfist, attorney in the office of Thomas C. McConnell.

W. F. Ruffin, Jr., Heads So. MPTO Unit

MEMPHIS—W. F. Ruffin, Jr., Covington, Tenn., was last week elected president of the MPTO of Arkansas, Mississippi, and Tennessee at the annual meeting. Others chosen were: vice-presidents, Arkansas—C. C. Mundo; Mississippi—N. A. Rush; Tennessee—M. A. Lightman, Jr., and secretary-treasurer, Max Connett, Newton, Miss.

Orris Collins, Paragould, Ark., is chairman of the board, which also includes: Arkansas—Emma Cox, Sidney Wharton, Dave Callahan, O. G. Abernathy, Terry Axley, Gordon Hutchins, Sam Resly; Mississippi—R. X. Williams, Charles Eudy, W. S. Taylor, Leon Roundtree, Dwight Blissard, T. M. Jourdan, Grady Cook, and Tennessee—Chalmers Cullins, M. A. Lightman, Sr., Tom Dallas, Steve Stein, W. F. Ruffin, Sr., Louise Mook, and J. A. West. National directors are Mundo, Connett, and Ruffin, Sr., while the legislative group consists of Eudy, Mississippi; Cullins, Tennessee, and B. F. Busby, Arkansas.

The board endorsed the Andy Smith conciliation plan, and also voted to increase the directors to 21, with Alabama, Kentucky, and southeastern Missouri were included in the membership.

Speakers at the meeting included M. A. Lightman, Jr., on television; Ted Gamble, on the TOA; Andy Smith, Jr., H. M. Richey, Sam Shain, Robert Mochrie, Ed Zorn, United Theatre Owners Of Illinois president, and Alfred Starr, Nashville, Tenn., exhibitor.

Max E. Youngstein, Eagle Lion vice-president, told the assembly that it is up to the exhibitors to tell Hollywood what their patrons want. He also stressed the need for proper public relations.

Connett was named to head the conciliation committee, with others to be set later.

Jacksonville Exhib Sues

JACKSONVILLE, FLA.—Sherman and Clayton Acts anti-trust suit was filed in U. S. District Court last fortnight by the Riverside and M. C. Moore, manager, against Florida State Theatres, Inc., Frank Rogers, president; Fred H. Kent, vice-president; Paramount Pictures, Inc., Paramount Film Distributing Corporation, RKO-Radio Pictures, Inc., 20th Century-Fox, Warners, Republic, Columbia, and United Artists, requesting that the defendants be perpetually enjoined from violating the anti-trust laws, and asking damages of \$720,000, charging they obtained circuit buying powers, and used those powers to gain monopoly rights in distribution of first and second-run feature films, and giving the 11 Florida State Theatres' houses in Jacksonville preferential treatment, while preventing the Riverside from licensing films on equal terms.

The complaint sets forth that since the opening of the Edgewood in a competing area with the Riverside, the Edgewood has had access to second-run exhibitions of all class "A" product in Jacksonville. The Riverside, it is stated, cannot license films until after exhibition at the Edgewood. Due to this fact, it is claimed, the Riverside has, since the opening of the Edgewood, shown a net operating loss month-by-month average of \$750 per month.

FROM *COLUMBIA*-12 MONTHS OF PICTURE

In Release

RED SKELTON · JANET BLAIR

in

THE FULLER BRUSH MAN



In Release

RITA HAYWORTH · GLENN FORD

in

THE LOVES OF CARMEN
color by **TECHNICOLOR**



In Release

RANDOLPH MARGUERITE SCOTT · CHAPMAN

in **CORONER CREEK**

in **CINECOLOR**



In Release

SONNY TUFTS · BARBARA BRITTON

GEORGE "GABBY" HAYES

in **THE UNTAMED BREED**
in **CINECOLOR**



In Release

DOROTHY LAMOUR · GEORGE MONTGOMERY

in

LULU BELLE



In Production

GAIL SABU · TURHAN RUSSELL · BEY

in

SONG OF INDIA



In Release

LOUIS HAYWARD · JANET BLAIR

in **ROBERT LOUIS STEVENSON'S**

THE BLACK ARROW



To Be Released Soon

LARRY PARKS · MARGUERITE CHAPMAN

in

THE GALLANT BLADE
in **CINECOLOR**



To Be Released Soon

GLENN FORD · TERRY MOORE

in

THE RETURN OF OCTOBER
color by **TECHNICOLOR**



To Be Released Soon

GLENN FORD · WILLIAM HOLDEN

in

THE MAN FROM COLORADO
color by **TECHNICOLOR**



In Release

LOUIS HAYWARD · DENNIS O'KEEFE

in

WALK A CROOKED MILE



JOHNNY WEISSMULLER

in

2 JUNGLE JIM
Pictures



Based on the famous King Features Syndicate Newspaper Feature

P.S. and the biggest news in pictures... coming—

RELEASED...TO BE RELEASED...AND PRODUCED

In Production

**HUMPHREY
BOGART**

in

KNOCK ON ANY DOOR

Based on the great best-selling novel



In Production

**JENNIFER
JONES · GARFIELD**

PEDRO ARMENDARIZ

in **ROUGH SKETCH**



In Production

**CORNEL
WILDE · KNIGHT**

in

THE LOVERS

(tentative title)



In Production

**GLENN
FORD · KEYES**

in

**MR. SOFT
TOUCH**



In Production

**WILLIAM
HOLDEN · FOCH · COBB**

in

THE DARK PAST



To Be Produced

RANDOLPH SCOTT

as

WILD BILL DOOLIN

The Oklahoma Outlaw



In Production

**GLENN
FORD · FOCH**

in

**THE UNDERCOVER
MAN**



To Be Produced

GEORGE RAFT

in

THE BIG JUMP



In Production

**RANDOLPH
SCOTT · RAINES**

in

THE WALKING HILLS



To Be Produced

LUCILLE BALL

in

**MISS GRANT
TAKES RICHMOND**



And in addition...

THE SERIAL SENSATION—SUPERMAN

27 FEATURE ATTRACTIONS

2 GENE AUTRY PRODUCTIONS

8 DURANGO KID WESTERNS WITH

CHARLES STARRETT AND "SMILEY" BURNETTE

2 ROY ACUFF SPECIAL WESTERNS

4 GREAT SERIALS

60 SINGLE REELS

24 COLOR CARTOONS

28 TWO REEL COMEDIES

LARRY PARKS in JOLSON SINGS AGAIN!

COLOR BY TECHNICOLOR

EXHIBITOR GROUPS HOLD SESSIONS, WANGER MEETS TRADE PRESS IN NEW YORK



Herbert J. Yotes, Republic president, recently congratulated "Jimmy" Grainger in New York on his 10 years with the company, honoring him with a "R. J. Jimmy" Grainger 10th Anniversary Sales Drive.



Among those attending the annual convention of the ITO of Wisconsin and Upper Michigan, recently held in Milwaukee, were, left to right, W. Pierce, L. J. Bamberger, W. L. Ainsworth, and Trueman Rembush.



Paul Raibourn, Paramount vice-president, recently participated in a "Town Meeting Of The Air" program in New York, on which he spoke on television. The program was also televised in the eastern area.



Robert Garland, left, Fox-Intermountain executive, is seen as he recently received a \$250 contribution from Robert Hill, Rocky Mountain Screen Club, which was given for the Denver Community Chest drive.



Here is a shot of the dais at the recent meeting of the MPTO of St. Louis, Eastern Missouri, and Southern Illinois, which took place in St. Louis, showing some of the people in the industry who attended the various functions and sessions held during the successful convention. The meeting discussed industry problems and also recent developments in trade relations. Among the speakers was Leon Bamberger, RKO exec. from New York City.



Mayor William O'Dwyer and Police Commissioner A. W. Wallender, New York, recently swore in C. C. Moskowitz, Loew's treasurer and vice-president, as an honorary New York police deputy commissioner.



Seen at the KMTOA convention recently held in Kansas City were, left to right, Elmer Bills, newly-elected president; Herman Levy, general counsel, Theatre Owners of America; Leon J. Bamberger, RKO, and Gael Sullivan, executive director, TOA. Plans and policy for the coming year were discussed, as well as other angles that were taken into careful consideration by the group. A great deal of work was accomplished at this meet.



Burt Lancaster and Harold Hecht, accompanied by their wives, recently arrived in New York from California to aid in the promotion of U-I's "Kiss the Blood Off My Hands". The bally was a great success.



Shown is part of those attending a luncheon recently given in New York by Walter Wanger to the trade press in connection with the showing of his "Joan of Arc" to the trade press. The picture, based on a play by Maxwell Anderson, is being released by RKO, and stars Ingrid Bergman. The show will have its world premiere next month in New York City. Wanger discussed the picture, and gave a background of the pre-shooting history.

Sponable Chosen As SMPE President

WASHINGTON—20th Century-Fox research director Earl I. Sponable will be the new president of the Society Of Motion Picture Engineers, taking office in January, it was revealed at the convention of the body here last week.

Others chosen were: Executive vice-president, Peter Mole; editorial vice-president, Clyde Keith; convention vice-president, William C. Kunzmann, and secretary, R. M. Corbin, with Keith and Kunzmann reelected.

New board members chosen include: West coast—N. J. Simmons, K. F. Morgan, and S. P. Solow, and east coast—Herbert Barnett and F. T. Bowditch.

Twenty men were honored at the 64th semi-annual banquet at the Hotel Statler.

Five who received major awards for outstanding contributions to the technical progress of the industry were Colonel Nathan Levinson, technical director, Warners; Peter Mole, Mole-Richardson Company, and J. S. Chandler, Donald F. Lyman, and Laurence R. Martin, Eastman Kodak Company. The others were elevated to the honorary status of fellowship in the society.

The Samuel L. Warner Memorial Award, established two years ago by Warners in memory of the man who pioneered the commercial production of sound motion pictures, went home to roost when the society selected Warners' Colonel Levinson as the recipient for 1948. The award, a gold medal bearing a bas relief portrait of the late Samuel L. Warner, was accepted by John Levinson, Washington, on behalf of his father, who was unable to make the trip from the west coast.

Mole, newly-elected executive vice-president, SMPE, received the society's Progress Medal for his pioneering contributions over many years in the development of lighting equipment.

The SMPE Journal Award, recognizing the outstanding technical paper published in the society's Journal during 1947, went to Messrs. Chandler, Lyman, and Martin for their jointly authored "Proposals for 16mm. and 8mm. Sprocket Standards," published a year ago last June.

Recipients of the Fellowship Awards were Fred T. Albin and Glenn L. Dimmick, RCA Victor; Paul Arnold and Harold C. Harsh, Ansco; George W. Colburn, George W. Colburn Laboratories, Inc.; G. Richard Crane and Ray R. Scoville, Western Electric; Professor Harold E. Edgerton, MIT; Thomas T. Goldsmith, Dumont Television, Inc.; Matthew T. Jones, National Carbon Company; Donald F. Lyman, Norwood L. Simmons, and H. Edward White, Eastman Kodak Company; Pierre Mertz, Bell Telephone Laboratories; Oscar F. Neu, Neu-Made Products, and C. O. Slyfield, Walt Disney Studios.

Frank Plumlee Honored

KANSAS CITY—A luncheon in honor of Frank Plumlee was held at the Muehlebach Hotel last week with over 135 present. Plumlee resigned from Theatre Enterprises to join the Edwards-Harris Circuit, St. Louis. Ed Kidwell succeeds Plumlee as district manager, Theatre Enterprises.

Radio Pattern Set For Goldwyn's "Song"

NEW YORK—Prerelease engagements of the new Danny Kaye comedy, "A Song Is Born," have developed a new pattern in the use of radio in support of a motion picture, it was announced last week.

The Samuel Goldwyn office and its releasing organization, RKO, are supplying exhibitors with three classes of specially prepared radio recorded material: transcriptions, with music from the sound track of the film, varying in length from a variety of 15-minute programs to spot announcements; "open end" interviews with the stars, and an album of the commercial recordings of the songs from the picture.

Trade Leaders Heard By KATO

LOUISVILLE, KY.—Discussion of industry problems highlighted the meeting of the Kentucky Association of Theatre Owners here last week.

Arthur DeBra, MPAA community relations director, and Gael Sullivan, executive director, TOA, spoke on various trade topics.

President Guthrie Crowe presided.

Ted Gamble also addressed the meeting, and called for a united front to solve the industry's problems.

Altec, RCA Give Increases

NEW YORK—A weekly pay increase of \$10.40 for motion picture sound service men throughout the country has been obtained from Altec Service Company and RCA by the IATSE, it was announced last week by Richard F. Walsh, IATSE international president.

In addition, the sound men will receive increased automobile allowances ranging from 16 to 88 per cent. In principle, these allowances follow the Runzheimer Plan, recommended by the American Automobile Association, providing for a weekly sum of \$7.80, to which is added three and one-half cents per mile. The companies guarantee that, on an annual basis, the allowances will equal at least seven cents per mile.

"Mystery" Leaders Named

NEW YORK—Milton E. Cohen, Eagle Lion eastern sales manager, recently appointed captain of the company's forthcoming "Mystery Drive," last week appointed the following lieutenants:

Herman Beiersdorf, southern sales manager, supervision of the drive's southern sector; Edward Heiber, Chicago district manager, the northwest sector; Grover Parsons, Atlanta district manager, the southeast sector, and Tom Donaldson, New England district manager, the northeast sector. A lieutenant for the western sector will be announced shortly.

Technicolor Profit Up

LOS ANGELES—A net consolidated profit of \$1,276,905 for the nine months ended on Sept. 20 was reported last week by President Dr. H. T. Kalmus. This is equivalent to \$1.39 per share, and compares with \$1,146,363.98 in the same period of 1947.



They're
Gonna
change
the name
of the

MUSIC HALL
to the

MUSIC
—HOWL—

when it plays—

"YOU
GOTTA
STAY
HAPPY"

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

France: Coal miners strike. Minneapolis: Minnesota vs. Michigan.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 86) Washington: Wright brothers' plane returned. Washington: Baruch speaks. London: Fashions. New York: Girl wins scholarship. Ithaca, N. Y.: Army vs. Cornell. Columbia, S. C.: Clemson vs. South Carolina (only Charlotte).

NEWS OF THE DAY (Vol. XX, No. 216) U.S.: Campaign items on all candidates. Berlin: Kids grateful for airlift. India: Hindu festival. Ithaca, N. Y.: Army vs. Cornell.

PARAMOUNT NEWS (No. 19) Paris: Reds veto Berlin plan. Bremerhaven, Germany: DP's leave for U.S. U.S.: Campaign items on all candidates. State College, Pa.: Penn State vs. Michigan State.

UNIVERSAL NEWSREEL (Vol. 21, No. 190) Berlin: Kids grateful for airlift. Prestwick, Scotland: Air crash. Ithaca, N. Y.: Army vs. Cornell.

WARNER PATHE NEWS (Vol. 20, No. 21) Bremerhaven, Germany: DP's leave for U.S. U.S.: Campaign items on all candidates. Texas: Western fashions. Milan, Italy: Plane stunts. Ithaca, N. Y.: Army vs. Cornell.

TELENEWS DIGEST (Vol. II, No. 43) USA: Battle of the ballots, 1948. Florida: War games. New Jersey: Five motor plane unveiled. England: Kitty Hawk plane returns to U. S. San Francisco: Colorful nighttime parade commemorating discoverer of city's site. Georgia: Fisherman's paradise. Germany: Airlift plane crashes; Dulles tells General Clay that "the airlift is above partisanship." New York: General Clay speaks at Al Smith dinner. Germany: First group of DP's head for US. England: Memorial for war dead. England: India's Dr. Josef Dadoo en route to UN. England: Margaret Rose as a bridesmaid, and Princess Elizabeth waiting birth of first child. Washington: War heroes decorated by French. Football: Texas SMU beats Santa Clara; Princeton upsets Columbia.

ALL AMERICAN NEWS (Vol. 7, No. 314) Chicago: Police woman aids children in traffic. Richmond, Va.: Broad program aids in veterans' rehabilitation. Washington, D. C.: Representatives from all countries of the world meet at United Nation's evening. Dallas: Youngsters have their day at State Fair. Nashville, Tenn.: (Nashville only) New stadium dedicated. Chicago: (Illinois only) Governor Green inspects site of new armory.

IN ALL FIVE:

Miami: Truman attends American Legion convention.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 31, No. 85) New York: Dewey speaks. London: King George host to Commonwealth premieres. Athens, Greece: Marshall and wife visit. Rome: Marshall and wife visit. Tokyo: McArthur host to president of Korea. Washington: General Clay reports on airlift (except Boston, Kansas City, and Los Angeles). U.S.: Navy Day. Boston: State is asked to aid "Red Feather" drive (only Boston). Kansas City: Big stock show (only Kansas City). Los Angeles:

Mirror building dedicated (only Los Angeles). West Point, N. Y.: Army vs. Harvard. New York: Columbia students' class rush.

NEWS OF THE DAY (Vol. XX, No. 215) Tokyo: McArthur host to president of Korea. U.S.: Report on ERP. Italy: Marshall visits Rome. England: Paratroop nurses. New York: Columbia students' class rush. New Orleans: Tulane vs. Mississippi. U.S.: Navy Day (except Boston). Boston: State asked to aid "Red Feather" drive (only Boston).

PARAMOUNT NEWS (No. 18) West Point, N. Y.: Army vs. Harvard. Japan: Flood disasters. Washington: General Clay reports on airlift. Tokyo: McArthur host to president of Korea. London: Eric Johnston reports on Russian trip. New York: Dewey speaks.

UNIVERSAL NEWSREEL (Vol. 21, No. 189) U.S.: Navy Day. Washington: Clay reports on airlift. New York: Dewey speaks. Japan: Flood disasters. California: Duck hunting. New York: Columbia students' class rush.

WARNER PATHE NEWS (Vol. 20, No. 20) Washington: Clay reports on airlift. New York: Dewey speaks. Athens, Greece: Marshall and wife visit. France: Fashions. Berkely, Cal.: California vs. Oregon State. Paris: Wrestling.

NATIONAL BOARD OF REVIEW

Oct. 28, 1948

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Big Sombrero" (Col.), "The Gallant Blade" (Col.), "Joan Of Arc" (Sierra-RKO), "Jungle Patrol" (20th-Fox); UNOBJECTIONABLE FOR ADULTS: "Angel In Exile" (Rep.), "Appointment With Murder" (FC), "Behind Locked Doors" (EL), "In This Corner" (EL), "Kiss The Blood Off My Hands" (U-I), "Leather Gloves" (Col.), "The Return Of October" (Col.), "Sofia" (FC), "Eternal Melodies" (Italian) (Grandi); OBJECTIONABLE IN PART: "Blanche Fury" (EL), "June Bride" (WB); CONDEMNED: "The Room Upstairs" (French) (Lopert, "Ruy Blas" (French) (Discina International).

Columbia Profit Drops

NEW YORK—Columbia last week issued an estimated consolidated earnings statement for the 52 weeks period ended on June 30, 1948, which showed a net profit of \$565,000, as compared with \$3,707,000 for the year before. The earnings per share of common stock in 1948 were \$0.40, as compared with \$5.19 for 1947.

However, the comparative earnings per share of common stock after preferred stock dividends are calculated on the increased amount of common outstanding on June 30, 1948. The number of shares outstanding on June 30, 1948 were \$654,311, and the number of shares outstanding on June 30, 1947 were 637,352.

U-I Stockholder Wins

NEW YORK—A ruling in favor of Stephen Truncale, U-I minority stockholder, in his suit against U-I's W. A. Scully and former U-I executive Cliff Work was handed down last week by Federal Judge Harold Medina. Both defendants were charged with improper stock transactions in violation of the Securities and Exchange Act of 1934. Truncale was granted a motion for summary judgment.

UA To Protect Television Angles

NEW YORK—United Artists Corporation announced last week that all new film distribution contracts coming up for approval by its board of directors would include a television clause guaranteeing the company distribution rights upon completion of theatrical distribution.

Broidy Realigns Mono.-AA Sales

HOLLYWOOD—Steve Broidy, Monogram-Allied Artists head, announced last week a complete realignment of the companies' sales departments and appointment of three sales executives to newly created posts in various sections of the country.

An expenditure of \$100,000 a year for additional sales operations was indicated.

Under the supervision of M. R. Goldstein, sales manager, four district managers have been named to handle regional sales territories as follows: western sales manager, L. E. Goldhammer, formerly vice-president and general manager, Film Classics; Sol Francis, under Goldhammer, and handling Denver, Kansas City, Salt Lake City, Omaha, Des Moines, and St. Louis; southern district manager, J. A. Pritchard, previously with U-I in Dallas, collaborating with Arthur C. Bromberg in supervising all the southern branches, and eastern district manager, Maxwell Gillis, formerly with Republic, supervising New York, Albany, Buffalo, Washington, and Philadelphia, and working with Goldstein in handling the rest of the east.

Mel Huling will continue to supervise the west coast offices, and Harold Mirisch will remain at the studio, and continue to act as liaison between Broidy and the sales department.

Ind. Unit Reveals Plans

INDIANAPOLIS—William Carroll, executive secretary, Associated Theatre Owners of Indiana, Inc., last week announced plans and a list of nationally known speakers who will participate in the convention on Nov. 9-10-11 in the Hotel Antlers.

Among the speakers are Abram F. Myers, chairman of the board and general counsel, Allied States Association; William Ainsworth, president, National Allied, and Charles Niles, secretary, national association.

The honorable Harold G. Hoffman, former governor of New Jersey, will be the guest speaker at the annual banquet. Entertainment for the ladies has been provided.

O'Donnell To Be Feted

DALLAS—The Variety Club of Texas, Tent 17, will hold a dinner in honor of Robert J. "Bob" O'Donnell on Dec. 4 in the Crystal Ballroom of the Hotel Baker, it was announced last week by Raymond Willie, general chairman of the affair.

Dipson Ruling Awaited

BUFFALO—The Dipson Circuit action against the majors and others was last week adjourned by U. S. District Court Judge John C. Knight while he studied a motion for dismissal by the defendants.

PEOPLE

CAMDEN, N. J.—Walter J. Tesch, manager, film recording sales, RCA's Theatre and Recording Equipment Section, for the last year, last week was appointed merchandise manager of the Film Recording Group, RCA Engineering Products Department, it was announced by Barton Kreuzer, manager, RCA theatre and film recording activities.

NEW YORK—Milton Kusell, SRO sales head, announced last week the appointment of Clayton Eastman, former UA New England district manager and Albany branch manager for Paramount, as special SRO sales representative, with headquarters in Boston. Tom Duane is SRO district manager in the territory.

NEW YORK—In line with its current program of expansion, the S.O.S. Cinema Supply Corporation, New York, last week announced the appointment of Arthur Mokin as director of advertising and publicity. Mokin was formerly an account executive with the Bergman-Jarrett Company.

NEW YORK—William J. Heineman, Eagle Lion vice-president in charge of distribution, last week appointed J. M. Beatty as manager of the company's Des Moines branch, to succeed F. J. Lee, effective immediately. Lee will manage the Eagle Lion exchange in St. Louis.

NEW YORK—Sophie Hohne last week resigned as sales and distribution manager of The March of Time Forum Edition to take over as director of distribution for the Princeton Film Center.

LOS ANGELES—Maurice Feuerlicht, who formerly directed the Paramount International 16mm. department, was last fortnight made an executive assistant to Mayor Fletcher Bowron.

Max Cohen Files Suit

NEW YORK—Max A. Cohen, Cinema Circuit, last fortnight filed suit in federal court asking anti-trust treble damages of \$1,200,000 from Century Circuit, RKO, and Rugoff and Becker.

The plaintiff claims that as the result of alleged collusion among the defendants Rugoff and Becker overbid the Cinema Albermarle, and secured earlier runs higher than Cinema could afford. It was further charged that Century compensated Rugoff and Becker for any loss so incurred because of advantages to Century's Farragut. It is further charged that the R and B Granada secured clearance over the Albermarle and the Farragut, but waived clearance over the latter.

Fox Settlement Signed

NEW YORK—A show cause order was signed by U. S. District Court Judge John C. Knox last week fixing settlement of a \$160,000 claim of receivers of the old Fox Theatre Corporation against Loew's, Inc., and subsidiaries. The Fox Theatre Corporation went into bankruptcy in 1932, and the claim arose out of transactions between Loew and former trustees of Fox involving the sale to Loew subsidiaries for \$55,000, a \$265,000 debt due the bankrupt Fox organization. The settlement allows for legal fees.

"Pioneer Of Year" To Be Chosen Annually

NEW YORK—A "Picture Pioneer of the Year" will be selected annually from among the ranks of the industry by the Motion Picture Pioneers, it was announced last week by the organization's president, Jack Cohn, executive vice-president, Columbia.

Cohn said that the executive committee of his organization, composed of over 600 members who have each been in the film industry for at least 25 years, is now studying a list from which the first selection will be made.

The "Picture Pioneer of the Year" picked for 1948 will be specially honored at the Motion Picture Pioneers ninth annual dinner in the Sert Room of the Waldorf-Astoria Hotel on Nov. 17.

Revenue Bureau Reveals Rebates

WASHINGTON—According to figures released last week by the Bureau of Internal Revenue, 22 theatre corporations received excess profits tax relief under Section 722 of the Internal Revenue Code during the year ended on June 30, 1948. The credits cover the period from 1941 through 1946.

The list shows the following: Phoenix Drive-in, Phoenix, Ariz., \$8,374, four years; Malco Theatres, Little Rock, Ark., \$20,172, two years; Sherman Oaks Theatre Corporation, Los Angeles, \$5,700, two years; Sunbeam Theatre Corporation, Los Angeles, \$1,820, two years; Glen, Glenwood Springs, Colo., \$600, two years; Ridge Theatres, Lakeland, Fla., \$1,006, two years; Columbia Amusement Company, Paducah, Ky., \$4,940, two years; Alamo Theatre Corporation, Washington, D. C., \$7,893, six years; Fairlawn Amusement Company, Washington, D. C., \$8,264, four years; Lenox Theatres Corporation, Baltimore, Md., \$4,527, three years; Scheck Theatre Enterprises, Baltimore, Md., \$1,835, one year; Esquire Theatre Company, Richmond, Mo., \$2,377, one year; Commonwealth Lawrence Theatre Corporation, Kansas City, \$4,845, three years; Commonwealth Searcy Theatre Corporation, Kansas City, \$1,326, three years; H and H, Inc., Trenton, N. J., \$29,427, two years; E Street Theatre Corporation, New York City, \$5,092, one year; Saunders Realty Corporation, New York City, \$5,019, one year; Riviera, Buffalo, \$1,083, one year; Chakeres Theatres, Springfield, O., \$18,458, four years; Arkansas Amusement Corporation, Dallas, \$4,894, two years; Flass Theatres Corporation, Dallas, \$244, two years; Morten Theatres, Dallas, \$244, two years, and Peninsular Theatres, Charlottesville, Va., \$1,990, three years.

20th-Fox Sets Reissue Dept.

NEW YORK—In recognition of the importance of supplying theatres with good reissue shows, 20th Century-Fox has inaugurated a new service devoted to the merchandising of reissues, Andy W. Smith, Jr., general sales manager for the company, announced last week.

The new program goes into effect immediately.

Gregory Awards Alliance Prizes

INDIANAPOLIS—S. J. Gregory, vice-president and general manager, Alliance Theatre Corporation, presided over the circuit's 13th annual summer drive meeting at the Claypool Hotel, and awarded various prizes, it was announced last week.

Gregory stressed the fact that if it had not been for the many outstanding exploitation campaigns, promotions, and tie-ups, this year's drive would not have been the success that it was.

During the meeting, Gregory handed out cash drive awards to the winning managers as follows:

Regular Drive Award Winners—

First, H. Lisle Kriehbaum, Rochester, Ind.; second, Roy Eggman, Frankfort, Ind.; third, Tom Harmeson, Anderson Drive-In, Anderson, Ind.; fourth, Bud Jones, Jefferson, Fort Wayne, Ind.; fifth, Howard Tilley, Logansport, Ind.; sixth, Bob Bachman, State, Anderson, Ind.; seventh, Larry Waters, Vincennes, Ind.; eighth, Roy Chrisman, Downers Grove, Ill.; ninth, N. D. McCollom, Paramount, Anderson, Ind., and 10th, Bob Jackson, Times, Anderson, Ind.

Showmanship Award Winners—

First, Jones; second, Jackson; tied for third and fourth place, Bachman, and George Pappas, Peru, Ind., and fifth, McCollom.

Special Vending Week Winners—

First, R. H. Gulmyer, Knox, Ind.; second, Waters, and third, Bachman.

Regular Vending Award Winners—

First, McCollom; second, Jones; third, Harmeson; fourth, Jackson, and fifth, Tilley.

Special Awards For Outstanding Promotions—

First, Jones; second, Pappas; third, Bachman, and fourth, McCollom.

EL, SOPEG Sign

NEW YORK—Eagle Lion Films, Inc., and the Screen Publicists Guild, United Office and Professional Workers of America, CIO, last week jointly announced the signing of a one-year contract covering some 26 employees of the company's New York office.

Goldman Cases Up Again

PHILADELPHIA—Arguments were to be heard on Nov. 1 before Judge William Kirkpatrick in U. S. District Court in both pending William Goldman Theatres vs. Warner Brothers Theatres, Warners and other major distributors cases.

Dominick Wolfe, Sr. Dies

NEW YORK—Dominick Wolfe, Sr., father of Joseph A. Wolfe, NSS treasurer, passed away last week at the age of 65, at the Jersey City Medical Center, Jersey City, N. J., after a long illness.

**OUTDOOR
REFRESHMENT
CONCESSIONAIRES**
from Coast to Coast
over 1/4 Century

**Now Specializing
in Refreshment
Concessions for
DRIVE-IN THEATRES**

SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

PRODUCTION

HOLLYWOOD—WB selected Harry Woods for an important role in "Colorado Territory," now starring Joel McCrea, Virginia Mayo, and Dorothy Malone. . . . Jeff Donnell has the lead with Tim Holt in RKO's "Stagecoach Kid." . . . Dana Andrews and Teresa Wright will get the starring parts in Sam Goldwyn's "Awakening." . . . Irving Cummings, Jr., will produce "It's Only Money," with a cast including Frank Sinatra, Jane Russell, and Groucho Marx, with Irving Cummings, Sr., directing for RKO.

MGM is going to make a super-epic, "Battleground," the story of the defense of Bastogne. . . . Eagle Lion is editing a successor to "Canon City," "He Walked By Night." . . . Cecil B. DeMille is back with another stab at Biblical drama. This time he is making "Samson And Delilah" for Paramount.

Pecora Conducts PP Fete

NEW YORK—Supreme Court Justice Ferdinand Pecora will conduct the colorful ceremonies at which approved applicants will be formally inducted into membership in the Motion Picture Pioneers at the organization's ninth annual dinner in the Sert Room of the Waldorf-Astoria on Nov. 17, it was announced last week by Jack Cohn, president, Pioneers, and executive vice-president, Columbia.

It is expected that a group of about 30 will be eligible for induction by the time of the dinner.

Jersey Censor Law Asked

NEWARK, N. J.—Irrked by a court ruling last week which revoked his ban on the showing of "Mom And Dad" at the Broad, Public Safety Director Keenan announced he would urge adoption of a state law forbidding interstate shipment of films "degrading in character" as well as state legislation permitting municipalities to ban "in whole or in part" motion pictures ruled by competent authority as harmful to public morals.

Oklahoma Suit Ruling Due

OKLAHOMA CITY—A ruling is expected on Nov. 30 from U. S. District Judge E. S. Vaught as to whether the present owners of the Westex and R. E. Griffith Theatres should be brought into the Griffith anti-trust case here. The government also made a motion to include Theatre Enterprises, Inc., Dallas, as a defendant.

Geltner-Schine

NEW YORK—The engagement of Donald Carson Schine, son of Mr. and Mrs. Louis Schine, Gloversville, N. Y., and head, Darnell Theatres, to Miss Gilda G. Geltner was announced last week.

Position Wanted

PROJECTIONIST, 37, desires position. Is member of IA local, but wants permanent rather than seasonal job. Married, father, sober, doesn't smoke. Has also done maintenance work. Go anywhere. Can handle any type sound machine, including 16mm. Takes pride in work. Address Box UP, THE EXHIBITOR, 1225 Vine Street, Philadelphia 7, Pa.

"Ultrafax" Seen As Trade Factor

WASHINGTON—The first public demonstration of "Ultrafax," a new electronic and photographic magic developed during the past several years in the Princeton Laboratories of the Radio Corporation of America in cooperation with Eastman Kodak Company and the National Broadcasting Company, was held here last week. Ultimately, experts predict, Ultrafax will be able to send and receive graphic and written material at the speed of one million words a minute. Among possible applications of the system foreseen when enough high-frequency radio-relay channels become available is the distribution of full-length motion pictures from a single film negative to thousands of motion picture theatres throughout the country.

TELEVISION

NEW YORK—C. J. Durban, president, American Television Society, announced last week that the establishment of an annual television congress under the society's sponsorship would highlight a seven-point program of service to the industry adopted for the 1948-49 season. The congress will be conducted at the highest level, with the best qualified people in charge of lectures, demonstrations, and seminars, and will be an enlarged version of the forums at present conducted by ATS for the exchange of ideas.

AN INFORMATION COMMITTEE, headed by Irwin Shane, publisher, Televiser magazine, has been added to the activities and services of the National Television Film Council, Melvin L. Gold, Council president, announced.

Paramount Division Realigned

NEW YORK—E. K. "Ted" O'Shea was last week appointed by Charles M. Reagan, vice-president in charge of domestic distribution, to take over supervision of Paramount's mid-eastern division, which, for the past three years, has been handled by Earle W. Sweigert as division sales chief. Sweigert will resume as district manager over Philadelphia, Pittsburgh, and Washington, a position left open when he was appointed to the division post. He will maintain his office in Philadelphia, where he has kept his home. The mid-eastern division offices move back to New York City.

Amusement Taxes Up

WASHINGTON—September collections of Amusement taxes amounted to \$35,933,212, the Bureau of Internal Revenue announced last week. Third quarter collections of the year reached \$103,130,000, almost two millions more than last year. Broadway's collections for September hit \$6,353,220.

"Rope" Scene Cut In Ia.

ST. LOUIS, IA.—The Orpheum reopened its run last week of Warners' "Rope" after the management agreed to delete a stangulation murder scene as recommended by the Civic Advisory Committee.

TRADE SCREENINGS

20TH-FOX—"Bungalow 13" (Tom Conway, Margaret Hamilton) in all exchange centers on Nov. 17.

RKO—"Every Girl Should Be Married" (Cary Grant, Franchot Tone) and "Indian Agent" (Tim Holt, Nan Leslie) in all exchange centers on Nov. 9. "Blood On The Moon" (Robert Mitchum, Barbara Bel Geddes) in all exchange centers on Nov. 10, except Cincinnati on Nov. 11.

U-I Offers Prizes

NEW YORK—Marking the first time that a distributor will devote a sizeable amount of money to exhibitor cash prizes in one of its sales drives, Universal-International will distribute a total of \$4,500 to theatre managers and theatre publicity men for the most effective and original promotion campaigns on its pictures during the "U-I Unity Sales Drive" starting on Oct. 31, 1948, and concluding on April 30, 1949, William Aloysius Scully, vice-president and general manager, announced last week.

There will be a total of 27 prizes divided equally among the U-I eastern, southern, and western sales divisions, with \$1,500 being awarded in each division. Three first prizes of \$250 each will be awarded for the best campaigns of theatre managers or theatre publicity men in each sales division associated with a major circuit, an independent circuit, and an unaffiliated theatre. Three second prizes of \$150 and three third prizes of \$100 will be similarly divided for the next best campaigns.

Mono. Meetings Scheduled

HOLLYWOOD—Steve Broidy, president, Monogram, announced last week that following the annual meeting of the company's stockholders on Nov. 10, separate sessions for the board of directors and franchise holders will be held during the following two days. Principal item of business on the agenda for the stockholders' meeting will be the election of the board of directors.

A detailed report of the company's expanded sales policy will be presented to the franchise holders by M. R. Goldstein, general sales manager.

St. Louis Exhib Names Union

ST. LOUIS—Owners of the Crest, Afton, Mo., charged on Oct. 21 that members of the AFL stagehands union beat their non-union projectionist, and threatened him with further violence if he did not quit his job. The owners made this allegation in a petition for an injunction to halt picketing of the theatre, filed in Circuit Court, Clayton, Mo. The petitioners also asked that the court stop other interference with the conduct of their business.

Coast Review Refused

WASHINGTON—The U. S. Supreme Court last week refused to review conviction of 35 film workers who were found guilty of violating an order restraining pickets around Columbia's Hollywood studios in November, 1946. They now face jail sentences and fines.

The Trade Screening Guide Is A Regular Feature Of This Publication.

SWEET AND LOWE-DOWN

PRACTICALLY all of us have read in the newspapers that this year's corn crop is exceptionally large.

Of course, these reports refer to field corn rather than to popcorn, which is a comparatively small part of the total plantings of seed crops.



SAMUEL L. LOWE, JR.

Quite a few exhibitors realize this, and have recently asked for information on popcorn.

RELIABLE SOURCES, who are competent to judge and have widely traveled the popcorn planted acreages throughout the country, do report a large popcorn planting.

Of this, there can be no doubt, and what is of particular interest to exhibitors is that some sections report almost unexcelled growing conditions.

Corn from this year's crop will be exceptionally good by OVT tests.

Whereas top hybrid corn this past year showed 29-30 by volume, the new corn, which is just becoming available to you, will probably show 30 plus volumes quite consistently if of top quality.

QUITE NATURALLY, this increased volume means extra retail profits.

In addition, the price of raw popcorn is falling from its summer shortage period high.

Corn this year will be cheaper than last.

But one word of caution.

Though there is lots of good new popcorn, there is not the terrific quantities that some think.

Mr. Farmer and his popcorn processors are going to reduce prices but they are not going to have to sell popcorn cheaply, not by a darn sight!

Samuel L. Lowe, Jr.

Charles A. Freer, comptroller of candy concessions, Valley Enterorise Theatres, Washington, D. C., checks candy supplies in a theatre. The case is rat-proof, assuring patrons of fresh and sanitary confections. For further details on the VE activities in the extra profits division, see the feature story in this issue.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS



DOUBLE-UP YOUR POPCORN PROFITS ... WITH A *Manley* POPCORN MACHINE



MANLEY'S "3-M's" of popcorn merchandising were learned the hard way, over 25 years in the popcorn business. These "3-M's", representing "Machines", "Merchandise" and "Methods" are your guide to BIGGER and BETTER popcorn profits. And... if you always remember to add the all important fourth "M" of Manley to each of the first three, you have a money making formula that can't be beat.

First of all, consider the big sparkling bright Manley popcorn machine that attracts crowds like a magnet. Its extra big capacity and many automatic features make it easy to handle the happy throngs that clamor 'round for service.

High quality Manley Merchandise is important, too, because Manley corn pops out bigger and fluffier... gives you more vol-

ume! Manley Seasoning, double refined for purity, lends that rich "buttered" look and an extra delicious flavor and aroma to your corn. This alone brings the crowds back again and again! This many times doubles your "take" from the same crowd. And... don't forget, Manley Popcorn Salt is an integral part of this business-building Manley flavor. Bags and boxes are important and Manley, again, offers the best! The famous red and white striped Manley containers are the only popcorn packages in America backed by a National Advertising program aimed to build brand recognition and easier, faster sales for YOU.

This campaign is only part of Manley's sales methods. Other important profit building ideas are incorporated in a 64 page book available to you free of charge. Send the coupon below!

ONLY *Manley* DELIVERS THE "COMPLETE PACKAGE"



Manley MACHINES

...fully service-tested. Dependable. Big capacity. Built-in "eye and buy appeal."

Manley MERCHANDISE

...that fine HI POP Popcorn. Pure Seasoning. Special Popcorn Salt. And, famous candy cane design bags and boxes.

Manley METHODS

...national advertising plus proven sales promotions to increase sales and profits at every good location.

Plus . . .

The only National Advertising Campaign aimed to sell more popcorn at your machine.



Manley, Inc.
BURCH MFG. CO.

GENERAL OFFICES:
1920 Wyandotte Street, Kansas City 8, Missouri

"THE BIGGEST NAME IN POPCORN!"

SALES
and
SERVICE
OFFICES

Atlanta, Ga.
Boston, Mass.
Buffalo, N. Y.
Charlotte, N. C.
Chicago, Ill.

Cincinnati, Ohio
Cleveland, Ohio
Dallas, Texas
Denver, Colo.
Detroit, Mich.

De Moines, Ia.
Indianapolis, Ind.
Kansas City, Mo.
Los Angeles, Calif.
Memphis, Tenn.

Minneapolis, Minn.
New Orleans, La.
New York, N. Y.
Oklahoma City, Okla.
Omaha, Nebr.

Philadelphia, Pa.
Roanoke, Va.
St. Louis, Mo.
Seattle, Wash.
Toronto, Ontario
Vancouver, B. C.
Washington, D. C.

MANLEY, INC., Dept. EX 11-3-48
1920 Wyandotte St., Kansas City 8, Mo.

Please send me your booklet, "How to Make Big Profits from Popcorn."

Name.....

Address.....

City..... State.....



All candy buying at Valley Enterprises, Washington, D. C., is under the supervision of Mrs. M. A. Jenkins, who tests sales reaction to all new products before introducing a new brand at any of the theatres.



Morris Fradin, assistant to Sam Roth, president, Valley Enterprises, discusses the layout of the extra profits department with a contractor's representative to assure best placement for maximum sales at all times.



Concession reports, which are made by managers in much the same way as boxoffice reports, are checked daily by Mrs. Reba Smith, to whom all extra profits reports come for final tabulation and entry in records.

We're In The Candy Biz

By John G. Broumas
General Manager,
Valley Enterprises, Inc.,
Washington, D. C.

To Pay Dividends, Proper Attention Must Be Given To All Angles Connected With The Proper Merchandising Of Every Item

(Valley Enterprises, Inc., operates a circuit of theatres in the Washington, D. C., Virginia territory.—Ed.)

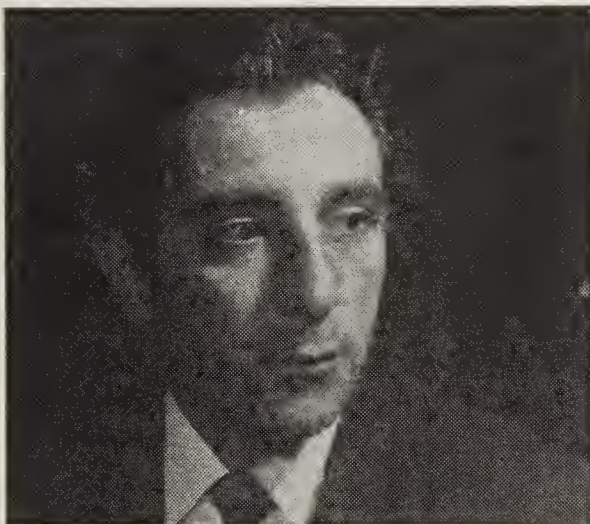
WE'RE in the candy business.

AND there isn't a theatre in the Valley Enterprises, Inc., Circuit overlooking the dividends. In a VE theatre, when the patron leaves the boxoffice with change still in his hand, odds are that before he reaches the doorman he'll pass a candy display. The odds are still good that candy will be purchased.

WATCH the candy girl work. Of course, there is always that steady stream of single sales of one candy bar or a box of popcorn. But, also, there are those patrons with the almost uncontrollable sweet tooth who'll purchase candy in half-dozen lots, and then midway through the feature reappear at the candy counter for a reload.

I've noticed theatres where the candy counter is open only when the boxoffice

is open. Perhaps it saves a little salary for the salesgirl, but it also cuts sales volume. Valley Enterprises' patrons know that as long as the theatre is open, there



John G. Broumas is the general manager of Valley Enterprises, with its headquarters in Washington, D.C.

will be candy for sale. Leaving the theatre at night, for instance, patrons will often get a box of popcorn to take home.

Morris Fradin, assistant to Sam Roth, president, Valley Enterprises, devotes considerable time to one important detail, the placement and design of the candy stand.

In all new or remodeled VE theatres, Fradin is ordering the construction of a large Sweet Shop. This shop is so placed that it is open both to the customer on the street and the theatre patron. In older theatres, Roth's assistant studies traffic flow through the lobby, and places the candy counter so that it will get maximum attention. He insures this attention getting by lighting the counter and its attendant by a colored spotlight.

THE SWEET SHOP differs from the counter in both size and number of articles sold. There will be, in addition to candy, soft drinks and, undoubtedly, a popcorn popper. In the future, these shops might be enlarged still further to accommodate magazines and perhaps even soda fountains.

Soft drinks are a problem for any theatre manager. Experience has shown that it is a poor policy to allow the patron to carry a bottled drink into the auditorium. When the bottle has been drained, the patron will put it on the floor, kick, and then there's a potential "banana skin" for another patron's fall. If our patrons want to take a soft drink inside, we sell them a cup for a penny.

MENTIONING pennies brings up another selling point. VE candy costs the patron five cents or 10 cents. Why pay an additional cent, the patron seems to reason, "when I can stop at the corner drugstore

(Continued on page EP-6)

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of THE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address THE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 923 Alandale Avenue, Los Angeles 36, California. Editorial Consultant: Samuel L. Lowe, Jr. Advisory Boards—

Composed of executives and heads of the concessions and vending departments of theatre circuits: Loyal Haight, Paramount Theatres Service Corporation; Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City;

EXTRA PROFITS

Vol. 3, No. 8

November 3, 1948

C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, George Theatre Company, Atlanta; William O'Donnell, Interstate Circuit, Dallas; Raymond Willie, Interstate Circuit, Dallas; George C. Shepherd, Mindako Theatre Supply Company, Minneapolis; A. J. Krappman, National Theatres Amusement Company, Los Angeles; William England, RKO Theatres, New York; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wil-Kin Theatre Supply, Inc.,

Atlanta; Van Myers, Wometco Theatres, Miami. Composed of manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields: A. F. Rathbun, Fred W. Amend Company, Chicago; Richard C. Fowler, The Coca-Cola Company, New York; LeRoy J. Wilden, Paramount Candy Company, Clinton, Ia.; Raymond J. Showe, Theatre Candy Company, Inc., Pittsburgh; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Lawrence B. Geyer, W. R. Schrafft and Sons Corporation, Boston; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; W. H. Foote, Queen Anne Candy Company, Hammond, Ind.; Charles O'Malley, Paul F. Beich Company, Bloomington, Ill.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Said, McPhail Chocolate Company, Oswego, N. Y.

PROFIT ITEMS

Of special interest to theatremen are these units, a few just introduced, some on the market for some time, but all offering extra sales opportunities



The new Perfex Coke dispenser, newest in a line of draft Coke machines, is available together with a counter and a paper cup dispenser, as well as a protective mechanism that tallies the total number of drinks dispensed at any time, which is an advantage.

Perfex Dispensing Unit

The Bastian-Blessing Company, 4201 W. Peterson Avenue, Chicago 30, recently announced the release of a new unit that is said to simplify the dispensing of soft drinks, especially Coca-Cola. The unit, called the Perfex, measures 26½ inches wide by 28½ inches deep by 42 inches high to the serving counter. Various ac-

cessories, including a counter, a paper-cup dispenser, and a lock, are available. The unit, utilizing a hermetic refrigeration mechanism, is said to pre-cool the first drink to less than 40 degrees, becoming progressively cooler.

"Recordio"

Sherwood C. Ide and Associates, P. O. Box 412, Station C, Buffalo, recently announced that it has been appointed national distributor of the Wilcox-Gay "Recordio," the automatic recording machine that permits the making of a two-minute "home-type" recording upon insertion of a quarter. The machine, already tested in various locations, is now being produced in quantity, and has suitability for any place of business or amusement. Theatre managers may find its possibilities as an extra profits item worth looking into, since few people can resist making a recording and hearing their own voice played back, which the machine does on the spot before delivering it, providing both "private" play-back, for the person making the recording only, as well as a loudspeaker for group play-back.

Mills Cooler

An addition to its line of coolers, the "65" Mills Coin Cooler was recently revealed by Mills Industries, Inc., 4100 Fullerton Avenue, Chicago 39. The cooler



This attractive ad, second of a series in consumer "education" toward candy, is sponsored by the National Confectioners' Association, and is slated to appear in four colors this week in the Satevepost.

vends 65 bottles of soft drinks, and pre-cools, at the same time, 17 additional bottles to prepare them for placing into the filling rack. It is compact, measuring



Compactness and ease of operation exemplify the new Mills "65" coin, cooler soft-drink dispenser. It has a capacity of 65 bottles, plus 17 that are pre-cooled before the machine is actually loaded.

only 21¾ inches wide by 21 inches deep, and will fit into any convenient location in the theatre, the extra profits department, or the lobby. It is also equipped with an automatic coin changer, accepting dimes and quarters as well as nickels, making change automatically while dispensing the drink.

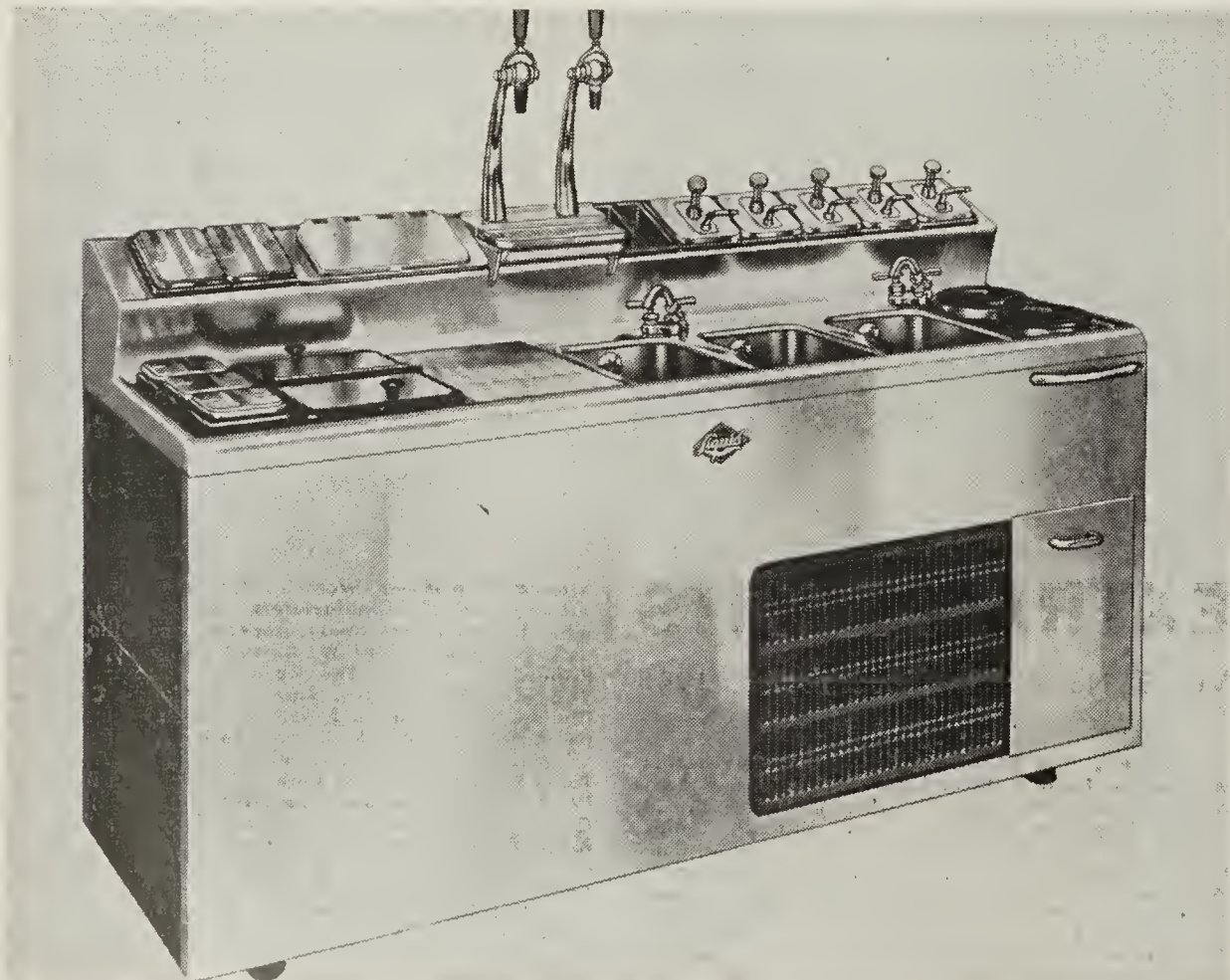
To Keep Up With the Latest Developments In Television, Read the Regular Column Appearing in THE EXHIBITOR.

Philip Morris Offers Selling Aid To Theatres

NEW YORK—As a booster for candy sales, Philip Morris and Company, Ltd., Inc., has created an attractive poster featuring Johnny, the famed callboy, for display by candy concessionaires in theatres throughout the country, it was revealed recently.

The poster shows Johnny holding a card stating: "Take Along Some Candy For The Folks And For Yourself. . . . Philip Morris . . . America's Finest Cigarette."

The cards are being placed in the theatres through the candy jobbers and concessionaires.



A recent addition to the product of the Liquid Carbonic Corporation, Chicago, was this six foot, six inch Bobtail Fountain. This new unit features three basin sinks, as well as two combination swing faucets.



Coca-Cola in the Liberty Theatre, Elizabeth, New Jersey

IN EVERY TYPE OF THEATRE LOBBY SPACE + COCA-COLA = PROFIT

Exhibitors say Rule One in show business is: Give the customers what they want.

Everybody wants Coca-Cola. That's why Coca-Cola in the lobby delivers profitable revenue.

In the smaller theatres, a coin cooler or two may be most profitable. In the larger theatres, it's a question of the proper installation behind the counter. In all types of theatres, an appropriate Coca-Cola



Vendorlator 242
Coin Cooler

installation goes to work the day it is put in, turning space into money.

Let us give you ALL the facts about this new source of profits. Write National Sales Dept., The Coca-Cola Company, 515 Madison Avenue, New York 22, New York, or get in touch with your Coca-Cola bottler.

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.



Martha Collins, who was recently chosen "Miss Venus" in the five-city contest conducted by the Mutual Broadcasting System program, "True or False", in connection with U-I's "One Touch Of Venus", is here being recently congratulated in Chicago by H. Sullivan, vice-president, Shotwell Candy Company, while Lester Cowan, producer of the picture; Byron Cain, president, Shotwell, and Universal-International's Eastern advertising and publicity director, Maurice A. Bergman, look on. She was chosen from scores of entrants in primary contest.

We're In The Candy Biz

(Continued from page EP-3)

and buy cheaper." It isn't rare to have the non-patron come in off the street to make a purchase. While in the lobby, the candy customer gets a full advertising treatment of playing and coming attractions.

Each theatre manager is directly charged with the operation of his candy concession. A daily report is mailed to the Washington office along with the box-office statement on totals sold and what brands are in short supply. The concession reports are handled in the accounting office by Mrs. Reba Smith.

Almost daily, a truck leaves the warehouse VE has established at the Strand,

Harrisonburg, Va., with sufficient candy to replenish the stock in all situations. Managers are under orders to keep at least a week's supply on hand in the theatre.

Candy storage, both in the Harrisonburg warehouse and at the various theatres puts the accent on ratproofing. One nibble by a rodent, and a candy bar is no longer saleable.

CHARLES A. FREER, comptroller of the candy business, is directly charged with supply, both in the theatres and at the warehouse. Freer is apt to draw up in front of any theatre in the circuit, or the warehouse, and take an inventory. He knows almost to the bar how much candy is in each situation.

Ordering candy falls under the control of Mrs. M. A. Jenkins. Using figures furnished her by Freer, Mrs. Jenkins contacts the various manufacturers. Owing to the circuit's large volume of sales, VE is considered a jobber at the major candy houses. In making orders, Mrs. Jenkins has a list of standard candies which she knows will sell well throughout the circuit. New brands or brands strange to Valley Enterprises theatre communities have to be tested carefully. Again, Mrs. Jenkins has to consider the tastes of these communities as indicated by inventory and concession sales reports. One bar, while a best-seller in one theatre, might be a "dud" in another just 10 miles down the road.

POPCORN buying is almost a science. Again Fradin enters the picture, and takes responsibility for these purchases. He sees that proper levels are maintained, and anticipates the seasonal peaks of fall and winter months.

In ordering corn, he also has to make proportional purchases of salt and seasoning.

Grain, incidentally, must be handled even more carefully than candy as it seems to have an overpowering attraction for mice.

EXPERIENCE has shown that an attractive smile, accompanied with an alert, attentive look, can accomplish more than a man beating on a base drum. The candy girl's make-up, fingernails, figure, and uniform or dress are very important.

We have found, also, that in some situations a uniform is an asset while in others it is a detriment to the candy sales. As a general rule-of-the-thumb, the character of the theatre is the best guide. A formal theatre goes better with the uniform. The girl in light street clothes sells better at the informal theatre.

NOT TOO LONG AGO, in a house where the candy counter was so located that the salesgirl could see the screen, we had to discharge a girl. She had the unbreakable and bad habit of watching the film instead of the incoming patron.

Sales, naturally, dropped.

THAT'S THE WAY we're in the candy business. It's a sweet business, but all business.

The National Release Date Guide, Which Is Always Found On the Inside Back Cover Of This Publication, Is the Most Authentic Service Of Its Kind.



The sale is the final proof of successful buying, clever merchandising, and good lay-out. Jacqueline Lipscomb, a VE extra profits girl, exemplifies the attractive, neat, cheerful attendants used in VE theatres.

Y & Y IS YOUR BEST BUY

For A COMPLETE LOBBY SALES SET-UP INCLUDING

1. All National Brand Candies
2. Popcorn
3. Ice Cream
4. Drinks

Immediate delivery of

Candy Cases and Machines—Popcorn Warmers—Ice Cream Cabinets

Y & Y

POPCORN SUPPLY CO.

1226 Vine St., Phila. 7, Pa.

LOcust 7-1016

JOLLY TIME POP CORN

ENORMOUS VOLUME
AMERICA'S FAVORITE
MORE PROFITS FOR YOU!

AMERICAN POP CORN CO., SIOUX CITY, IOWA

Get THE CATALOG habit

OUTDOOR
REFRESHMENT
CONCESSIONAIRES
from Coast to Coast
over 1/4 Century

Now Specializing
in Refreshment
Service for
DRIVE-IN THEATRES

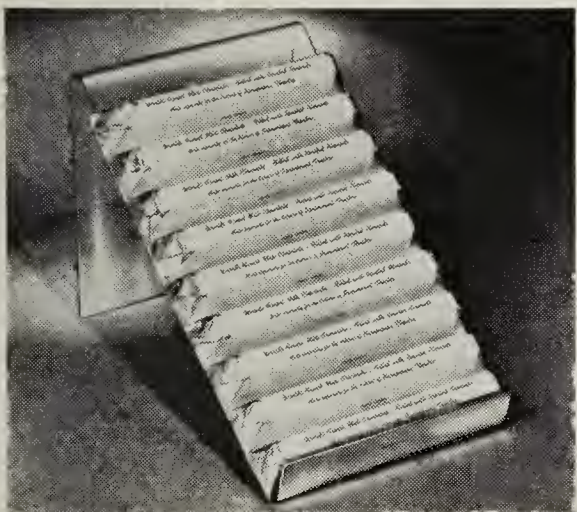
SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

TO HELP YOU SELL

There are available many free accessories that help considerably in pushing the many items sold at refreshment counters. In this department from time to time will be listed manufacturers and types of promotion which they supply to aid the sales of their products, as well as helping theatremen garner a little more profit.

Cook's "World's Finest"

For this 50-cent bar, put out by the Cook Chocolate Company, Chicago, and made especially for theatres, there are three types of free promotion available. A sure-fire bet is the 30-second trailer, with a musical background, telling the consumer about the product. Rhythmically, the animated short tells about



This is one of the free items supplied by the Cook Chocolate Company, Chicago, to aid theatremen in pushing the firm's World's Finest Milk Chocolate product. Counter displays are greatly enhanced by this modernistic Lucite stand, holding about 10 bars.

the bar, with such adjectives as "crisp, roasted, and delicious" to whet the patrons' appetites, then tells how the roasted almond bar can be purchased in the lobby, and there's a reminder not to forget the baby sitter.

On-the-spot selling is aided by an attractive, modernistic Lucite display stand which holds about 10 bars, and which

enables the theatre to show the candy prominently on the counter.

There is also an attractive 11 by 16 laminated display card, which is a reproduction of an ad in the publication, Gourmet, mounted on heavy board. The theatre's name is hand lettered on each display, making it appear as though the house ran the ad.

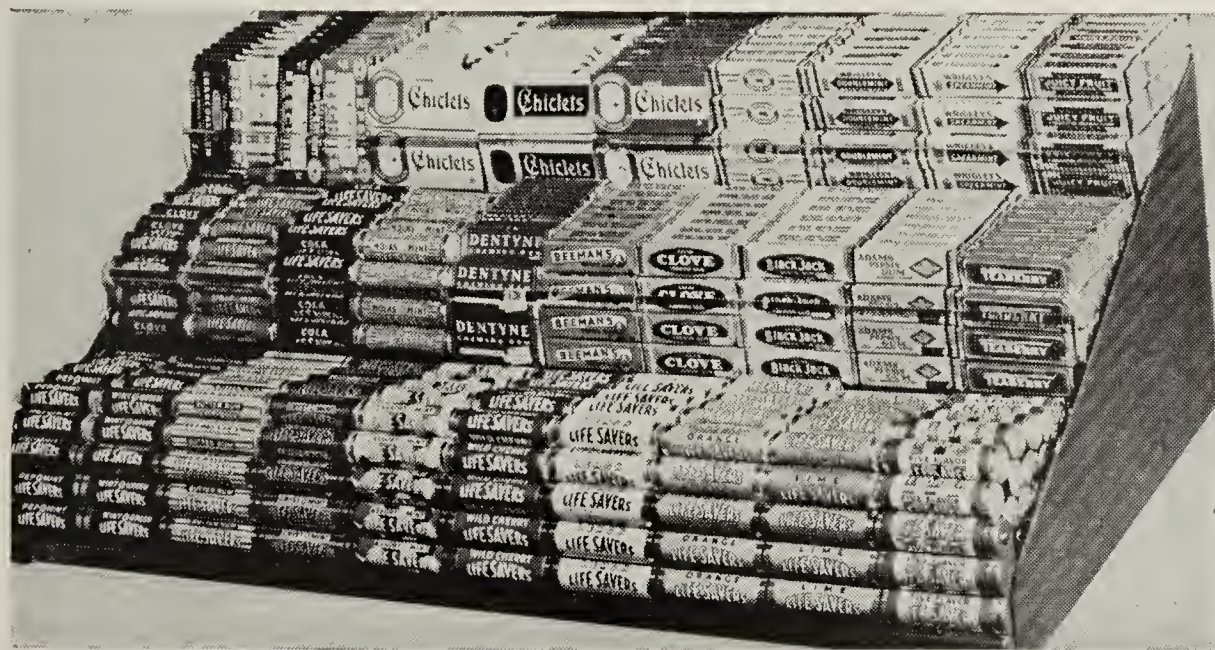
Walter Baker Chocolate

The standard display cartons in which all bars of the Walter Baker Chocolate And Cocoa division, General Foods Corporation, are packed provide opportunity for showing the Caracas Sweet Chocolate, Milk Chocolate with Almonds, Milk Chocolate with Malted Milk Crunch, and Milk Chocolate. The company also manufactures Mint Wafer tubes and a 12-ounce package of Solid Chocolate pieces. In each case of tubes, a display rack is included, which permits the retail outlet to build an attractive display of Mint Wafer tubes. In each Solid Chocolate piece package, there is a lithographed counter display card.

Life Savers

Designed for a display of Life Savers and an assortment of chewing gum and confection items, an attractive display case, L-103-DC, with a blue finish, satin stripe chromium sides and trimming, and bulb-edge glass partitions, is supplied by the Life Saver Corporation, Port Chester, N. Y. A minimum of the first row, and a part of the second row, if required for proper display, should be devoted to the

(Continued on page EP-8)



The Life Saver Corporation provides this display case, L-103-DC, at no cost for its Life Saver product as well as an assortment of other confection items. The case has a blue finish, satin stripe chromium sides and trimming, and bulb edge glass partitions. Here the whole first row and part of the second are devoted to Life Savers.

IF YOU WANT THIS...
INSIST ON THIS...
popsit plus!

is made exclusively
for popping corn!

Pops greater
volume of corn
... with butter-
like flavor and
appearance ...
at lower cost
per sale.

IT POURS!
HANDY GALLON CAN!



Simonin of Philadelphia

SEASONING SPECIALISTS TO THE NATION

UP UP
go popcorn
sales!

NEW
Improved
Seazo

COCONUT OIL POPCORN
SEASONING

BUTTER-LIKE FLAVOR!
GOLDEN COLOR!

POPPING METHODS
and
POPCORN PROFITS

Recent field studies show that popcorn sales can be increased 15-20% by employing correct popping techniques. If you are not certain that your present popping methods are perfect, write to us for information.

Simonin of Philadelphia
PHILADELPHIA 34, PA.
★
SEASONING SPECIALISTS TO THE NATION

Sage Nonamaker Says:

Plug Those Holiday Decorations

Candy manufacturers, especially those putting out boxed goods, have been capitalizing on special holiday packaging for some time now, and it might be a good, profitable idea for extra profits counter supervisors to take a hint from this lead.

A bit of appropriate Thanksgiving, Christmas, or New Year's decorating might readily result in added sales when coupled with seasonal merchandise, also attractively packaged for these special occasions.

Cutout turkeys, pumpkins, wreathes, holly, evergreens, and cutouts of Father Time and the baby New Year are relatively simple to obtain as decor, and may be used in moderation where there is no objection from the fire department. The displays, intended to focus attention on the candy counter, can be nicely illuminated by colored lights from baby spots.

For Thanksgiving, there are such novelties as candy turkeys available, and for Christmas there are the traditional candy canes. The latter can be packaged in half dozens or dozens in cellophane, and tied with ribbon for not only attractive display but for added sales. Old fashioned popcorn balls are another holiday item it might be profitable to push, and there are any number of other attractive items that one might find at wholesalers.

Do not overlook the added revenue that may accrue from the kids' annual delight, the filled Christmas stockings. These come in mesh materials, with contents visible. They are bound to sell, if one makes them conveniently available, and will enhance a display on both the candy counter and on the Christmas tree, which, most likely, will form a traditional part of the theatre's yule decorations.

The pre-Christmas bugaboo about business being off at this time of the year has been disproven by alert showmen who put their best foot forward, and book strong, boxoffice attractions at this period. Why not apply the same principal to your extra profits stands? With a little push and seasonable timeliness, it may be possible to convert a dull period here also into some extra profits.

Life Savers

(Continued from page EP-7)

Life Saver product. The case is 30 $\frac{1}{8}$ inches wide, 13 $\frac{1}{2}$ inches deep, and 10 $\frac{1}{2}$ inches high.

Red Cross Cough Drops

A catchy three-color poster put out by the Candy Brothers Manufacturing Company, a division of the Universal Match Corporation, St. Louis, will attract attention at the counter. In theatres the "Stop that cough! Don't disturb your neighbor" slogan is both pertinent and conducive to sales. The five cent price is highlighted, while a cartoon, showing a sneezing pest,

features the 10 $\frac{5}{8}$ x13 $\frac{5}{8}$ inch cardboard, easel type display.

Convention Space Taken

CHICAGO—Exhibition space at the National Popcorn Association convention at the Hotel Sherman on Dec. 13-14-15 is being rapidly contracted, it was announced recently. Among new association members are Concessions Supply Company, Toledo, O.; Martin Theatres, Columbus, Ga.; Colonial Theatres, Valdese, N. C.; State Theatres, Spring Valley, Minn.; Miller-Merced Company, Quincy, Ill.; Tuttle Popcorn Company, Spencer, Ia., and Super Pufft Popcorn Company, Toronto.



Shown here is the Drinculator vending machine now being distributed nationally by National Theatre Supply. The new device is attractive in appearance, compact enough to fit into the smallest extra profits department.

NEWS OF THE

Territory

BRANCHES

Atlanta

Fred Levine, manager, Ponce DeLeon, has been appointed booker for the Bach....Lauren Norvell, amusement editor, the Atlanta Journal, and a real friend to the boys on Film Row, checked in after a pleasure trip to New Orleans.

Jimmy Hobbs, branch manager, Monogram Southern Exchanges, was back at his office....Your correspondent wants to give credit where credit is due. The employees at the Little Points were not mentioned in the recent story about the fire, and they certainly should have been as they rendered heroic service.

Bob Tarwater, branch manager, Eagle Lion, returned from a trip to Tennessee....Recent visitors to Film Row included W.W. Hammond, Fiffe, Fiffe, Ala.; W. A. Broadman and H. Williams, St. Petersburg, Fla.; V.J. Jackson, Woodbine, Woodbine, Ga., and Joe Maddox, Clays Theatres, Georgia.

The old love bug has returned to Film Row. It bit Joan Rawlins, booking department, Eagle Lion, and Glenn Nowell, who were married recently, and who were spending their honeymoon in Stone Mountain, Ga. Here's wishing them the best of luck and much happiness.

The bug also has bitten Barbara Whitaker, Eagle Lion, who is sporting a big ring on the left finger. The big event will come off some time around the end of the year.

Back visiting on Film Row after three years absence was Mrs. Marion Stokes Huggins. Everyone was glad to see her....P.J. Gaston, Rex and Lincoln, Griffin, Ga., was in booking.

Columbia Notes: George Hauptert, home office representative, was in... Miss Jackie Sachs has been added to the booking staff....Gennie Mae John-

son is the new bride recently married in Dallas, Ga. We all wish the new couple real pretty pictures on the film of life....Lamar McGarity has been appointed a full-time booker.... Montine Scarbocough resigned from the inspection department due to illness.

Frank W. Salley, who died suddenly in Chicago, where he had gone to attend a meeting of executive officers of the Colosseum of Motion Picture Salesmen, was buried on Oct. 19 in West View Cemetery. Salley was national treasurer, a past president, and one of the organizers of the Colosseum. An alumnus of the University of Georgia, he was an attorney, a Shriner, a member of the Atlanta Variety Club, and other organizations. He survived by his wife, a four-year old son, and a sister-in-law.

H. Laird, Branch manager, Republic, Tampa, Fla., was in on business.

County police and investigators of the Solicitor General's office raided the Hanger for the sixth time, and again charged the operator with showing obscene motion pictures. B.E. Gore, manager, and W.R. Hundley, projectionist, were arrested, and two reels of film, "Male and Female", were seized. Gore still awaits court trials on two other charges of similar nature....President "Snake" Richardson and Jimmy Bello were in at Astor Pictures of Georgia for a sales meeting.

Rachel Gravley, formerly with Monogram Southern Exchange and others on The Row, left Atlanta for the Panama Canal zone to be with her husband.... Ike and Harry Katz returned from a trip to New York....Back at his office after a trip to New Orleans was Henry Krumm, southern district manager, SRO....Bob Tarwater, branch manager, EL, checked in after a trip to Alabama.

John W. Mangham, president, Screen Guild of Georgia, checked in after a business trip to Tennessee. Arthur C. Bromber, president, Monogram Southern offices, checked in after a trip to Memphis.

Charlie Fortson, general sales manager, Wil-Kin Theatre Supply Company,

TRADE SCREENINGS

ATLANTA

MGM (197 Walton, N.W.) Nov. 3, 2, "San Francisco"; 8, 2, "A Night At The Opera"; 16, 10 a.m., "The Kissing Bandit"; 30, 10 a.m., "3 Godfathers".

RKO (195 Luckie, N.W.) Nov. 9, 10.30 a.m., "Indian Agent"; 2.30, "Every Girl Should Be Married"; 10, 10.30 a.m., "Blood On The Moon"

CHARLOTTE

MGM (308 S. Church) Nov. 3, 1.30, "San Francisco"; 8, 1, "A Night At The Opera"; 16, 1.30, "The Kissing Bandit"; 30, 1.30, "3 Godfathers".

RKO (308 S. Church) Nov. 9, 1, "Every Girl Should Be Married"; 3.30, "Indian Agent"; 10, 10.30 a.m., "Blood On The Moon".

NEW ORLEANS

MGM (200 S. Liberty) Nov. 3, 1.30, "San Francisco"; 8, 1.30, "A Night At The Opera"; 16, 1.30, "The Kissing Bandit"; 30, 1.30, "3 Godfathers".

RKO (200 S. Liberty) Nov. 9, 10.30 a.m., "Every Girl Should Be Married"; 2.30, "Indian Agent"; 10, 10.30, "Blood On The Moon".

MEMPHIS

MGM (151 Vance) Nov. 4, 10 a.m., "San Francisco"; 8, 10 a.m., "A Night At The Opera"; 16, 10 a.m., "The Kissing Bandit"; 30, 10 a.m., "3 Godfathers".

RKO (200 S. Wisconsin) Nov. 9, 10.30 a.m., "Every Girl Should Be Married"; 2.30, "Indian Agent"; 10, 10.30 a.m., "Blood On The Moon".

appointed Walt Woodward as sales representative in Florida....Harold Boardman, Augusta, was a recent visitor to Wil-Kin Theatre Supply Company, conferring on his new drive-in.

Paul Dawes, Wil-Kin Theatre Supply Company, was back after a trip to Tennessee, while Harold Williams was in from an Alabama trip....Laura Jo Smith has been added to the force at Wil-Kin Theatre Supply Company.... Toddy Pictures announced that it has contracted for the national release of two Negro short subjects, "Visit To The Champ" and "Bright Lights Of New York."



Among those attending the Universal-International regional sales meeting recently held in Cincinnati were, left to right, from Memphis, R.P. Dawson, Robert Wilkinson, and Richard Settoon; center, from Charlotte,

T.E. Bailey, R.T. Good, W. McClure, and James Greenleaf, and right, from New Orleans, T.E. Dunn, Jr., Charles Ost, and F.C. Wolf. The meeting discussed current product of the company, with emphasis on exploitation shows.

A Page from LEW HERB'S SCRAPBOOK



Here's W.R. Holder, general manager, Rockwood Amusement Company, Nashville, Tenn.



W. Ed Roberts, city manager, Florida State Theatres, at the Florida, Gainesville, Fla.



H.H. "Heck" Everett, head, Everett Enterprises, Charlotte, operates about 50 theatres.



Harry Pickett, booker-buyer, S.W. Craver Circuit, was busy in his Charlotte office.



A.B. Couch, manager, Riviera, Knoxville, Tenn., and his daughter Patti, are pictured.



Mark A. Dupree is city manager in Daytona Beach, Fla., for Florida State Theatres.

J.E. McLeory, Monogram's Charlotte sales representative, was in....O.C. Lam and Howard Schuessler, Rome Amusement Company, Rome, Ga., were seen visiting on Film Row....John Golder, special representative, Jam Handy Films, was in from Philadelphia.

Ben Jordan and Jimmy Campbell, sales representatives, Monogram Southern Exchanges, were in the office for a sales meeting with branch manager Jimmy Hobbs. Mrs. Abe Brown, wife of the K and B soda emporium proprietor, returned to her home from Emory Hospital.

Charlotte

Rudy Berger, MGM southern exchange sales manager, was in from his Washington headquarters.

Memphis

Motion Picture Operators Local 144 continued to picket John T. Lester's Park. Spokesmen for the union stated that "we know of no union that states an employer can direct which member of the union can work for him. The union furnishes theatres with licensed operators chosen by seniority. If an employer is not satisfied with an operator, he can ask for another one."

Norman Ayers, regional sales manager, Warners, was visiting....Mrs. Martha Summers, formerly contract clerk at Warners, is receiving the staff's congratulation on the ar-

rival of a son who weighed in at seven pounds, named Charles Hayes.

Mr. and Mrs. Howard Waugh, Miami, were visitors. Waugh was zone manager for Warner Theatres for several years.

Visiting Film Row were: H.W. Pickens, Carlyle, Ark.; G.L. Helms, Scott Hill, Tenn.; W.H. Gray, Rutherford, Tenn.; Charles Nelson Greenwood, Ark., and Mrs. A.D. McQuiston, Booneville, Miss.

The Memphis and Shelby County Board of Censors banned a return engagement of "Angels With Dirty Faces". The re-released film, booked by the Warner, was shown there 10 years ago. "This is a crime picture of the worst sort, and such pictures should be suppressed or banned," said chairman Loyd T. Bindord.

Jerry Jernigan, branch manager, Screen Guild, was seriously ill of virus pneumonia at St. Joseph's Hospital.

Booking were: Moses Sliman, Luxora, Ark.; Mrs. G.L. Burdett, Rascuisko, Miss., and Clint Dunn, Alma and Mulberry, Ark.

Ray Kearney, shipper, 20th Century-Fox, is receiving sympathy on the death of his father....H.H. Chrisman, branch manager, Columbia, attended a sales meeting in Dallas.

(Details of the Tri-States convention will appear next week. -Ed.)

New Orleans

James R. Grainger, Republic executive vice-president in charge of sales and distribution, visited.

G.J. Malafronte, manager of branch operations, was in at U-I....Ed Stevens, president, Stevens Pictures, checked in after a trip from the city. ...Ralph McCoy, branch manager, Film Classics, returned from a trip to Tennessee....John W. Mangham, president, Screen Guild, was back from Florida.

With interest in the Allied convention here on Nov. 29 to Dec. 1 heightened by the anti-trust case, television, the ASCAP rulings, and current business conditions, indications point to all attendance records being shattered. Advance reservations are at a new high.

Authorities at Picayune, Miss. continued their investigation into the cause of a fire which recently destroyed the Pic. The house was empty at the time. W.L. Moseley, manager, estimated damage at \$75,000. The brick structure had only recently been redecorated, and provided with new seats and equipment. Moseley said the theatre would be rebuilt on the same site.

New Orleans officials have served notice on theatre operators that overcrowding will not be tolerated, even on holidays and change-of-picture nights. Sidney Ford, director,

fire department's fire prevention bureau, made this clear in a meeting at city hall with representatives of 25 theatres. Ford warned that a majority of theatres have failed to comply with fire prevention ordinances, and that tighter enforcement is to be made. "We have no desire to harass you," he told theatre men, "but we may have to use cold-blooded tactics to make some of you comply." Most common violations, said Ford, involve overcrowding, aisle blocking, and failure to illuminate entrance and exit signs.

A short film, starring Bob Hope, honoring the newspaperboys of America, had a showing in New Orleans theatres. The short gave a quick glimpse of the daily routine of the young men who deliver our newspapers.... Candy valued at \$20 and \$75 in cash was stolen recently from the Gentilly, neighborhood house, by someone who evidently climbed a pole to the theatre roof, and then dropped down a skylight. I. Roy Calamia, owner, reported the theft to the police.... Seventy-three theatres in Orleans, Jefferson and St. Bernard parishes are co-operating in the Community Chest drive in progress by donating time on their screens for "The Red Feather Family," featuring Dennis Morgan and his two children.

N. Solomon, owner of theatres in Mississippi and Louisiana, and a prominent McComb, Miss., real estate operator, died suddenly recently while at a football game at McComb stadium. He was about 65. A native of Syria, he came to the U.S. 45 years ago, and settled in McComb 35 years ago. He owned theatres in McComb, Summit, Natchez, and Yazoo, Miss., and a drive-in in Baton Rouge, La.

Andy W. Smith, Jr., general sales manager, 20th Century Fox, accompanied, by Sam Shain, director of exhibitor relations, and Harry G. Ballance, southern division sales manager, were in at the exchange. They came from Memphis, Tenn.

U-I manager Charles Ost and salesmen Tommy Dunn and Fred Wolff returned from the sales meeting in Cincinnati.... New employees around the row include John E. Davis, new cashier at Warners, and Mrs. Shirley Codifer and Miss Vera Malter, stenographers, Republic.... Manager L.V. Seicshnaydre, Republic manager, attended the sales meeting of the company at the Blackstone, Chicago... Paul Wilson, 20th Century-Fox division chief, Atlanta, and Marvis Doris, his assistant, were in recently for "look-see".... Charlie Waterall, who managed the Leaksville, Leaksville, Miss., before it closed recently, purchased the Baroness. Richton, Miss., from W.L. Silbey.... "Oklahoma," which played a week's stage engagement here at the Poche grossed \$40,157.25, Irwin F. Poche, managing director, announced.

Lew Valentine, known as Dr. I.Q., the mental banker, will bring his



Here is an architect's conception of the \$250,000 Normandy Outdoor Twin Theatre, currently being constructed on the outskirts of Jacksonville, Fla. Occupying a 35-acre plot, and set to have a capacity of 1,700 autos and enclosed facilities for another 1,000 customers, the project is sponsored by Tropical Drive-In Theatres, Inc., a corporation headed by Richard Beck, St. Cloud, Fla.

entire show soon for presentation on the stage of the Orpheum, RKO officials said here. Vincent Guarino, house manager, said he did not know whether this would mean that the house would present other stage attractions in the future. According to Guarino, "Dr. I.Q.'s" appearance will be the first stage show in 13 years at the Orpheum, when the house went straight film.

STATES

Alabama

AUBURN

Due to new city taxes, the two theatres increased their admissions from 32 cents to 35 cents. The tax of one cent was voted by City Council.

BIRMINGHAM

Frank V. Merritt, general manager, and Harry M. Curl, general manager, Community Theatres, returned after visiting Atlanta.... Lamar Weaver has been appointed assistant manager at the Empire, succeeding Bill Stack,

who goes over to the Melba.... Charles Mizell, Wilby-Kinceys special representative from the home office, was in.

HANCEVILLE

Earl Kretzschmar, owner, new Hanceville, hopes to have his new house open by Nov. 1. This will make his second house here.

MONTGOMERY

A new drive-in will be erected here by R.B. Wilby and associates. Work will start shortly, and a February opening is hoped for.

NEW HOPE

E.H. Moon announced the sale of his Valley to L.M. Speake.

SULLIGENT

City Council approved Sunday movies.

Florida

AUBURNDALE

Mrs. Agnes Shearhouse, manager,

POPCORN AND SUPPLIES

NOW BEING SOLD
THE NEW 1948
CROP OF POPCORN

ATTENTION!
DRIVE-IN THEATRES
⇒ **FOR BEST RESULTS USE** ⇐
CRETORS GIANT GAS FIRED MACHINE

WIL-KIN THEATRE SUPPLY, INC.
ATLANTA, GA. CHARLOTTE, N. C.

Auburndale, is back on the job after a vacation.

DADE CITY

Johnny Jones, manager, Crescent, hopes to have his new Pasco open by Nov. 28.

GAINESVILLE

Florida State Theatres is observing its 20th anniversary in the business.

JACKSONVILLE

H. Stanley Lee, Cecil Cohen, and Terrell Watson have obtained a permit from City Council to build a new theatre to cost about \$100,000 at Lake Forest, House will seat 600.

Ralph Peckham, manager, Realart, announced the opening of Florida State building.

LAKE BUTLER

Harry Dale, manager, Lake, is having the theatre repainted inside and out, and erecting a new marquee.

LAKE WALES

Talgar Theatres announced the re-opening of the State after considerable repairing.

MIAMI

Five newsreel cameramen shot their first fall film in Miami. Last year there were 52 newsreels made in this area, and this year a representative of the television industry is joining the group.

In town to be present at a hearing to consolidate issues involving WTVJ, proposed television station, was Paul Walker, vice-chairman, FCC Miami is without television because of a freeze by the FCC. The freeze was imposed because of technical difficulties.

Back home from Indiana is Mark Chartrand, Wometco's publicity man, and telling one and all about Wometco's Boulevard Drive-In, which has the first pre-fab screen in Florida... "The Babe Ruth Story", Lincoln and Miami, will have expert advance bally, with Harry Goldstein, director of publicity, Allied Artists, coming in... Wometco coowner Sidney Meyer is happy that his daughter and son-in-law, Mrs. and Mr. Roy Schetker, are moving to Miami from Long Island, where he was connected with theatre work.

From Atlanta, Leonard Allen, Paramount publicity representative, has been a busy man... Harry Ballance, 20th Century Fox's sales manager in the south, coupled business with pleasure in his visit... The Michell Wolfsons, returned from a visit to their summer home in North Carolina.

Spooks, witches, and kindred sprits were expected at the Hallowe'en parties of the Variety Club and the Old Guard of Wometco. Both events took place in the Variety Club rooms, but on different dates... Joseph Fryer, formerly assistant Rosetta, is now the boss at the Ritz.

MIAMI BEACH

Maurice Stahl, owner, Normandy, announced that Wometco Theatres, Miami, had taken his theatre over for future operation.

PENSACOLA

George Vucovich, owner of local theatres, died of a heart attack. He was also in partnership with Ed Ortie in Bay St. Louis, Miss.

SAFETY HARBOR

M. Leaventhal, New York, will open the Harbor shortly. Eddie Smith will manage.

ST. PETERSBURG

Florida State Theatres announced the closing of the Cameo for remodeling.

W.A. Boardman announced that he expects to have his new 400-seat colored house ready for a Nov. 15 opening. H. Williams is his partner.

WEST PALM BEACH

Midwest Newsreel Theatres hope to have its new Surf open soon.

WINTER HAVEN

Herschel Cameron collected \$172,000 damages for injuries allegedly received at the Ritz.

Georgia

COLUMBUS

Martin Theatres announced that it has leased to Georgia Theatres, Atlanta, the new Rexview Drive-In.

GRANTSVILLE

It is reported that a new de luxe theatre will be built here.

MACON

City Attorney Ed S. Snell ruled that Sunday movies are illegal. Lamar Swift, district manager, Georgia Theatres, said he did not know what action, if any, his firm would take. Snell said that the Bibbs County Grand Jury would take action, the solicitor general might bring an injunction, or an accusation could be filed in City Court if theatres did not obey the ruling.

SAVANNAH

A dispute over the percentage of receipts from Sunday movies to be paid to charity resulted in the city's finance committee notifying the mayor

that henceforth the treasurer will no longer attempt to collect the charity fund.

Mississippi

WINONA

A fire starting in the projection booth completely gutted the Royal, and threatened an entire block of business houses on North Main Street. There were only a few people in the audience at the time, and no panic ensued. The evacuation was orderly, and no casualties were reported. The building, owned by W.S. Gerard and Bailey Neal, was badly damaged, and the furnishings and equipment, owned by manager E.S. Corban, were completely destroyed. Both were partly covered by insurance.

North Carolina

FAYETTEVILLE

The Sky-Vue Drive-In held its formal opening on Oct. 12 with W.H. Turner, who has many years of experience in the theatre business, as manager. The Sky-Vue has room for 508 cars. It also has individual seats for 240 pedestrians between the parking rows. Children under 12 are admitted free if in automobiles, but are charged nine cents if admitted as pedestrians. A modern soda shop and grill are included in the layout. The theatre was built by Jesse and Cliff Wellons, Fayetteville, the owners.

HARMONY

Mr. and Mrs. Lewis Hager, who opened a new theatre here in August, report business okeh. It is one of the nicest theatres for this size town in the south. Ralph F. Dearman, a veteran of 15 years in the business, is the projectionist.

PINEHURST

The Carolina, Charles Picquet, manager reopened for the season with prices having been advanced to \$1.20 for box seats and \$1 for reserved seats. During the summer, Picquet's patrons in Pinehurst have been attending his theatre in nearby Southern Pines, N.C.

TAROB CITY

This city voted to legalize Sunday movies. Results were two to one in favor.

Tennessee

CHATTANOOGA

Twenty thousand Chattanoogaans, the largest number of persons ever to attend rehearsals and performances of a single "Cavalcade of America" radio broadcast, saw Walter Pidgeon and Fay Bainter play the leading roles in the DuPont Cavalcade program which originated here.

GALLATIN

The Palace, owned and managed by W.F. Roth, celebrated its 35th anniversary with a gala weej. Special festivities were arranged, and special programs selected for the occasion.

THE EXHIBITOR
will celebrate its
30th ANNIVERSARY
in the issue of
November 24

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Watch For It!

NEWS OF THE

Territory

Chicago

Sid Rose, UA sales head, was better after another visit to the hospital....Reuben Schoenstadt, Schoenstadt Circuit executive, recovered from a recent illness....Lucy Elrod became secretary to Clarence Phillips, Eagle manager....Rufus Ahern, Nortown assistant manager, used the planes for a vacation through the south.

Paul Durbin is constructing a house at Perry, Ind....Jack Butler has plans for a 750-car drive-in at Danville, Ill....Ralph W. Taflinger, La Salle, Ill., assumed management of the Shafer, Lacon, Ill., for the Alger Circuit, on a five-year lease from B.F. Shafer, owner....The Palace, Cicero, Ill., returned to vaudeville.

George M. Peterson, drive-in consultant, was a visitor....Tom K. Valos, Valos Theatres Circuit, was appointed to a high office in St. Andrews Greek Church.

Wally Heim, RKO publicity chief, is the dad of Terry Leigh Heim....Enterprising citizens are building a 350-seat house, the town's first, at Brook, Ind., home of the late George Ade, humorist.

The Celotex Corporation installed sound conditioning in the Oriental, Milwaukee; Wonet, Blandensboro, N.C.; Calhan, Calhan, Colo.; Hyden, Hyden, Ky.; Picture Show, Ocean Springs, Miss., and Osage, Plaquemine, La.

The Arruro Drive-In, 750-cars, opened at Champaign, Ill.

The new Ellis, Beloit, Wis., is being rushed to completion for winter opening. It was named in honor of S. Ellis, pioneer Beloit theatre man, and will seat 1200....The new theatre project at Geneva, Wis., is being temporarily postponed because of high construction costs.

The Towne, Milwaukee, anti-trust case went over to a date to be set in November, when Federal Judge Barnes will fix a time for trial.

The exploitation tour of "huskies" for MGM's "The Secret Land" brought them to this territory. They appeared at the RKO Grand, the Isle, Aurora, Ill.; Mode, Joliet, Ill., and were scheduled to appear at the Esquire, Bloomington, Ill., and Wane, Kewanee, Ill., on Nov. 2.

"The restoration of movie houses is progressing gradually in European countries, where the people, eager to see pictures, prefer those made in America", was the comment of Danny Newman, Astor owner, as he returned with his bride, the former Miss Dina

Halpern, continental actress, whom he married in England.

President Eddie Zorn, Fred Anderson, and George Kerosotes, United Theatre Owners of Illinois, are acting as a committee to combat theatre taxes in this state.

Defendants in the Monroe \$1,300,000 triple damage anti-trust suit were given until March 23, 1949, to answer interrogatories asked by attorney Seymour Simon.

Tom Flannery, president, White Way Electric Sign and Maintenance Corporation, was host to Variety Club members and their friends at a Halloween party....Saul Meltzer, Rockne and Rivoli owner, secured improved clearance from general release to "B-week"

Rufus Ahern, Nortown assistant manager, vacationed....Alliance Theatre Corporation executives S.J. and J. Gregory, Peter Panagos, John Doerr, and Lou Harris met at Indianapolis with Indiana managers....Sam Stoll, Paramount exchange sales manager, took his annual fishing trip at Woodruff, Wis.

Pink labels were placed by the censor board on "Night of Love", "Cry of the City" and "Rope". The board examined during September 111 films totalling 434,000 feet, and made 19 cuts.

A two and one half million dollar, 2500-seat theatre, to be known as the Paramount, will be erected by B and K on the site it just purchased on the corner of State and Lake Streets. Plans are now being drawn for one of the most modern theatres in the country. The site fronts on State and on Lake, and cost \$726,750, or about \$30 a square foot. Acquisition of the property was begun four years ago. According to Morris Leonard, B and K real estate and legal department, a top price was paid for the last parcel, \$14,050 a front foot on Lake Street. The Paramount will be the third B and K houses on State, the others being the Chicago and the State-Lake. The Paramount will replace B and K's Appolo, which is to be razed to provide a portion of the space for a bus terminal.

Dallas

A.V. Philbin was appointed temporary office manager, MGM.

James O'Cherry, city manager, Interstate Theatres, Dallas, arrived in Hollywood to assume the technical director's chore on Allied Artists' "Bad Boy."

Denver

Manager William T. Hastings, RKO Orpheum, recently made a tieup with The Rocky Mountain News and a local jeweler in a search for a local "Good Sam" as promotion for the picture.

Tom Bailey, Film Classics district manager, went to Salt Lake City... With business off, Harold E. Wilson closed the Chief, Le Veta, Colo.... Seen on Film Row were: Elden Menagh, Ft. Lupton, Colo.; Doyle Shelton, Prichett, Colo.; Fred Lind, Rifle, Colo.; J.H. Roberts, Ft. Morgan, Colo.; W.L. Smith, North Platte, Neb.; Lloyd Greve, Eagle, Colo., and Lou Williams, Frederick, Colo.

The Elk, Rawlins, Wyo., formerly the Rex Opera House, closed since 1921, has been remodeled into one of the prettiest houses (465 seats) in the region, and has reopened. Marvin Skinner, Fox Intermountain city manager, named Cliff Bloomerader as manager.

Mrs. George McCool, wife of the United Artists office manager, after being operated on for goitre, went to Omaha to visit her mother and recuperate....Gibraltar Enterprises is opening two new theatres and reopening two remodeled jobs before the first of the year. The new ones are both in Santa Fe, N.M., and include the Al Paseo, a \$80,000, 650-seat job, and the Arco, costing \$90,000, with 683 seats. The remodel jobs are the Teton, Powell, Wyo., a \$68,000 job, including the addition of 340 seats to make it 740. The Grove, Gering, Neb., received a \$15,000 face-lifting, including new seats, sound, and projection.

Mayer Monsky, branch manager, and salesmen Frank Green and Harold Michaels, attended the U-I sales meeting in San Francisco....Lon T. Fid-



Seen at the recent MPTO of St. Louis, Eastern Missouri, and Southern Illinois meeting in St. Louis were, left to right, Eddie Arthur, Jim Frisina, Andreanel Freeman, T. Edwards, L.J. Bamberger, G. Pisani, B. Williams, and T. Williamson.

ler, Monogram franchise owner, and his sales manager, Hugh Rennie, are spending considerably more time at the office after being off for some time, the former with illness, and Rennie for an ulcer operation.

The Fox, Laramie, Wyo., is using meat as a weekly giveaway. Each week, in conjunction with a local market, the patrons receive 10 one-and-one half pound steaks and a 15-pound rib roast....Jean Gerbase, office manager, Western Service and Supply, went to Los Angeles and San Francisco on vacation.

Buck Stoner, district manager, 20th-Fox, spent a few days here in conferences with James Dugan, branch manager....Lon T. Fidler, Monogram franchise owner, announced naming of one of the Kansas City salesmen, Ralph Morgan, as branch manager there.

C.U. "Bank night" Yaeger, president, Atlas Theatres, attended the world series, and then returned to his race-horses in Chicago.

John Vallin, Eagle Lion field representative, was in checking accounts at the exchange....Gene Gerbase, Republic branch manager, went to Los Angeles.

Seen on Film Row were: Cecil Bohanan, Hatch, N.M.; R.D. Ervin, Kremmling, Colo.; Fred Anderson, Eaton, Colo.; John Cabot, Frederick, Colo.; Mrs. Leon Coulter, Loveland, Colo., and Gayle Poland, Oak Creek, Colo.

Bernie Hynes, manager, Denver, and Bob Hope both made the weekly Gallery of Fame run by The Denver Post....Motor-Vu Inc., is putting in a 600-car \$100,000 drive-in at Cheyenne, Wyo., for next spring opening, and Robert Adams is building two others in Wyoming, a \$100,000 600-car job at Casper, and a \$75,000 400-car job at Rawlins, also for next spring opening.

Des Moines

Theatre managers at Cedar Rapids, Ia., are doing their bit for prospective draftees to the army. The managers instructed the draft examination center located at Cedar Rapids that men who have time to kill waiting for transportation can drop into their theatres, and see a free show....Film men did their bit for charity, with the Variety Club sponsoring the appearance of Horace Heidt and his musical Knights at the KRNT radio theatre on Nov. 2. Net proceeds from the show went to the Raymond Blank Memorial Hospital and the nurses home at Mercy Hospital.

Two drive-ins will be erected at Marshalltown, Ia., during the winter, with the S and M Theatre Company, which operates the Odeon and Casino, Marshalltown, building a \$100,000 drive-in on highway 30 to accommodate 500 autos. A second drive-in will be built by Arthur Jones, Des Moines, costing around \$25,000, and serving 300 cars....The new 323-seat Palo

Alto opened at Ruthven, Ia. The Chamber Of Commerce provided the site through subscriptions, and W.R. Arndt constructed the house to give the town the only movie as a previous theatre was destroyed by fire a year ago.

Tri-States Theatre Corporation named two new managers, both coming up from the ranks. Nial Hogeboom, Jr., has been named manager, Garden, Davenport, Ia., and Vera Gordon as manager, Spencer, Rock Island, Ill. Hogeboom started out with Tri-States before the war, and recently has been serving as a trainee. Miss Gordon is now the third woman manager with Tri-States, and formerly served as an assistant manager, Spencer.

The courtesy campaign being conducted by Tri-States has resulted in a flood of stories by newspapers. G. Ralph Branton, general manager, Tri-States, who originated the campaign, has been highly complimented for his new crusade....Fred Arming-ton, office manager, MGM, was confined to the Iowa Lutheran Hospital, and John Ash, traveling auditor, temporarily took over his duties....The Ogden, Ogden, Ia., has been purchased by Mr. and Mrs. E.E. Graham, Monona, Ia. The new owners recently sold their house at Monona.

Kansas City

Frank Buck was here for an appearance in connection with "Bring 'Em Back Alive" at Roxy.

Ed Kidwell, formerly of Roswell, N.M., arrived to assume his new duties as district manager, Theatre Enterprise, Inc.

Dorothy Murphy, office secretary, Kansas-Missouri Allied unit, returned from a vacation in central Missouri....A luncheon was held honoring Frank Plumlee, who resigned as district manager, Theatre Enterprise, Inc. In the future, he will be associated with Tom Edwards, Farmington, Mo.

Los Angeles

Warners' Hollywood staged an elaborate opening, the first premiere of the fall season, with an invitational formal affair that drew some 20,000



This attractive tie-in was promoted by the El Rey, Los Angeles, for the run of 20th-Fox's "Forever Amber".

fans....Nurses and first aid men of Local 767 held a benefit for their welfare fund.

Bob Hope was awarded a statuette in recognition of his services in behalf of the National Community Chest movement.

United Artists Theatres of California bought a piece of property which it will convert into a theatre building. The acreage is located on the corner of Atlantic Avenue and Brooklyn Avenue, East Los Angeles.

John Calvert completed a deal to distribute D.W. Griffith's "Birth Of A Nation" on a five-year deal with Harry Aitken, who was the original associate of Griffith in producing the picture for release in 1914.

The new Reseda set up a registry for baby sitters. It wants to insure a family gathering. Workers are listed on a standard basis as far as the fee is concerned, and they get passes from the theatre if employed through the Reseda.

Milwaukee

Alvin Gross, MGM salesman, was in New York City on vacation.

John Scharnberg, Parkway, Madison, Wis., capitalized recently on his football conscious city, the home of State University, in connection with his recent engagement of Columbia's "Triple Threat" by having the local paper sponsor a score guessing contest, with autographed footballs the prizes. WIBA joined in the contest, making it a three-way affair that blanketed the area.

John Bannan and the Universal-International sales staff attended a sales conference in Chicago....20th-Century-Fox auditor Arnold Kahn, New York, spent several weeks at the branch....Max Roth, Chicago, Film Classics district manager, was here.

During the showing of "The Secret Land", Towne, a navy recruiting booth manned constantly by sailors was a pedestrian stopper.

The Warner Club, social group of Warner Theatres, held its annual Halloween party on Oct. 22....Joseph Woodward, onetime 20th-Century Fox manager, Milwaukee, succeeds Fontas Georgiades in management of the Delft Theatres circuit local office....Benjamin Poblocki, president, Poblocki and Sons, was at Mayo Clinic, Rochester, Minn., for a checkup.

Constantine Carrigenis succeeded Leo Terzes as Towne assistant manager....Ray Smith, head, equipment sales concern, had a difficult time with a severe cold.

Construction of a new drive-in theatre at Highways 55 and 100 was to be started. Ben Marcus is general manager, Marcus Theatres Management Company. The theatre will cost about

\$250,000, Marcus said. The drive-in will have a capacity of 1,000 cars, and will be ready for operation about April 1. Two other Marcus drive-in theatres are being built at Appleton and La Crosse, Wis. The new theatre will be the third drive-in for Milwaukee county.

Minneapolis

Action on a request for transfer of the theatre license held by the late Roy Secrest, former operator of the Princess, was postponed by the license committee of the City Council. The license was sought by Mr. Secrest's wife, Betty, who proposes construction of a 520-seat theatre at 3231 West Lake Street. The proposed theatre would cost approximately \$400,000, and a set of service roads and a parking lot would be developed on the theatre property....Work is underway on the \$200,000 RKO Orpheum, Marshalltown, Ia., which will replace the old Capitol, destroyed by fire several years ago.

Morrie Steinman has been named salesman for RKO, replacing Milt Lipsner, who joined Monogram in Oklahoma City. Steinman formerly was branch manager of Monogram, and more recently on its sales staff....In another shift, Joe Murphy was transferred from the Republic branch to the sales staff of the company's Milwaukee branch on temporary assignment....Marcella Schack has been promoted to booker at Independent Film Exchange by Don Swartz, manager.

Minnesota Amusement Company has made price adjustments in several out-of-state theatres "To meet conditions", it was announced by Harry B. French, president. At the Dakota, Sioux Falls, S.C., the children's admission price was lowered from 12 to nine cents. At Eau Claire, Wis., the Cameo, Badger, and O'Klare dropped prices a nickel. In Minneapolis, the circuit has raised admissions a nickel at three neighborhood houses, where clearance has been advanced to 42 days.

Harry Levy, Donald Anderson, and Paul Weiss were Minneapolis delegates to the convention of the Colosseum of Film Salesmen in Chicago, together with Pat Halloran, board member....Lawrence A. Kuhl, 58, owner, American, Corning, Ia., and the Grand, Greenfield, Ia., died at Creston, Ia., from a heart attack....At a recent meeting Joe Hawk, shipper, was elected president and Marilyn Nordbye, booker-steno, secretary-treasurer, Booster Club of Republic....Don Halloran, Eagle Lion salesman, is the proud father of a recent male addition.

A discussion of illegal forced buying to get desired product highlighted a regional meeting of North Central Allied at Sioux Falls, S.D. Ben Berger, NCA president, and Stanley Kane, were principal speakers....The wave of drive-in construction continues as the Frank and Woempner Circuit announced plans to build outdoor stands at Owatonna and Willmar, Minn. Each

will accommodate 500 cars, and is expected to be ready for operation next spring. The F and W Circuit also disclosed that construction is now underway on a new 900-seat conventional theatre at Owatonna, Minn....Ben and Isadore Friedman purchased property a mile from Albert Lea, Minn., for the construction of a 500-car drive-in. The Friedman brothers operate two theatres in Albert Lea.

Kenneth Nappen sold the Randall, Randall, Minn., to Leonard Swanson....Walter Cowell, Farmington, Minn., is the new owner, Strand, Ackley, Ia....S.J. Ronning, former owner, Lyceum, Blackduck, Minn., opened the New Ashby, Ashby, Minn....Edward Erickson is the new owner, Stewart, Stewart, Minn....Earl Stanton purchased the Fox, Nora Springs, Ia.

Oklahoma City

Milton A. Lipsner, formerly with RKO, Minneapolis, is the new branch manager, Monogram....Miss Rita Webb is new at the State....Douglas George, salesman, Jam Handy, was in screening shorts....Glen Walker is the new treasurer with C and R Theatres....Pat McGee, general manager, C and R Theatres, was in.

The Skytrain, Midwest City, Okla., is offering a series of "Trade Night" awards of \$50 on each Saturday night for 10 weeks. This is sponsored by Midwest City merchants. Tickets are distributed at stores with purchase of merchandise.

The Criterion honored 1,400 boys and girls on a Saturday morning. During a special program, L.J. Hilbert, chief of police, deputized those least likely to go wrong as his Halloween helpers. Charles Freeman is manager, C and R Theatres.

L.O. Daniel, Jr., replaced Eddie Pentecost as manager, Delman, Tulsa, Okla. Daniel has been with the I.B. Adelman Theatres for a number of years. He was manager, Delman, Houston, Tex., at its opening in September, 1934, and remained there until 1936. Upon separation from the armed forces, he again joined the Adelman and Sachs interests, and opened the Metro, Abilene, Tex. Later, he was transferred to the home office in Dallas as director of public relations. His previous assignment before coming to Tulsa was manager, Delman, Dallas. Daniel originally entered show business in 1925 with Paramount-Publix. When leaving that organization, he was divisional advertising and publicity director for over 100 theatres, with offices in the Paramount building, New York.

Horace Falls, Chief Barker, Variety Club of Oklahoma, Tent 22, presented a check for \$25,000 to Ancel Earp, chairman, Oklahoma Medical Research Foundation's executive committee. The theatre group has pledged \$600,000 for construction of the main research building, and has already turned \$125,000 over to the Foundation.

Adolphe Menjou became the first "chief" of the combined Five Civilized tribes during a colorful ceremony conducted at Indian Bowl, Muskogee, Okla., as part of the Century Of Progress Indian Centennial.

Omaha

Manager Lawrence Caplane, RKO Brandeis, recently tied in with KOIL to find "Good Sam" in connection with his playing the picture of that name.

Gerald McGlynn, new MGM branch manager in Des Moines, was toasted by former employees in the branch he had headed in Omaha. Mrs. McGlynn also was a guest at the farewell party attended by 40 employees. McGlynn was given a farewell gift.

The RKO-Brandeis marked its 15th anniversary. R.L. McIlvane has been assistant manager virtually all the period. Louise Cotter has been on the job as exploiteer since the opening.

A contract has been let for construction of a 500-car drive-in at Grand Island, Neb., to be operated by Tri-States Theatres Corporations. Mrs. Madeline Kaufman and William Youngclaus, Grand Island, are listed among the owners.

Tri-States showmanship drive is turning up some neat promotional tricks in the Omaha district of William Miskell. Each week a manager is brought into Omaha to be district captain. Ira Crane, Fairbury, Neb., came up with the idea of having after-football game shows in small towns. The shows consist of band shorts voted most popular by the towns' younger sets. Crane was followed by Don Allen, Sioux City, Ia., city manager, and Marvin Graybill, manager, Capitol, Sioux City.

J.L. Waybill, Wall Lake, Ia., exhibitor, went to Golden, Colo., to return the body of his brother, who was killed in an accident....J.B. McGovern, Paramount auditor, New York City, visited....Frank Good, Red Oak, Ia., exhibitor, was a visitor....W.A. Hill bought the Pilger, Neb., house, formerly a community venture.

Frank Van Husan's Western Theatre Supply Company won a contract to build a 350-car drive-in for Gaylord Hower at Worthington, Minn....A sleepy youngster provided some excitement in the Liberty, Council Bluffs, Ia. He did not wake up until long after the last run....A son was born to William Miskell, Tri-States district manager.

Tri-States' courtesy drive is winning plaudits....The Portal, Thurman, Ia., was destroyed by fire....Joe Miller bought the Clarks, Clarks, Neb., from Virgil Dodds. Western Theatre Supply is equipping.

Portland

Chuck Rosenmeyer resigned as booker, Columbia, to take over duties for

Universal-International. He has been replaced by Bob Wells, San Francisco, who was with Fox West Coast....R.H. Dirkes, U-I auditor, was in town.... Al Sather, former booker for Warners in Dallas, and for RKO, Portland, has taken over the booking duties for the Forman Brothers Theatres...Moe Mesher, district manager and Russ Brown, publicity, Hamrick-Evergreen, were in Seattle for a meeting....Tommy Craig, former publicity man, RKO, was in from Eugene, Ore., to visit his friends....The Donn Radabaughs, from Roseburg, Ore., combined a booking trip and a chance to see the Oregon-USC football game.

St. Louis

The Variety Club, Tent 4, held its first meeting of the fall season. Arrangements were announced for sponsoring the Horace Heidt show at the Kiel Auditorium on Nov. 12. Everyone was urged to get behind this effort to raise money for the "Heart Fund". J.C. Faris, manager, public relations department, Union Electric Company, was the guest speaker.

C.D. Hill, branch manager, Columbia, returned from a successful district meeting....Jimmie Frisina, Springfield, Ill., was in for a couple of days.

San Antonio

The 760-seat Wakea has been opened at New Boston, Tex., by the W and K Theatres, corporation owned by L.W. Watts and T.F. Keasler. It was built at a cost of approximately \$100,000....The Columbia, a 300-seat house at Ranger, Tex., owned and operated by B.E. Garner, was totally destroyed by fire. Garner also owns and operates the Arcadia....Grady A. Cole opened the Cole, Jarrell, Tex....James G. Chatmas, partner with his father in the Queen and Chatmas, Hearne, Tex., was married to Pauline Nunnally.... The H and H Theatres, West Texas, owned principally by the H.T. Hodge family, purchased the interest held in the houses by the Theatre Enterprises. Deal involves 11 theatres in five Texas towns. Theatres involved include the State and Queen, Winters, Tex.; Queen and Texas, Merkel, Tex.; Texas and Palace, Ballinger, Tex.; Lyric, Palace, and Texas, Odessa, Tex., and Grand and Palace, Stamford, Tex.

Interstate Theatres announced that it leased the new theatre building which wealthy oil man Glenn McCarthy is including in the McCarthy Center now under construction at Houston, Tex. The theatre will be known as the Shamrock, and will contain about 1,700 seats...Denton County officials at Argyle, Tex., ruled that a giveaway plan instituted by George Franklin at his Colonial Drive-In was a lottery. Franklin is now holding the drawings on the outside of the drive-in, with patrons placing their stubs in a barrel in front so that participants do not have to attend the show to win....The Lynn, Gonzales, Tex., has been opened by Theatre Enter-

prises. House is named for Lynn Smith, a partner of the circuit.

San Francisco

"Hamlet", which opens on Nov. 10 at the Stage Door, Irving Ackerman's art house, will be shown on a two-a-day basis.

Sketches were being studied and bids accepted by the Telenews for a new candy installation in the lobby of the news house, according to Charlie Shutt, manager.

Film Row's basketball squad, sponsored by Paramount, continued to blaze through the Industrial League with a string of victories.

In connection with centennial celebrations and the Portola Festival, one of the city's most historic theatres, the Bella Union, reopened its doors to show silent pictures.

A controversial question ran through local paper columns when the word "Fairylane" spelled out in tile was spotted on the sidewalk in front of a Russian church. The enigma was cleared by the revelation that the site had formerly been the location of a famous nickelodeon theatre.

Lobby foliage decoration for "Bring 'Em Back Alive," the Frank Buck revival at the Golden Gate, served Mark Alling, general manager, a two-fold purpose.

With the opening of Columbia's "Walk A Crooked Mile" at the Orpheum, with Louis Hayward and Dennis O'Keefe making personal appearances, Al Dunn, Nate Krevitz, and "Tiger" Thompson went on with a campaign that helped break all records for a Columbia film in that house for the past two years.

Carl Ernst, manager, Chimes, Oakland, Cal., was given a farewell and send-off party by Oakland and East Bay managers, Golden State Circuit, as the theatre man returned to the armed service. Ernst is returning to the army as a full colonel.

Barnie Warrick, assistant manager, United Nations, received special commendation for his panel display of local activities for "Youth Month"... Guy Cherney, Variety Club official and entertainer, was appointed public relations representative for a national champagne company.... Dan McLean, coowner, Embassy, is presenting football broadcasts in preparation for soon-expected telecasts.

Variety Club's junior executives are sponsoring a San Francisco Bay cruise on the "SS Frank M. Coxe" for members and their guest in November. Chartering the tourist steamer from Fun Unlimited, an amusement booking agency, junior executives are preparing a day's excursion and dinner-dance to promote funds for the club.

The world premiere of Paramount's "Miss Tatlock's Millions" was held at

the Paramount with all the fanfare of a Hollywood opening.

Device of the mass-scale premiere became increasingly popular in Northern California as 20th-Fox covered the territory with 46 openings of "When My Baby Smiles At Me."

Seattle

L.L. Burnett and H.H. Fournier opened their new B and B, Grayland, Southwest Washington. The location is said to have a drawing population of 3,000. The new theatre will seat 450....R.J. Roskelley, who operates a theatre at Manson, Wash., is building a new theatre at Entiat, seating about 150....Dick Brill, who has been exploitation representative in the Northwest for Eagle Lion since last March, has been transferred to New York.

George de Waide, branch manager, Universal-International, and his salesmen, Harry Blatt, Carl Miller, and Hap Frederick, are back from a regional sales meeting in San Francisco...Paul McElhinney, branch manager, Republic, left for a sales meeting in San Francisco....James Hone, executive secretary, Independent Theatre Owners Association, was off on a hunting trip in Eastern Washington, spending part of the time in Whitman County, and finishing up in the Okanogan district.

Mel Huling, western district manager, Monogram, was here for conferences with Ralph Abbett, Seattle branch manager....Charles Powers, Portland branch manager, 20th Century-Fox, was here completing a distribution deal with John Danz and William Forman for theatres in Longview, Wash., and others in the Portland district....Margaret Colasurdo, after an absence of three years, returned to the 20th Century-Fox office in the cashiering department. She succeeds Virginia Trolle, resigned.

Sam Siegel, western exploitation representative for Columbia, was here in the interest of "The Loves of Carmen" and "Walk A Crooked Mile"... Don Beckman, prominent on The Row when he was with National Screen Service and Western Posters, was greeting old friends. He is owner and operator, Robin Hood Lodge, Hood Canal....Dorothy Brainard, contract clerk, Universal-International, announced her engagement to Elvin Ward, Renton, Wash....Buck Seale, Eastern Washington salesman for Columbia, was in from Spokane, Wash.

Among state exhibitors on The Row from out-of-town were: John E. Olson, who recently purchased the Roza, Zillah from Ray Miller; Sam Graff, Shelton; Junior and Dorothy Mercy, Yakima; Martin Brown, Yakima, and Les and Cora Theuerkauf, Tacoma.... James Brooks, booker, 20th Century-Fox, attended the Kiwanis International meeting at Victoria B.C....El Keyes, booker, Midstate Amusement Company, was here from Walla Walla, Wash.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Enforcement of rules in the Roxy resulted in death of an aide. Twenty-four-year-old Gather Wilson was the victim. Having ejected a fellow from the theatre, Wilson was engaged in an argument with the lad's father. In the midst of the disagreement, reports police Chief Gus Geraci, Wilson was stabbed six times by the father, who quickly fled in an auto. The son had been asked to leave the theatre following a disturbance. Police were searching for the slayer.

Jim Keefe, public relations representative, 20th Century-Fox, had little time for relaxation during the recent sales conference in Los Angeles.

Promotion for "You Gotta Stay Happy" included a personal appearance in Cincinnati by "Mrs. America, 1948", Mrs. Marie Strohmeier.

Within the next 60 to 90 days, Popular Pictures, Inc., Lee L. Goldberg, president, will open an exchange in Indianapolis, for which the firm will have a Realart franchise. Popular has secured four additional features for distribution in the Realart group in the Cincinnati and Indianapolis territories.

Miss Sarah Goldberg, bill clerk, Popular, was vacationing in her home town, Louisville, Ky....Miss Betty Morrell is the new clerk at MGM.

William Bein, division manager, National Screen Service, left for a week's business trip in Chicago.... Ben Bein, service head, National Screen Service, returned from his vacation.

Big doings were held for Harry Sheerin, salesman, MGM, in honor of his 20th anniversary with the company. In addition to the party attended by the staff, and the huge cake and ice cream, he received the 20-year-emblem with two diamonds. Photographers were present.

During Jane Powell's visit to the MGM offices, the MGM Club presented her with an orchid. Miss Powell posed for a picture taken with the staff.

Visitors along Film Row recently were: Malcolm Lowe, Burwell, Parkersburg, W.Va.; Ted Minsky and Bud Gillian, Warners Circuit, Cleveland, and Bert Stearn, Cooperative Theatre Service, Pittsburgh.

Cleveland

Exhibitors report the anticipated fall rush to theatres failed to materialize, resulting in takes main-

VARIETY CLUB NAMES ITS NEW CANVASSMEN

Pittsburgh - At the annual election of officers for the Variety Club, Tent 1, held in the clubrooms on Oct. 25, the following barkers were elected: Canvassmen: Tom Troy, manager, William Penn Hotel; Norman B. Mervis, Mervis Brothers Theatres; I. Elmer Ecker, attorney-at-law; John Walsh, manager, Fulton; William "Bill" Zeilor, Harris Amusement Company; P.T. "Pete" Dana, district manager, Universal-International; B.M. Steerman, Warner Theatres; George Eby, Harris Amusement Company; Sammy Speranza, Warner Theatres; Carl Dozer, sales manager, WCAE, and Al Weiblinger, Philadelphia Company. National canvassman is Sam Fineberg, departing Chief Barker, Alexander Theatre Supply Company.

Delegates to the national convention are: Zeilor, and M.N. "Mike" Shapiro, Hazelwood.

Alternates to the national convention are: Mervis and Dana.

The above named barkers will, between now and Nov. 14, select a new Chief Barker for the coming year, who will be installed at the annual banquet to be held at the William Penn Hotel on Nov. 14.

All exhibitors who wish to attend the banquet should mail in their reservations along with their checks to the Variety Club, William Penn Hotel. Anyone who is bringing a guest should also list the name of such guest in the reservation.

taining a fairly steady 15 per cent drop from last year this time....Herman Frankel, who, with his brother, Marvin, own and operate four theatres in Elyria, O., is absent from his post on a honeymoon. He was married in Wade Park Manor to Aleen Cooperman, formerly of Caruthersville, Mo.

Victor Schram, onetime prominent independent distributor in these parts, died suddenly of a heart attack in Los Angeles, where he was sportswear buyer for the Broadway Department Store. He is survived by his wife and one brother, Fred; retired film distributor, now living in Fort Lauderdale, Fla.

Ruth Gardiniere, booker for Cooperative Theatres of Ohio, was promoted to the status of grandmother when a daughter, Mary Megaera, was born to her son and daughter-in-law. Mr. and Milton Ausman, Jr....Bernard Kranze, Film Classics sales manager, was in to confer with branch manager Sanford Gottlieb.

Burt Lancaster arrived in Cleveland, and met leading exhibitors and members of the press at a screening of "Kiss The Blood Off My Hands", followed by a luncheon at the Carter Hotel. Lester Zucker, U-I branch manager, was host.

Edward Bleier, who operated the Sun, until his recent emigration to the

west coast, notified friends of the engagement of his daughter, Norma, to Newton D. Neyer, Los Angeles, formerly of Cleveland. The bride-to-be is a senior at the University of Southern California.

M.B. Horwitz, who heads the Washington Circuit, and Meyer Fine who heads the Associated Circuit, are spearheading the "Spyros Skouras 35th Anniversary Drive" in northern Ohio.

The entirely remodeled Equire, formerly the Lake, opened with Republic's "Moonrise." Community Circuit, now with the house under a long term lease, expended approximately \$75,000 to completely remodel and redecorate, including new chairs, projection equipment, air-conditioning, and an elaborate new neon marquee. Harold Greenberger will manage.

The Irwin Pollards are about to settle down in a new Cedar Road apartment. The Republic branch manager has been commuting to Detroit each weekend ever since his transfer to Cleveland some six months ago.

Charles A. Large is the new owner, Palace, Tiltonsville, O. He acquired the house from Alex and Vicki Toth. Ohio Theatre Service, operated by Tony Stern and Lou Ratener, is doing the buying and booking.

Gordon Craddock arrived to join the Eagle Lion sales force. He takes over the territory handled by Jack Walsh, resigned.

Nat Wolf, Warner Theatres' Ohio zone manager, elaborated on a tried policy by setting 14 pre-release sponsored prevues of "Johnny Belinda" in key cities. The sponsored prevues are arranged two weeks in advance of playdate in each spot.

Bill Harwell, manager, Warners' Palace, Lorain, O., got the surprise of his life when he learned that a song written by him and Frank Madden, New York, 10 years ago, has been published. Title is "Was It You", and it was premiered in Lorain at a Lorain High School shindig sung by Russell Owens, Lorain.

Trailers shown on all screens, telling patrons that they have only one chance in 50 million of receiving a phone call on the "Stop The Music" radio show, may have an effect of discouraging people from staying home on Sunday night to wait for a chance at the jackpot. It's M.B. Horwitz' idea.

Nat L. Lefton, stopping off on his way from Michigan to Florida, has his stay extended by the death of Mrs. Lefton's mother.

Meyer Fine, Associated Circuit, and E.J. Stutz, Realart franchise owner, were in New York on business.

The Salesmen's Club of Cleveland held its first fall meeting....The Variety Club is announcing a full program of social events, with "Keno" each

Friday; Rhumba on a night to be announced, and meals served daily including Sunday. First "Queen-for-a-Day" luncheon was held, with Mrs. Selma Leavitt and Mrs. Annette Shenker as "Queens". Members of the League of Showmen's Wives, headed by Mrs. Milton Mooney, wife of the club's Chief Barker, are selling Christmas cards, and turning all proceeds over to the club's "Heart Fund."

John Forkin is moving from Warren, O., to Cadiz, O., where he recently acquired the Community....Ted Barker effected an annual tie-up with the Stearn Company, specialty store located on Euclid Avenue for a window display of the costumes used in "A Southern Yankee", Loew's State.

David Sandler, general manager, Theatrecraft Manufacturing Corporation, made a flying trip to Atlanta, Jacksonville, and Orlando, Fla., to supervise installation of his Mobil-tone in-car speakers for the Dixie Drive-In Corporation.

Mrs. Rachael Cangney, mother of Mrs. Herbert Ochs and J. Stuart Cangney, was seriously ill at McGruder's Memorial Hospital, Port Clinton, O.

Detroit

The Allied Theatres Of Michigan held a meeting of the Second district in Monroe, Mich. Rene Germani, Monroe, was elected as member of the board of directors, and D.D. Wolverton, Chelsea, Mich., as alternate. The Third District held a meeting in Marshall, Mich., where they were guests of W.G. Thich. The members present unanimously elected Wayne Pulsipher, Bellevue, Mich., as member of the board of directors and Bob Pennell, Bronson, Mich., as alternate.

Susan Peters arrived to speak at the kick-off luncheon of the Community Chest.

The 1800-seat Madison became a first-run, with the 3400-seat Broadway-Capitol becoming a second-run.

Detroit Theatres agreed on a two year pact with Local 199, retroactive to Sept. 1, 1948. The pact provides for a general \$5 weekly increase in all 750-seat theatres or over and the same increase in theatres operating all night or on shifts, regardless of size. A \$3 increase goes to smaller theatres with an additional \$2 the second year.

Harry and Ruth Balk and Joseph and Mary Guterman are the new owners of the Chick....Louis Schlusel is turning the Farnum over to the new Farnum Theatre Corporation....Arnold Wisper has taken in a group of partners in the Auto City Circuit he is establishing, Freda Smith, Anne Keystone, Rose Wisper, Maxwell Silverstein, David Jalan, and Mitzie Goldberg.

Israel Eisen, formerly with the Confection Cabinet Company, has been named manager, Michigan Sports Ser-

vice, entering the theatre concession field, operated by Jacob brothers.

Adolph Goldberg, Irving Goldberg, and Charles Komer, Community Theatres, operating 12 city and suburban houses, and presently interested in the Gratiet Drive-In, last week announced construction has been started on their new 1100-car outdoor theatre at Telegraph Road and Chicago Boulevard on a plot of ground consisting of 25 acres. The new spot will cost approximately \$300,000. Komer is personally supervising construction, and plans call for the latest innovations in outdoor theatre construction. Some of the outstanding features of Community's newest development are the concession building and snack bar, modern rest rooms, booth construction, and equipment.

Indianapolis

Manager Boyd Sparrow, Loew's, announced that his theatre would discontinue Saturday midnight shows...Republic occupies third place in the "J.R. Jimmy Grainger 10th Anniversary Drive"...Leroy Furman, who represents the Ted Gamble interests, Fred Dolle, Fourth Amusement Company, and Dee Long, same company, Louisville, Ky., were business visitors.

Chris Winkenhof, Gem, Huntingburg, Ind., went squirrel hunting, but only got two skunks....The Palm, new 250-seater at Palmyra, Ind., will open on Dec. 1. Hugh B. Kiesler is the operator and builder....The Bloom, Bloomfield, Ky., was taken over by Morris Smith, who operates a house at Taylorsville, Ky....E. Horsefield, Horsefield Circuit, Horsefield, Ky., made his first visit to Film Row....Russell Phillips, Franklin, Greensburg, Ky., was a business visitor.

The Drive-In at Evansville, Ind., managed by Harry Coleman, will remain open until Jan. 1. The house is equipped with a stage for personal appearances and a modern pipe organ for concerts....Ray Thomas, salesman for Film Classics, was confined at home by influenza....Bus Miller, Hudson Circuit, Richmond, Ind., is substituting for managers on vacation at the various Hudson houses....Oran B. Smith, American, Seebree, Ky., spent a day in Evansville, Ind.

Rube Pearlman, representing Edward Small Productions, New York City, was a visitor at Eagle Lion....The Brownie Brownsburg, Ind., operated by the Sconce Circuit, installed Super-R-Arc lamps, furnished by Ger-Bar Equipment Company....Joe Milton, drive-in operator at Veedersburg, Ind., has under construction another drive-in east of Crawfordsville, Ind., on U.S. Road 32, at the intersection of U.S. Road 47. The project will be ready for opening about May 1. Mid-West Theatre Supply Company equipped the house.

Jerry Weiss, salesman for Eagle Lion visited friends in Chicago....Gordon Craddock, manager, Eagle

TRADE SCREENINGS

CINCINNATI

RKO (12 E. 6th) Nov. 9, 9 p.m., "Every Girl Should Be Married"; 9:30 p.m., "Indian Agent"; 11, 8 p.m., "Blood On The Moon".

MGM (16 E. 6th) Nov. 3, 8 p.m., "San Francisco"; 8, 8 p.m., "A Night At The Opera"; 16, 8 p.m., "The Kissing Bandit"; 30, 8 p.m., "3 Godfathers".

CLEVELAND

RKO (2219 Payne) Nov. 9, 10:30 a.m., "Indian Agent"; 2:30, "Every Girl Should Be Married"; 10, 10:30 a.m., "Blood On The Moon".

MGM (2219 Payne) Nov. 3, 1, "San Francisco"; 8, 1, "A Night At The Opera"; 16, 1, "The Kissing Bandit"; 30, 1 p.m., "3 Godfathers".

DETROIT

RKO (2310 Cass) Nov. 9, 10:30 a.m., "Every Girl Should Be Married"; 2:30, "Indian Agent". 10, 10:30 a.m., "Blood On The Moon".

MGM (2310 Cass) Nov. 3, 1:40, "San Francisco"; 8, 1:30, "A Night At The Opera"; 16, 1:30, "The Kissing Bandit"; 30, 1:30, "3 Godfathers".

INDIANAPOLIS

RKO (517 No. Illinois) Nov. 9, 1, "Every Girl Should Be Married"; 2:30, "Indian Agent"; 10, 1, "Blood On The Moon".

MGM (326 N. Illinois) Nov. 3, 1, "San Francisco"; 8, 1, "A Night At The Opera"; 16, 1, "The Kissing Bandit"; 30, "3 Godfathers".

PITTSBURGH

RKO (1809-13 Blvd. of Allies) Nov. 9, 11, "Every Girl Should Be Married"; 2:30, "Indian Agent"; 10, 2:30, "Blood On The Moon".

MGM (1623 Blvd. of Allies) Nov. 3, 2, "San Francisco"; 8, 1, "A Night At The Opera"; 16, 2, "The Kissing Bandit"; 30, 2, "3 Godfathers".

Lion, flew to Chicago to visit the Gregory Circuit....Angelia Gelhoff, bookers' stenographer, Eagle Lion, attended the home coming at Indiana U....Helen Holthaus, U.I. accounting department, is suffering with an infection of the ear....The marquee at the Indiana is being redecorated....Charles Acton, Republic salesman, is driving a new car....The "Voice of the Theatre" is being installed at the Vogue....Loew's installed a candy concession on the mezzanine floor of the house.

The Sipe, Kokomo, Ind., announced the world premiere booking on Nov. 10-11 of Film Studios of Chicago's "One Brick Higher", which features students, faculty, and administrative staff of Purdue University. The governor, senators, representatives, the mayor, president of the Chamber of Commerce, and superintendent of schools have all been invited to the premiere.

Visiting exhibitors included: Curtis Butler, Liberty Muncie, Ind.;

William P. McGovern, Ritz, Loogootee, Ind., and Ritz, Odon, Ind.; Fletcher Brewer, State, Windfall, Ind.; Hilda Long, Hippodrome, Sheridan, Ind.; Doyle Carter, Roxy, Bloomington, Ind.; Mrs. V. Burkle, Rialto, Fortville, Ind.; Bruce Kixmiller, Colonial-Indiana, Bicknell, Ind.; Bob Hudson, Jr., Hudson Circuit, Richmond, Ind.; Isaac Sollers, Lyric, Covington, Ind., and Mrs. Will Haney, Milan, Milan, Ind.

Pittsburgh

Pennsylvania out-of-town visitors: Theodore Mikolowsky, Rex, Masontown, T. Grance, Everett, Everett, Pa.; Tom Hickes, Jr., Aldine, Saxton, Pa.; Silvio Innocenti, Verdi, Belle Vernon, Pa.; Larry Puglia, Opera House and Wayne, Waynesburg, Pa.; Herman Lorence, Eighteenth Streeth, Erie Pa.; Leo Guerrein, Hillcrest, Erie, Pa.; Adolph Farkas, Rialto, Johnstown, Pa., and Alvin Seiler, Vox, Legonier, Pa.

Mrs. Frances Belman, wife of Jack Belman, Screen Guild salesman, presented her husband with a beautiful seven-pound daughter on Oct. 25 at West Penn Hospital. The new arrival, which is the first child of the Belmans, has been named Marcia Rae.

Mrs. Esther Finkel, wife of well-known exhibitor Bill Finkel, has been confined to her home under the care of a nurse, seriously ill from an attack of bronchial pneumonia.

Westana Nathan, wife of Perry S. Nathan, was recently pleasantly surprised by a visit from her mother who flew from her home in Denver.

The Acme-Franklin Film offices installed a new tile floor, hot water, and rubber stair treads. It is, however, still the only exchange on Film Row with a bath tub. Mrs. Beatrice Glumac resigned to devote full time to housekeeping, and Eleanor Kimbel, formerly at Monogram, joined Acme-Franklin as an inspectress.

The South Hills, Dormont, Pa., has been returned to Harris Amusement Company, while Warners' Hollywood, has been remodeled completely from cellar to roof, and reopened on Nov. 5 after being closed since April. Harry H. Koch is managing.

Earle W. Sweigert has resumed his post as Paramount district manager over Pittsburgh, Washington, and Philadelphia.

STATES

Indiana

SALEM

Roy Pitts resigned as manager, Switow Amusement Company's Indiana, and plans to take an extensive Florida vacation. He has been succeeded by Travis Hopkins.

Kentucky

BARDSTOWN

The Crystal, one of the first houses

for the Arnold and Sisco Enterprises, has been closed, and is being converted to other uses. More or less a landmark, the Crystal will be replaced by the new Melody, now under construction, and set for opening in November. The new Melody will be located next door to the Areo, which, in itself, is a comparatively new theatre.

CLOVERPORT

A new Altec Lansing speaker system has been installed in the Rio, owned by E.L. Ornstein. The equipment was furnished by Falls City Theatre Equipment Company, and installation was made by Frank H. Riffle.

LOUISVILLE

An application by the American Drive-In Theatres, Inc., for a permit to build a drive-in on Crittenden Drive

near the Southern Railway in the suburbs of Louisville has been turned down by the Planning and Zoning Commission. After a month of delay, with arguments pro and con, the commission rejected the application for a "special use" required under zoning regulations. The site is in the general area considered as a site for a new State Fairgrounds.

Seen on Film Row recently were: Jay Burton, Rex, West Liberty, Ky.; A.O. Perkins, Lynn, Woodbine, Ky.; Roland Foster, Bloom, Bloomfield, Ky.; J.B. Dale, Clay, Celina, Tenn.; C.K. Arnold, Arco and Melody, Bardstown, Ky.; Jesse Fine, Premier, Evansville, Ind.; Lewis Baker, Star, West Point, Ky.; Silver Raley, William Tell Theatre Company, Tell City, Ind.; C.O. Humston, Lyric, Lawrenceburg, Ky.;

(Continued on next page)

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TRAVELLING AROUND WITH LEW HERB

(Lew Herb returns to the territory after several months' absence. An account of his travels will appear from week to week. -Ed.)

Here we are once more, back again in Pittsburgh for our first real visit to this territory in more than a year. Turning off the Boulevard of the Allies, onto Van Bramm Street, we



Lew Herb

found a parking place, and were soon shaking hands with many old friends. Few changes had taken place since our last visit to Pittsburgh's Film Row, as far as we could see, but, dropping in at the offices of Franklin Film Exchange, we were heartily greeted by Lou Hanna and Franklin Anderson, who have turned their back room into an elegant office, where Hanna holds forth, assisted by a newcomer to the organization, Russell Zebra, formerly with Monogram, who joined the outfit some time ago. Both he and Hanna are proud fathers of newly born children. The Zebras was the latest of the two. We were just in time to receive cigars on the blessed event.

While visiting in this office we had the pleasure of meeting some of the out-of-town exhibitors in booking and buying. About the first of these we ran into was Tony Latella, who operates the Roxy, Natrona, Pa., or rather, formerly operated this house, as he had just turned over the theatre to a newcomer to the field, Alex Mussano, whom he had in tow, teaching some of the rudiments of buying and booking.

Our next visit took us to Co-Op Theatre Service, where our local correspondent, "Gus" Davis, is one of the bookers. Here we greeted more old friends, Bert Stern, head of the organization; Colonel Harry Long, general manager; Davis, and Francis Seubert, bookers, plus several exhibitors there at the moment. Among these were William J. Walker's son, William H., who handles the Chartiers, Crafton, Pa., for his dad; James Nash, Jr., who handles the Rockne, Rockwood, Pa., for his father; another well-known localite, Henry Schmitt, Imperial, Imperial, Pa.; Carl Poke, Shiloh, and Steve Manos, newly-built Victoria, Wheeling, W.Va. The latter is one of the pioneers of the industry in the Wheeling area, having built the first houses in that community back in 1907 when he erected the old Bijou and Dreamland. He retired from the industry in 1932, until his reentry this fall when his new Victoria, built at a cost of around \$125,000, was opened on Sept. 3. This is a deluxe 900-seat house, and, according to Manos, the finest in Wheeling.

The next old friend we ran into was George Corcoran, whom we last saw

in his capacity as manager for the Penn-State Amusement Company, Uniontown, Pa., where he managed the two houses in that locality. He severed his relations with that organization as of July 1, however, to become business manager for the Allied Theatre Owners of Western Pennsylvania, whose offices are nearby on The Row. He is an old hand in the industry, having been in practically all phases of it during the past 25 years. He has been booker, buyer, manager, and exploiteer, and is well-fitted for his present position.

We also ran into his successor, Joe Murdock, who relinquished his post as manager, Warner, Morgantown, W.Va., after 21 years with that company, to take over the Uniontown houses. He too, brought a wealth of experience and showmanship to the Penn-State Amusement Company, as his background was such that he was a top man in his field, proved by the fact that his past efforts were rewarded materially several times during his term of service with the former organization. One of the mementos he still retains is a 1942 Chevrolet sedan he won during one of the drives held infrequently by that circuit.

(A further account of Lew Herb's trip to Altoona, Pa., will appear next issue. -Ed.)

LOUISVILLE

(Continued from preceding page)

G.M. May, Dream, Coryden, Ind.; Edwin St. Clair, St. Clair, Lebanon Junction, Ky., and Oscar Hopper, Arista, Lebanon, Ky.

Evidently capitalizing on the "dope" angle, the Ohio, subsequent run downtown theatre announced a special program of "Marihuana", plus Robert Mitchum in "False Colors".

MOREHEAD

The Trail and Mills, recently acquired from W.R. Shafer by Chakeres Theatres Inc., Springfield, O., will be under the supervision of Gene Lutes, whose offices are in Frankfort, Ky.

TAYLORSVILLE

Merris Smith and family are going into the theatre business in a big way. Recently the Valley, co-owned by Smith and built new from the ground up, opened amid gala festivities. Since then, his father and brother have become interested in the business to the extent that it is reported they have purchased the comparatively new Bloom, Bloomfield, Ky., from Roland Foster. Since Bloomfield is located only a short distance from Taylorsville, the Smith family should be of great assistance to one another in the operation of their respective enterprises.

Pennsylvania

BROCKWAY

J.B. Kosco, who operates the Brockway, has been doing extensive remodeling and complete redecorating of the interior of the theatre. Some

of the new features are rubber tile floors for both the auditorium and the lobby.

CLARION

Lewis Hepinger, who, for many years, owned and operated the Orpheum, paid one of his very rare visits to Film Row, Pittsburgh, where he spent a whole day visiting his many friends. He expects to depart in the very near future to the southwestern part of the country, where he intends to spend the winter months.

NATRONA

Anthony J. Latella, who has operated the Roxy for the past several years, recently sold this theatre to Alex Mussano, a newcomer to the business, from Oakmont, Pa., where he has been engaged in the operation of a restaurant and tavern. Mussano will take possession of the theatre as of Nov. 16.

OSCEOLA MILLS

The local State and also the State, Bellwood, Pa., owned and operated by Notopoulos and Gribble, were recently both offered for sale by means of a general letter sent to all exhibitors in this territory. Both houses are approximately 400-seaters, and were both recently renovated.

WASHINGTON

A question was raised in this community recently which may have future bearing on the tax question in Pennsylvania. Can a township tax coal which was mined in another township? The Pittsburgh Consolidation Coal Company asks the Washington County Common Pleas Court to halt a one-cent-a-ton tax imposed by East Pike Run Township. At the same time, the court was asked to declare State Act. No. 481 "unlawful, excessive, unreasonable, and unconstitutional." This is a 1947 law which permitted small communities to levy a tax on anything not already taxed by the state.

West Virginia

SHINNSTON

George Rice is now busily engaged in the operation of his newly constructed theatre here, the Rice, which opened on Oct. 9. The theatre has a capacity of over 400 seats.

SISTERSVILLE

S.A. Peters, who operates the Paramount, has really been going in for expensive remodeling of that property while continuing to operate on the regular schedule. Peters has succeeded in deepening the auditorium to the extent of adding several rows of seats at the rear of the house by tearing down a store alongside the entrance to the theatre. This also enabled him to widen the lobby.

WEST TARENTUM

The Penn, formerly operated by Joseph Zana, and now under the ownership of Thomas Zaines, turned over booking and buying for the house to Vince Corso, Pittsburgh's Film Row.

NEWS OF THE

Territory

Boston

CROSSTOWN

The Nate Yamins Research Laboratory was dedicated last week at Beth Israel Hospital. A cornerstone was laid, followed by the dedication of a new wing to the hospital to aid medical science in the treatment of blood diseases, cancer, and thyroid.

The Massachusetts Parent-Teacher Association last fortnight endorsed the Children's Film Library of the Motion Picture Association.

Eliminations announced last week by the Bureau Of Sunday Censorship are as follows: "The End Of The River", Parts 1 to 9. (Deletions: Scenes showing women's bare breasts, in part 1). Universal; "The Green Cockatoo", Parts 1 to 7. (Deletions: Dialogue, "You know every time I look at you I just think of plain vans-bedroom suites", in part 5. Dialogue, "Shall I prepare the double room--or single sir?", in part 5). Devonshire Film Company, Boston; "Love At First Sight", Parts 1 to 11. (Deletions: English caption, "I was seduced by a man", in part 11). A. Rashid; "Unfaithfully Yours", Parts 1 to 11. (Deletions: Cut scene from point where Alfred starts brandishing razor, to point where Daphne lies lifeless on couch, in part 6. Dialogue, ---"That your wife is your secretary's mistress", in part 8 Cut to flash, scene showing Alfred shooting himself in the forehead, in part 8. Dialogue, "As the seducer of my wife", in part 8). 20th-Fox.

FILM DISTRICT

The fairer sex who make up the staff of EL recently had a get-together at the Vienna Room, Steuben's Restaurant. Actually, it was a farewell party for Katty Cuddeford, leaving to go back to London. The party was a surprise, as was the lovely orchid given her by the group. Those attending were the Misses Magosin, Flaherty, Gould, Madell, Sullivan, Silverman, Fryefield, and Frank.

William C. Gehring, assistant general sales manager, 20th-Fox, and Howard Minsky, assistant eastern division sales manager, were recent visitors.

Bill Yaeger, Plymouth, Leominster, Mass., was accepted as a member of Independent Exhibitors, Inc. Considerable praise was heard of the Caravan. Another matter which was discussed at great length was the Cryptix System. Before the meeting was adjourned, members were informed as to train and plane service, schedules, and fares to the national convention to be held in New Orleans. Twenty nine exhibitors have already signified their intentions of taking in the convention. While on the subject of conventions, the local convention for 1949 was discussed. Co-chairmen Walter Mitchel and Les Bendslev reported that the matter was well on the way, and that by the next

meeting a real definite report should be forthcoming.

20th Century Fox played host at a screening to a group of "Peggies", wives of G.I. students in the Boston area. The picture was "Apartment For Peggy". Al Fowler, publicist, said it was a good turnout.

Don't forget the dinner-dance-installation that Theatrical Post, American Legion is giving at the Hotel Somerset on Nov. 11. Tickets may be obtained from: Sam Levine, EL; Lester Ross, Manco; Joe Cantor, Crawford House; Harry Smith, RKO; Doug MacLeod, SRO, and John Foley, Deckers. It's going to be a grand affair.

Johnny Dervin, branch manager, UA, held a meeting with visiting executives recently. Mark Silver, assistant eastern sales manager, and Johnny Hughes, executive, home office, conferred with the boys.

EL also has been playing host. Joe Sugar, head, contract department, spent several days in the district.

The Triumvirate of the Shea Circuit in these parts, Jack Shea, Ed Fahey, Manchester, N.H., and Fenton Scribner, Nashua, N.H., were in town....Also dropping in for one of his periodic visits was Ansel Sanborn, New Hampshire.

Sam Marx, MGM production executive, and Lawrence Weingarten, MGM studio executive, were in in connection with gathering data for a new picture.

Sam Marx, MGM production executive, who was in last week, returned to New York.

Saul Levin, president, local loge, Colosseum of Motion Picture Salesmen, declared last week that salesmen will give extra effort to their companies as the result of the agreement recently signed.

Milton Kusell, vice-president in charge of domestic and Canadian sales for the Selznick Releasing Organization, announced last week the appointment of Clayton Eastman, formerly New England district manager for United Artists and Albany branch manager for Paramount, as special SRO sales representative in the New England district, with headquarters here.



Mike Tomasino, White Way and Victory, New Haven, is shown in a recent shot in the New Haven office with Harry Rosenblatt, popular local branch manager.

New Haven

CROSSTOWN

The Cameo, West Haven, is now operating on weekends, Saturdays, and Sundays. "Doc" Roffman is manager....Rivoli, West Haven, and Dixwell, Hamden, had Halloween kiddie shows. The Rivoli had morning shows and matinees for the Halloween event.

At the College, Sid Kleper did quite a bit of promoting for "Moonrise"....Morris Rosenthal, Loew's Poli, had tieups for "Apartment For Peggy".... For "The Secret Land", also on the same show, Rosenthal and staff set navy tieups, and also received attention with the husky dogs which made a personal appearance on the Green. Rosenthal was working up quite a bally for "Red River"....Gloria Russo is new at the Roger Sherman.... Folks were sorry to hear that Roger Sherman's assistant manager Jack O'Connell received the sad news about his mother having to go into the hospital again.... Bill Brown and the Bijou reported many tieups for "The Phantom of the Opera"-"Ali Baba and the Forty Thieves".

Strand, Waterbury, had an all-Polish program for one day with Jadwiga Smorsarska in person as an added attraction.

The Carberry, Bristol, set a "Talent Search" program one night weekly with Waterbury Joe Martone, Waterbury theatrical booker, supervising the program. Martone has booked vaude and acts throughout the state in clubs, etc.



Attending the recent Universal-International sales meet in New York from Albany, New Haven, and Buffalo, were, left to right, Eugene Lowe, John Rubach, Eugene Vogel, Arthur Greenfield, George Reif, Arthur Rose, Jerre S. Pandau, and Dave Miller, district manager for the Albany-Buffalo-New Haven area.

Foreign pictures are being booked into many theatres, at the Dreamland; at the Carroll, Waterbury, and at the Plaza, Waterbury.

Al Pickus, Stratford, is busy these days trying to get his new home completed....Gloria Danzig, 20th Century Fox, is engaged to Harold Kent....Bob Kauffman, 20th Century Fox exploitation, was in New York....The new Band Q house, Elmwood, West Hartford, is due to open.

Bijou aide Grace Martine was ill.... Frank Esposito, in charge of the marquee department at the Bijou, is an uncle again....Beverly Reid is relief at the Bijou and also office assistant....The Bijou's Florence Nutcher attended a 10th anniversary party recently.

MEADOW STREET

With the resignation of Morton Katz at Metro to join the B and Q Circuit, changes were in effect at branch manager Harry Rosenblatt's exchange. Phil Gravitz, office manager, was moved up to salesman to fill the Katz vacancy. Leon Jacobson was upped from booker to office manager, and Sol Shiffrin, shipper, was shifted to the booker's position. Assistant shipper Mike LeAngelo was promoted to head shipper.

The formal opening of the remodelled Al Pickus Stratford was quite a successful party. Among those at the party were Jack Byrnes, Loew's eastern sales manager; Harry Rosenblatt, Loew's branch manager; Barney Pitkin, RKO branch manager; Herman Levy, TOA general counsel; Henry Germaine, Paramount branch manager; Al Kane, Paramount district manager; Angelo Lombardi, Warners' office manager; Ben Simon, 20th Century Fox branch manager; Arthur Greenfield, U-I branch manager; John Pavone, Monogram branch manager; Earl Wright, Columbia salesman, and lovely daughter, Connie, Congressman John D. Lodge, and others. Former State Senator Charles E. Wheeler was toastmaster, etc.

Leon Jakubson succeeded Philip Gravitz as MGM office manager-head booker. Gravitz recently was promoted to salesman, working out of the same exchange.

Film Employees F-41 were scheduled to have a dinner meeting at Cerriani's.... The recent installation of officers' dinner of the Film Employees B-41 was a huge



Howard Richardson, State, New Britain, Conn., and Tony Terrazano, Fairmount, New Haven and Forest, Allington, Conn., compare notes on business in the Republic office, New Haven, in a recent photograph.

success....Anne McInerney, 20th Century Fox, was a vacationist....Mrs. Simons, wife of 20th Century Fox Ben Simon, was recuperating from a severe illness.

LOEW POLI

Bill Healey, United Artists exploitation, was in Hartford and other Connecticut spots assisting with "Red River"....Harry Moskowitz, Loew's construction department, was in Hartford, Waterbury, and Norwich with division manager Harry F. Shaw. Shaw and Lou Brown, publicity director, were in Worcester, Mass., recently.

Connecticut

BRISTOL

Approval was given by Probate Court by Judge William L. Cafferty for the sale of Main Street property owned by the estate of Dr. Benjamin B. Robbins, for many years Bristol health officer. The property, assessed at \$22,585, runs on Main Street from the Warner Circuit's Cameo building to the property of Vetrano, Inc.

EAST HARTFORD

Tony Ripalone, projectionist, Perakos Eastwood, was giving out cigars on the birth of a baby boy, named Tony, Jr.

HARTFORD

The 1200-seat Colonial, part of the Hartford Theatre Circuit, has been completely resealed. Installation was done after closing time at night, under supervision of Ernie Grecula, assistant to Al Schuman, general manager, and Charlie White, Colonial stage manager.

TRADE SCREENINGS

BOSTON

RKO (122-28 Arlington) Nov. 9, 10:30 a.m., "Every Girl Should Be Married"; 2:30, "Indian Agent"; 10, 10:30 a.m., "Blood On The Moon".

NEW HAVEN

RKO (40 Whiting) Nov. 9, 2, "Every Girl Should Be Married"; 3:30, "Indian Agent"; 10, 10:30, "Blood On The Moon".

The Daly has been renamed the Star. House is operated on lease by Community Amusement Corporation.

William Dougherty, assistant manager, Lockwood-Gordon-Rosen Circuit's Webb, Wethersfield, was a patient in Hartford Hospital following an auto accident.

Doug Amos, manager, Webb Playhouse, Wethersfield, came up with a neat ballyhoo stunt when his assistant, Bill Dougherty, got hurt in an auto accident in front of the Webb Playhouse. Theatre happened to be playing "The Best Years of Our Lives" at the time, with Amos putting following card on Dougherty's hospital room door: "This fellow might miss 'The Best Years of Our Lives', now playing at the Webb Playhouse, Wethersfield. Make sure you don't miss it!".

Amateur nights were scheduled to start at the Center on Oct. 25. Albert Montefalo, former manager, Rialto, New Britain, is master of ceremonies.

As a gag for "Inner Sanctum", manager Fred R. Greenway, Loew-Poli Palace, held a special screening for Hartford police and private detectives. A letter-writing contest was worked through a radio station.

M and P managers from throughout Connecticut and Massachusetts attended a district meeting at the Lighthouse Inn, with Hy Fine, district manager, presiding. Among those present were: Home office, Henry Schwartzberg, statistician; Gerry Govan, booker; "Skip" Dunn, Standard Candies, and Walter B. Lloyd, Allyn, Hartford; John Hassett, Empress, Norwalk; James Darby, Paramount, New Haven; Leo Lajoie, Capitol, Worcester, Mass., and Harold Thomas, Norwalk, Norwalk.

Well over 100 theatre stage managers, projectionists, and theatre managers from the Hartford territory attended a meeting at the M and P Allyn, with National Carbon Company, acting as host, screening a Technicolor short on carbon arcs. Following the showing, chief engineer Reis, NCC, addressed the men.

A certificate of incorporation was filed for Burnside Theatre, Inc., East Hartford, listing Morris Keppner, Samuel H. Friedman, and Stephanic Nowaset as the incorporation filers.

Norman Levinson, Loew-Poli assistant manager, and Bernard Menschell, officer of the Community Amusement Corporation, have taken over an apartment in Hartford's west side. The two men are newcomers to Hartford.

At the Colonial, Charles Gauvin has been promoted to assistant manager, ad-



Coming from Boston to the Universal-International sales meeting recently held in New York were, left to right, manager E. Meyer Feltman, Judson Parker, Fred Shohet, and Joseph Kelley, and, standing. Mike Moriarity and Kenneth Mann.



Lucille Fletcher, author of the original radio story of Paramount's "Sorry, Wrong Number", is shown as she recently looked over signed contracts from exhibitors with John Moore, Boston branch manager.

Advertising display frames were renovated, Charles White, stage manager, reported his five-year-old son, Charles, Jr., recuperating rapidly from an operation, and James Duffy resigned with George Perham, State, Portland, Me., replacing.

Jeanne Sweeney, Loew-Poli, resigned. Succeeding her is Sylvia Novitski.

Patricia Dodge, Lockwood-Gordon-Rosen Webb Playhouse, Wethersfield, married Harold Beard....Robert Gentner, student assistant manager, Loew-Poli, will wed Arlene Wolford on Dec. 4.

Larry Gendron, Loew-Poli Palace student assistant manager, resigned....The men's and ladies' rooms at the Central, West Hartford, were redecorated.

George Landers, Hartford division manager, E.M. Loew Circuit, reported weekend vaudeville resumed at the Court Square, Springfield, Mass. Johnnie Silverwatch is manager.

NEW BRITAIN

Extensive lobby renovations were completed at the Embassy. New rubber floor mats and advertising display frames were installed. Henry L. Needles, district manager, Warner Circuit, was in town conferring with Joe Miklos.

Peter Perakos and Sperie Perakos, Perakos Circuit, tripped to Elmwood to view construction on the circuit's latest addition, an 1100-seat house being erected in a new business development.

WETHERSFIELD

Celia Whorf, who resigned recently at Lockwood-Gordon-Rosen's Webb Playhouse, enrolled in the freshmen class at the University of Connecticut.

Maine

PORTLAND

A yo yo contest is being sponsored by the State, with, as grand prize, a \$75 bicycle. During the contest, two sweaters were awarded weekly at "Recess Time" to the two children who best handled yo-yos.

The State's Mary Brown won a scholarship for St. Joseph's College, and L. Eugene Gerey and Mrs. Frances returned from vacations.

J. Hall, secretary, Strand, returned from a trip to Quebec.

A new theatre, The Dollhouse, formerly the Deering, opened recently with two shows daily....Mrs. Edna Sawyer, Cape, returned from vacation.

Massachusetts

AMESBURY

Joe Bresnahan, manager, Strand, minimized his transportation problem. He and his wife moved to the Kimball apartment building, adjacent to the theatre, the apartment nearest the lobby, in fact.

FALL RIVER

Jewelry and other valuables, valued at more than \$1,000, were stolen recently from the home of manager Carl Zeitz, Academy Theatre, and Mrs. Zeitz....Upwards of 500 answers are received weekly in connection with the quiz periods conducted on Mondays and Wednesdays over WSAR by Yamins Theatres. Worthwhile charities or community projects are also publicized either by William S. Canning or John A. McAvoy, masters of ceremonies, during the quiz programs, which give highlights of motion pictures either playing or to be shown at the Yamins houses.

The lobby of the Empire, which William S. Canning manages, was being dismantled in preparation for the installation of a new marble finish, mirrors, and glass doors by William Reisman, Boston.

Large adult and juvenile audiences are being attracted weekends at the Embassy. John A. McAvoy, manager, by the new cartoon festival.



Walter Silverman, Columbia New Haven branch manager, succeeded Tim O'Toole.

William S. Canning was a recent visitor to Attleboro, Mass., where he was the guest of House Speaker Joseph W. Martin, Jr. Canning also visited Manchester, N.H.

LYNN

Manager Harold G. Cummings, Warner, and Mrs. Cummings have retaken up golf....Alfred Michalski, former assistant manager, Warner, and later manager, Circle, Manchester, Conn., has returned after

(Continued on next page)

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THE MOVIES
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Shown in a recent shot is the staff at the New Haven office of Republic. Standing, left to right, Jerry Lewis, branch manager; Frances Sorenson, Elizabeth Depolo, Carolyn Marra, Dorothy Pomeroy, and Tom McAndrews, and kneeling, Ed Canelli, Jr., and George Somma.

TRAVELLING AROUND WITH LEW HERB

(Lew Herb continues with his travels in the New England area. -Ed.)

Moving on in Worcester, Mass., our next steps were directed to the Park and Greendale, operated by the Forkey Circuit, and handled locally by William Brown. Both houses are at opposite ends of the city, but operate as a unit, playing the same attractions, with the same policy, day, and date. Brown, with a quarter-century of experience behind him, has been with the organization for 15 years, and has been located here in Worcester since these houses opened. The Park was the first, 10 years ago, followed by the Greendale a year later. The Greendale is currently being handled by Henry Cummings, who came here two-and-a-half years ago from Long Island, where he was connected with the Interboro Circuit, operating the Hobart, Woodside, L.I. The house, itself, is built along the "community type", with beautiful landscaping around it, and a large parking lot in the rear. Neither theatre has a balcony, all seats being on one floor.

While in Worcester, we also chatted with many of the projectionists, many of whom belong to Local 96, and a few who were non-union, too. Jack Hauser, stage manager, Loew-Poli, is president of the local and business agent for the stagehands, while John Murphy, a projectionist in this same house, is business agent for the projectionists. In this same booth, we also met Robert Krock and William and Walter Sullivan, two of four Sullivan brothers in the local. In the Royal booth, we met the youngest, and the oldest members of the local. Edward Humfries is the youngest, with about a year of experience, and George Rock, Sr., is the oldest. Now in his 70's, he founded this local, and is the only charter member still working. In addition, his son, George, Jr., also works in this same booth. The remaining projectionist in this theatre is Charles St. John, another veteran, with 36 years to his credit.

The Loew Elm Street booth is staffed by Walter Quist, Albert Dulmaine, Jack Levine, and Arthur Sullivan, who together represent about 120 years of experience. Levine is also one of three brothers in this local. Brother David shares the Greendale booth with Gerald Di Pienzo, who, incidentally, is to become a bridegroom on Nov. 6, while another brother shares the Plymouth booth with Mike Sullivan, Al Schroeder, and Gus McDermott.

The Warner booth is under the jurisdiction of Leo Walsh, Edward Boler, Harold Wyman, and George Gravell, and the Olympia is handled by Carol Paige and Earl Mott. At the Capitol, we talked with Charles Sullivan and John Sliwoski. The Family booth was occupied by Julius Lane and Jim Postale, while the Rialto was being handled by Leo Dattis and Jerry Turturro. Out at the Park, we met Tom McGauley and Phil Callan. The Motor-In, near Millbury, Mass., the second drive-in to be opened in this area, is staffed by Edward Shatsoff and L.J. Henault. This outdoor theatre is owned and operated by Mr. and Mrs. Wilfred Bernard, who opened it up last summer. Rather than being the strict conventional type of outdoor theatre,



Bill Morton, theatre publicist, center, is seen holding the microphone that promoted a lot of good publicity for the recent teaser campaign on the Albee, Providence, R.I., run of RKO's "The Velvet Touch". Morton conducted a street quiz show, and asked the audience, "Have you got The Velvet Touch?". Through a tie-up with Del Monte, cans of coffee were distributed to passers by.

with ramps and in-a-car speakers, this one is built on the side of a hill, with the screen at the bottom. The sound emanates from theatre-type speakers, atop the screen tower, and is audible all over the theatre. The section immediately adjacent is devoid of population, so it is not a noise nuisance, but Bernard expects to install individual speakers.

The Shrewsbury Drive-In, on the other side of Worcester, also operates on this same principal of central speakers rather than the individual in-car type.

(Continued from preceding page)

spending three years at the Will Rogers Memorial Hospital, Saranac Lake, N.Y. He has recovered his health, but will continue treatment at a local county hospital.

MALDEN

Ab Eilenberger, Granada, has been confined to his home for some time.

NATICK

Mrs. Nancy B. Harris, manager, M and P Colonial, recently passed away at the home of her daughter. Mrs. Harris is the widow of Fred Harris, who built the Colonial 20 years ago.

NEWBURYPORT

Speedy progress is being made in erection of the new Port. The building is being erected for the Massachusetts Amusement Corporation, and will be operated by Warners. The basement has been completed, heating equipment installed, and brick walls are growing in height daily....Paul Wenzel, manager, Strand and Premier, is back from a Wisconsin vacation trip. Andy Fowler was in charge....Tim Moynihan, Strand, visited relatives in Pennsylvania.

SALEM

Theatregoers will enjoy vaudeville again at the Empire....Warren Thompson is new on the Plaza staff.

TAUNTON

Raymond Sanborn, projectionist, Strand, and secretary, projectionists' local, accompanied his wife on a vacation trip to Canada....Mayor John F. Parker was listed to present Taunton's most popular high school student with the Royal typewriter, top award of the contest being held at Strand, Abe Sinow, manager.

"Stars of Tomorrow" weekly shows have started at the Park, John G. Corbett, manager.

WORCESTER

Endorsement and sponsorship of the Children's Film Library programs in the New England area was one of the salient features of the 39th annual convention of the Massachusetts Parent-Teacher Association at the Sheraton Hotel. "The Children's Film Library is of inestimable value to parent-teacher groups everywhere who are working for special programs for children," declared Mrs. William R. Blair, Great Barrington, Mass., state president, in addressing the more than 600 delegates. In undertaking sponsorship of the special performances for children, as inaugurated by Eric Johnston, president, Motion Picture Association of America, Mrs. Blair urged the conventioners to waste no time, upon returning to their respective communities, in contacting the local exhibitors, and having these programs launched. MPAA was represented by Duke Hickey, field coordinator, Association's Community Relations Division, who negotiated the New England group's sponsorship, and brought to the convention an elaborate exhibit tracing development of the Children's Film Library. Each delegate was registered by Hickey to receive special mailings, and was presented with a kit of materials designed to assist them in setting up the programs.

VARIETY CLUB CONNECTICUT TENT 3

The recent Lou Prima charity dance at the Armory was a success. To those who worked hard on this first real big venture by the Variety Club much credit should be given....The first dinner meeting in the new club rooms was held.



Tony Masella, assistant manager, Loew's Poli, New Haven, recently managed to find this old covered wagon for a ballyhoo on RKO's "Fort Apache".

NEWS OF THE

Territory

District Of Columbia

Washington

The local celebration of "United Nations Day" was one of the most outstanding, thanks to Warners' A. Julian Brylawski and WWDC's Ira Walsh, who wrote the script. Chairman Edgar Morris had looked forward to a topflight radio network show, but when Constitution Hall, which had been rented for the occasion, was not made available during the afternoon for a show rehearsal, the radio magnates pulled the show from the schedule, and left the local committee high and dry. To the rescue came Brylawski and Walsh, who worked up a topnotch show.

Elected MPTO of Washington, D.C., president for the 27th consecutive time was A. Julian Brylawski, with Fred Kogod, vice-president; Harry Bachman, secretary, and Roland Robbins, treasurer. Sidney Lust is national TOA director.

The date for argument in the K-B Amusement Company suit to force Stanley Company out of the jointly-owned MacArthur was again postponed last week. The new court date is Nov. 8.

WITH THE PROJECTIONISTS: William F. Schlicht, who had been in ill health for the past few months, died recently. He was employed at the Pix at the time of his death, but had worked at many other local houses for the past 10 years. Prior to this, he had been with Loew's, Baltimore, Md.... Gus, Broche, Warner, is in the hospital for a check-up.... The bowling league is rolling merrily along every Wednesday night at the Lucky Strike Alleys. The Dupont, RKO, and Pix teams won three games each, while the Columbia, Hippodrome, Palace, and Naylor won two. Bob Collett, Hyatts-

ville, Md., tied Charlie Fischer, Warner, with high game of 141, which also saw the season's highest handicap given by the Capitol to the Naylor, 87 pins.

The 64th semiannual convention of the Society of Motion Picture Engineers was the big news in this busy capital. Eric Johnston and Commissioner John Russell Young were on hand to say a word of greeting to the gathered SMPE delegates. Nat Golden, former Tent 11 chief barker and US Department of Commerce bigwig, was chairman of arrangements. Having a hand in the doings locally were members of the projectionists union.

Loew's Carter Barron did his voting down in Georgia, where he spent several days during his current vacation, most of which has been based around the Florida Keys.

Many benefits will flow to the industry because of the meeting held here last week of the Society of Motion Picture Engineers. The outstanding men of this segment of the industry met for five days, and participated in technical programs which must benefit every motion picture theatre and every production unit. The federal government combined with the outstanding industry representatives to provide lectures and demonstrations on the latest and most modern techniques on photography, recording, theatre installation, theatre television, equipment for television photography, and certain highly technical subjects so complex that only the top scientists of the industry were able to understand. Nor were the ladies forgotten. A complete ladies' program had been outlined by Mrs. Nathan D. Golden, who acted as hostess, which took the wives of delegates through a whirl of activities, including sightseeing trips, cocktail parties, and banquets. Assisting Mrs. Golden were Mrs. Joseph E. Aiken, Mrs. Frank Boucher, Mrs. John Bradley, Mrs. W.P. Dutton, Mrs. Eric Johnston, Mrs. Herman Lowe, and Mrs. David Palfreyman. In charge of the convention program as chairman



Betty Hutton is shown recently nailing the plaque of appreciation given her by the management of London's Palladium to her Paramount dressing room door at the coast studios. She recently successfully fulfilled a record-breaking engagement at the Palladium.

of the various committees were: William C. Kunzmann, convention vice-president; Nathan D. Golden, local arrangements committee; Gordon A. Chambers, papers committee; W.C. Kunzmann, registration and information committee, assisted by E.R. Geib and J.C. Greenfield; J.G. Bradley, luncheon and banquet committee; J.C. Greenfield, hotel and information; W.P. Dutton, public-address Equipment; Harold Desfor, publicity committee, assisted by Leonard Bidwell; ladies' reception committee, Mrs. Nathan D. Golden; Lee Jones, membership and subscription committee; R.B. Dame, projection program--16mm., and H.F. Heidegger, projection program--35mm., assisted by A. Pratt. They were assisted by officers and members of Projectionists Local 224. The welcome address was delivered to the entire gathering by Commissioner John Russell Young, president, Board of Commissioners, District of Columbia.

MOD committee folks from the mid-Atlantic area met with Edgar Morris, chairman, and Rick LaFalce, publicity aide. Heading the group of out-of-towners was Warren Coss, New York office. Plans were discussed for the



Part of MGM's recent campaign to exploit its Technicolor feature, "The Secret Land", was a premiere at the St. Mary's, Leonardtown, Md., on Navy Day. Captain John Quackenbush and other navy officers attended the ceremonies. At left, left to right, are Colonel Roland Duke, attorney William Loker, Captain Quackenbush, Edward Long, Paul Wall, MGM staff, Washington, and Jack Fruchtman, New, Leonardtown, Md., at a cocktail party before the

banquet which was tendered Quackenbush. Center, Quackenbush addressed students at the St. Mary's Academy as part of a speaking tour that took him to several area schools. Right, Quackenbush, standing, speaks about his "Little America" experiences at the Chamber of Commerce banquet. Others at the table are Commander John Neilson, Fruchtman, Wall, Admiral Sucek, Mrs. Sucek, Bascom Broun, Mrs. Broun, Mrs. Bing, Commander John Bing, and K.B. Duke.

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By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

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continuation of the infantile paralysis drive.

Here in town was Maurice N. Wolf, MGM, who gave his address, "Motion Pictures is My Business", at the weekly meeting of the Advertising Club of Washington. Wolf, a graduate of the University of Texas, and who, by the way, has operated theatres, is known for his humanitarian movement of providing motion pictures for shut-ins.

Earle W. Sweigert has resumed his post as Paramount district manager, including Washington, Philadelphia, and Pittsburgh.

PARAMOUNT NEWS: The Society of Motion Picture Engineers opened its convention at the Hotel Statler with 500 delegates, presided over by Loren Ryder, Paramount....Ray Milland, was scheduled to appear at a polo game in Baltimore, Md., lending his name for the benefit of the Damon Runyan Cancer Fund....A three-way tieup in Baltimore, Md., between Paramount, Keith's, and Park and Tilford resulted in free plugs on four radio stations for five days on "Night Has A Thousand Eyes". Theatre passes and Winx Eye makeup kits were given as prizes on radio programs....Booker Fred Von Langen, who achieved publicity recently through spending his vacation contacting exhibitors, and getting drive dates, wishes it known that there us only one "L" in his name, not Von Langlen, as this reporter had it. (The "L" you say, Fred. Be sure to show this copy of The Exhibitor to Mrs. Von Langen.)

Everyone will be happy to learn that Gene Ford, Loew's Capitol, is recuperating very nicely following a recent illness. Able Jack Foxe is handling many top assignments during the absence of both Carter Barron and Ford. -C.S.

Maryland

BALTIMORE

Joe Walderman, Monroe, Park, and Lyceum, has taken over the Edgemore, North Point and Sparrows Point Roads.

Ron Randell, young Columbia leading man, was in Baltimore as guest of honor at the charity polo game spon-



Shown here are Walter Wanger, left, and RKO sales chief Forest Mochier, right, at the luncheon at New York's "Club 21" held in connection with the recent trade showing of "Joan of Arc".

sored by The News-Post for the benefit of the Damon Runyon Cancer Fund. The match was held at the Babe Ruth Stadium. About 20,000 people attended the game.

Miss Thelma Johnson, office manager, Cohen Brothers Theatres, Essex, Md., the Essex and the Alert, was married to Leroy Brown. The couple went on a honeymoon to North Carolina and other southern places.

A new corporation is the Theatre Enterprise. The incorporators include G. Dudley Iverson, Theodore Sherbow, and Myrtle A. Renshaw, and with 10,000 shares of \$10 par value each.

At the Century, William K. Saxton held his benefit for the Damon Runyon Cancer Fund, showing "Blue Skies", with several film stars in person. Joe Louis appeared at the benefit for the same fund at the Royal.

William K. Saxton arranged a tieup with The Baltimore News-Post. Contestants wrote in about the exciting episodes they remembered from exciting western stories to promote interest in "Red River".

H. Ted Routson, Little manager, acted as master of ceremonies for the children's show at the Hippodrome.

At the Advertising Club of Baltimore luncheon at the Emerson Hotel,



Eric Johnston, president, Motion Picture Association of America, was principal speaker at the SMPE's 64th semi-annual convention, held recently at the Hotel Statler, Washington. Others at the meeting were, left to right, Nathan D. Golden, chief, motion picture division, Department of Commerce; Johnston, Loren Ryder, president, SMPE, and J.R. Young, chairman, Board of Commissioners.

guest of honor was Maurice Wolf, MGM, who spoke on the subject, "What Makes the Motion Picture Business Move."

J.L. Schanberger and Fred C. Schanberger, Keith's, arranged a special sneak preview of "Night Has A Thousand Eyes".

J.L. and Fred C. Schanberger, Keith's, arranged to have refreshments and entertainment at the Keith's Ballroom atop the Keith's for the 700 children who were taken on a tour of the historic spots of Baltimore during the Downtown Week celebration.

Bert Claster, Hippodrome, arranged a special fur fashion show.

-Jacques Shellman

CUMBERLAND

A team of eight huskies, one of several used by the Byrd expedition to Little America in the winter of 1946-47, were on display recently in the City Hall Square. The dogs were brought here by Captain Robert Phifer, Metro, in connection with "The Secret Land". The picture was shown at Darnell's Maryland.

Darnell's Embassy played the stage attraction, Ches Davis and His "Chicago Follies"....E.B. "Barney" Barnett, Altec engineer, was making his regular calls.

Schine's Strand, managed by Reynold Wallach, held a prevue on "Apartment For Peggy"....Darnell's Maryland, managed by Ray Light, held an advance sale of tickets for the one night stage showing of Dr. Neff's "Madhouse of Mystery".

LEONARDTOWN

Theodore K. James, Hollywood, Md., is the new extra profits salesman at the New...Paul Hampton, projectionist and assistant to manager Val Lyons, New, was tendered a birthday party by the theatre's Alice and Edith Russell, at their home in South Leonardtown in honor of his 21st birthday....Alterations and improvements progress at St. Mary's, where Bob Wentworth, manager, says the balcony will henceforth be reserved for colored patrons.

MGM's "The Secret Land", New, coincided with Navy Day, and quite a celebration and exploitation campaign were put on with the navy band playing outside the theatre, and anti-aircraft searchlights creating the atmosphere of a Hollywood premiere as they lit up the front of the theatre. A large banquet sponsored by the Leonardtown Chamber of Commerce was given at the Wharf Club in honor of Captain Robert Quackenbush. Many high ranking naval personnel were in attendance, including those from the Patuxent River U.S. Naval Air Test Center, Cedar Point, Md. Earlier in the day, most of the naval personages, accompanied by K.B. Duke, owner, St. Mary's, visited the public and parochial schools and the Leonard Hall Junior Naval Academy, and talked

to the children. Earlier, the huskies appearing in the film made local appearances at the schools. Following the banquet, the St. Mary's County National Guard unit held a ball at the Wharf Club, for which the guests all remained. The film also played at the Park, Lexington Park, Md., and the navy band also appeared there in concert.

There is a new book, "The Master Of The Muses - The Life Of George Morgan Knight, Jr." It is authored by Robert H. Woodward, South Bend, Ind., Knight is The Exhibitor's correspondent in the Southern Maryland area. Knight has his 14th song being played by orchestras throughout the country, "You're My Distraction."

SOLOMON'S ISLAND

The D and L played Indian star

Chief Thunder Cloud, who featured his horse, "Good Scout, Jr."

West Virginia

KEYSER

The new Baker's Air Park Drive-In constructed on the immediate outskirts of Burlington, W.Va., a small community located 13 miles southeast of here, officially was opened. Provisions have been made for 400 cars, but for the remainder of the season, there are only 270 speakers in service. The Air Park Drive-In is equipped with DeVry "12000" Series projectors. Amplifier is also of the "12000" Series, with an output of 120 watts. There are two shows each night. On Sundays, shows will start at 9 p.m., after church services are over. All projection equipment was furnished and



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The recent Washington premiere of the Eagle Lion release, "The Red Shoes", was a gala event attended by top Washington social leaders and ambassadors of many nations. Shown here are a few of the many luminaries who went to

the gala premiere: left, left to right, Mr. and Mrs. Sean Nunan, the Irish Minister, and his wife; center, Mrs. Martin Vogel, second from right, and her guests, and, left, Ralph Pittman, being interviewed by Hazel Mankel.

TRADE SCREENINGS

WASHINGTON

RKO (932 New Jersey) Dec. 7, 10:30 a.m., "So Dear To My Heart".

RKO (932 New Jersey) Nov. 9, 10:30 a.m., "Every Girl Should Be Married"; 2:30, "Indian Agent"; 10, 10:30 a.m., "Blood On The Moon".

MGM (928 New Jersey, N.W.) Nov. 3, 2, "San Francisco"; 8, 2, "A Night At The Opera"; "3 Godfathers".

installed by Lovett and Company, Clarksburg, W.Va., and its representative, Gray Barker, is handling the film bookings. David S. Baker, the owner, states that he will have ready by next season all the modern facilities available for drive-in operation, including refreshment bar and comfortable restrooms. Phil Baker, projectionist, is the brother of the owner.

PHILIPPI

The Grand, owned and operated by Mrs. E. Phillips, has a complete new booth including Super Simplex projectors, Peerless Magnarc high intensity lamps, four-tube National rectifiers, Simplex Model "E" sound system with Altec Lansing's "Voice of the Theatre" speakers, and Kollmorgan

Series II coated lenses. A new Walker Plastic molded screen has also been installed, with re-carpeting and stage drapes to follow soon. National Theatre Supply, Pittsburgh, sold the equipment, and installation was supervised by E.B. Barnett, district Altec engineer.

PIEDMONT

Newton B. Carskadon's Majestic, managed by Jack Cooper, installed new Ideal Push-Back seating, furnished by Charleston Theatre Supply, Charleston, W.Va.

ROWLESBURG

James L. House, a resident of Keyser, W.Va., is spending several days here every-other-week, learning projection. Leonard H. Tasker, Rowlesburg projectionist, is doing a nice job of teaching, and House hopes to be able to operate in time to get a drive-in position next season.

VARIETY CLUB

TENT 11, WASHINGTON D.C.

VARIETY CLUB: Frank Boucher, Chief Barker, Tent 11, announced the appointment of the dinner dance committee for the annual dance, which will be held at the Statler Hotel on Nov. 20. General co-chairmen are

KEY CITY

First Runs

Baltimore, Md. (31) - Century, "Red River" (UA); Stanley, "Sorry, Wrong Number" (Para.); Town, "Lost Horizon" (Col.); Keith's, "Night Has A Thousand Eyes" (Para.); Hippodrome, "The Untamed Breed" (Col.); Little, "Henry V" (UA); Times and Roslyn, "Code Of Scotland Yard" (Rep.) and a reissue; Mayfair, reissue; Stanley, "Cry Of The City" (20th-Fox).

Carter T. Barron and Sam Galanty; welfare awards, Fred S. Kogod; program advertising, Archie D. Engel; publicity and printing, Hardie Meakin, Lou Janof, Bill Hoyle, Jack Foxe, and Sol Kullen; entertainment, Gene Ford, Arnold Fine, Maxim Lowe, and Wade Pearson; tickets, Leon Makover, Dr. Sylvan Danzansky, Art Jacobson, and Jerry Adams; distinguished guests, Sidney Lust and Robert Denton; personnel, Angie Ratto and Harry Bachman; decorations, Herbert Sauber and Barney Klateman; menu, Dave Sadel and Sam Forst; music, Morgan Baer; seating, Nathan D. Golden, Ben Caplon, and Paul Rich; souvenirs, Herman Paris, Robert Mittman, Cabot Felman, and Rich; welfare gifts, I.S. Burka, and budget and expenses, James Sandford and Harry Coonin.

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NEWS OF THE

Territory

New York City

CROSSTOWN

Booker Mort Lightstone, Island Circuit, was receiving congratulations and passing out cigars over the birth of his second daughter, Helene Alice Lightstone, on Oct. 19.

The United Hospital Fund, now seeking almost three million in its current campaign to help its 86 member voluntary hospitals in Greater New York, announced last week it will be the beneficiary of a special pre-premiere performance of RKO's "Joan of Arc" on Nov. 10 at the newly remodeled Victoria. The special performance is being made possible by Sierra Pictures, and Robert W. Dowling, president, City Investing Company.

Bonded Film Storage Company, Inc., representative of National Film Service, Inc., took over the physical handling of films for Eagle Lion last week, it was announced by William J. Clark, executive vice-president. The service includes film inspection, shipping, mounting, and storage.

E.Z. Walters, Altec Service controller, returned to the coast last week.

A varied program of special events including quiz shows, fashion shows, midnight horror shows, kiddie program, and selected foreign features, has been planned by Walter Reade Theatres to carry the circuit through the Christmas holiday period. The quiz shows, to be known as "Walter Reade's Prize Party" will be recorded on the stage of the Paramount, Plainfield, N.J.; St. James, Asbury Park, N.J., and Strand, Perth Amboy, N.J., and will be broadcast over WVNJ. The horror shows will be presented by Hygienic Productions' "Chasm of Spasms". The kiddie shows will feature "lucky color card matinees" and "race reels". Vaudeville, meanwhile, is continuing to play Reade houses in Long Branch, N.J., Plainfield, and Perth Amboy, as well as Kingston and Saratoga Springs. It was also announced that all Reade houses would utilize television, radio, special slides, and stage announcements to bring election returns quickly to its patrons on election night. Nine of the circuit's New Jersey theatres were to offer television coverage.

Moe Kerman, president, Favorite, left for the coast last week. More than 500 executives, employees, and guests attended the annual nightclub party of the Family Club at Iceland Theatre Restaurant last week. Lew Lehr, president, acted as m.c. A feature of the night's program was the presenting to members of the 20th-Fox championship softball team with individual trophies and the midtown variety league pennant.

NY PROJECTIONISTS
MEET IN GLOVERSVILLE

SYRACUSE: It was announced last week that the New York State Association of Motion Picture Projectionists would hold its annual fall meeting, dinner, and election at Gloversville on Nov. 15 at Flynn's.

Through the efforts of board member Ken Allfrey and the membership of Local 290, a big day has been planned.

The wives of members have been invited and an afternoon tour and evening surprise planned for them. They will be guests at the dinner.

Ray Milland, accompanied by Mrs. Milland, arrived last week by plane from Hollywood... Steve Strasberg, Republic publicity staffer, became a proud father of a boy baby born to his wife, Gertrude, at Jewish Memorial hospital on Oct. 18.

Harry Gabriel, manager, Senate, Brooklyn, as street bally for Columbia's "The Fuller brush Man", has an aide on the streets attired in full dress suit carrying a grip and brushes in his hand. A sign on the grip told the playdate, and the aide distributed circulars.

Shirley Frankel, secretary to Samuel Schneider, Warners' vice-president, entered French Hospital last fortnight for major surgery... Howard Dietz, MGM vice-president and director of advertising, publicity, and exploitation, left last week for the coast.

Joel Levy, Loew's out-of-town booker, returned last week from a vacation at Atlantic City, N.J.... Silas F. Seadler, director of advertising for MGM, was a speaker before The Critics' Circle of the Foreign Language Press last week.

The Bijou last week unveiled the very newest decor in motion picture theatres when it reopened for the Eagle Lion "Red Shoes" premiere. City Investing Company, owner, claims the latest type projection equipment and new screen, as well as new seats, are the last word. Manager Maurice Maurer also points to the utilization of the



Gene Autry, Columbia cowboy star, was interviewed by Radie Harris recently on her CBS network show in New York City while at Madison Square Garden.



Charles J. Angelo manages the Meserole, very prominent Brooklyn theatre.

newest type advertising medium in the lobby, VitaVision, three dimensional displays. The gala premiere was attended by leading military, naval and air force figures, society leaders, stage and screen stars, and industry heads. The opening was sponsored by Soldiers, Sailors and Airmen's Club.

B.G. Kranze, Film Classics worldwide sales chief, left last week to visit exchanges as far west as Kansas City to discuss sales plans for the company's new product.

David Horne, Film Classics foreign sales manager, left last week for Havana... I.E. Lopert, president, Lopert Films, Inc., returned last week from a trip to France and Italy.

Hazel Brooks, SRO star, arrived by plane from Hollywood last week... Charles Schlaifer, director of advertising and publicity, 20th Century-Fox, returned last week from Omaha. Murray Silverstone, head, 20th Century-Fox International and Inter-America Corporation, left last week for London and the continent.

Sid Blumenstock, assistant exploitation manager, 20th Century-Fox, left last week for Chicago in connection with "The Snake Pit" premiere.

The Motion Picture Chapter of the American Veterans' Committee announced last week that it will sponsor the local premiere of Paramount's "Sealed Verdict" on Nov. 1 at the Paramount, where the regular run begins on Nov. 2. Taking over the entire theatre for the special showing, the veterans' group will present a special stage show in addition to the advance premiere of the film. Arrangement has been made for attendance at the premiere of hospitalized veterans from neighboring army, navy, and marine hospitals. A limited number of reserved seats for the premiere are available at prices ranging from \$1.50 to \$2.40 from George Fiedler, secretary, Motion Picture Chapter.

George D. Burrows, executive vice-president and treasurer, Monogram and Allied Artists, arrived last week from Hollywood... Edward M. Schnitzer, eastern and Canadian sales manager for UA, became a grandfather for the fourth time last week with the announcement that a six and one-half

pound boy had been born to his daughter, Mrs. Lawrence Parsly, at Doctor's Hospital.

Anthony Mann, Eagle Lion director, planed in from Hollywood last week with a print of his newly-completed "Reign Of Terror" to confer with Walter Wanger, Arthur B. Krim, and Max E. Youngstein....For the first time in its history, the Museum of Modern Art is permitting its priceless masterpieces to be displayed in a motion picture, with a group of paintings, drawings, and sketches for ballet costumes and settings by contemporary masters on display at the Bijou currently in connection with EL's "The Red Shoes".

The Paramount scored another television first on election night when it employed large-screen theatre television to present patrons with election returns at regular intervals. The coverage was made possible by collaboration between the theatre and WPIX. As the events were broadcast, they were film-recorded in the projection booth of the Paramount, and edited selections shown at appropriate intervals on the theatre's 18 foot by 24 foot screen.

Syd Royce, U-I artist, contributed to the series of Babe Ruth Foundation paintings which were auctioned off at the Cardinal Restaurant last week to help raise funds for the Foundation....Teddy Pictures Company announced last week that it is handling nationally two Negro shorts, "Visit To The Champs" and "Bright Lights Of New York"....David O. Selznick and Sir Alexander Korda arrived from Hollywood and London respectively last week....Paul MacNamara, vice-president in charge of public relations for all Selznick enterprises, arrived last week from Hollywood to set up the publicity, advertising, and exploitation campaigns for "Portrait of Jennie".

A benefit performance of the Italian film, "The Spirit and The Flesh", was held at the Stanley last week to aid the tubercular children of Italy.

The new Calderone, Rockville Centre, L.I., now under construction, will be operated by Skouras Theatres, it was announced last week. The 2500-seater will be completed in late spring or early summer, with many innovations promised.

New Jersey

NEWARK

Billie Gitow, Warner Theatres' contract department, announced her engagement last week to Arthur Goldfarb, Hillside, N.J....John Stanek, Warner Theatres' booking department, left to assume duties as manager, Eureka, Hackensack, N.J. Stanek, before entering the Marine Corps, was assistant manager, Regent, Elizabeth, N.J., serving in the Marine Corps for three-and-one-half years.

The Roosevelt had a Hallowe'en party for children....The Ritz; Eliza-



Manager Harold Mortin, Loew's State, Syracuse, is shown as he recently handed "iron claws" to three of the town's policemen who identified the spy in Columbia's "Walk A Crooked Mile". The stunt helped business.

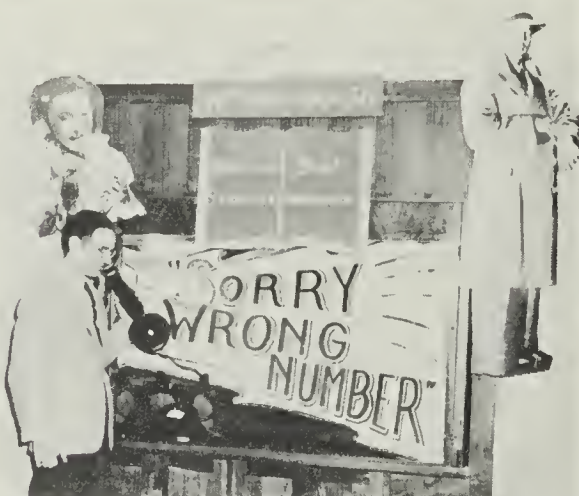
beth, N.J., had a fashion show in the form of a contest on the stage, to pick "Miss Dodson of Elizabeth". The show was sponsored by Levy Brothers department store and the Doris Dodson Manufacturers Company.

The Cranford, Cranford, N.J., had a Hallowe'en party....J.V. Stark, manager, Regent, was elected to the executive board of the Robert Treat Boys Club.

The DeWitt, Bayonne, N.J., is running a "Fun In The Sun" contest in November. There will be four grand prizes, with paid vacation in Miami.

PERTH AMBOY

All city, house, assistant, and student managers of all Walter Reade Theatres in seven New Jersey and two New York towns met last week at the Strand for a discussion designed to better inform all managerial personnel of circuit program and plans. Walter Reade, Jr., stated similar meetings will be held at regular intervals to supplement the monthly meetings of city managers. The National Carbon Company's film, "Carbon Arc Projection", was screened, and plans made to have subsequent showings in each



Fred Utter, assistant manager, Walter Reade's Community, Norristown, N.J., recently put this effective bally into the lobby for Paramount's "Sorry, Wrong Number". He had recorded the busy signal from the picture, and the voice saying, "sorry, wrong number" and played the record during rush hours.

town for training of projectionists, aides, and other theatre personnel. 20th Century-Fox's "Apartment For Peggy" was announced as the campaign picture for November.

New York State

ALBANY

Agnes Egan, Warner Theatres' stenographer, was married to Albert J. Fournier on Oct. 9 at the Sacred Heart Rectory. After a reception at North Albany Post 1610, the couple left to honeymoon in Canada....Charles Gordon, Olympic, Utica, was in Mexico on a business and pleasure trip....Milt Berkeley, recent operator, Royal, Harrisville, has taken over the Community, Newton Falls, from Harry Savett.

A testimonial dinner for Charles A. Smakwitz, recently promoted to zone manager for Warner Theatres and former Chief Barker, will be held at the Colonie Country Club on Nov. 15 by the Variety Club, Tent 9. A committee headed by Neil Hellman includes Mayor Erastus Corning, honorary member....Neal Coogan, Warner Theatres' field supervisor, New York, is spending several weeks in the Albany office... Dave Miller, U.I. district manager, and Fred Meyers, eastern sales manager, were in, as was Al Bondy....Mary McGuire, Columbia assistant booker was married to Marcelle Fournier on Oct. 23 at St. Agnes Church, Cohoes... A new addition to Warner Theatres' office is Ann Barker, stenographer.

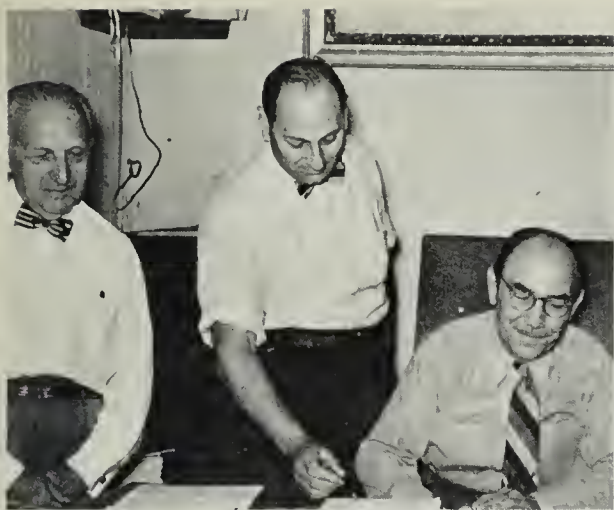
BUFFALO

Ruby Schweickert, FC cashier, was married on Oct. 30 to Wesley Tresch at her home in East Concord. After a reception for 200 guests at the East Concord Fire Hall and a honeymoon in Washington, D.C., the couple will make their future home at 131 La-Salle Avenue.

Phil Fox, Columbia branch manager, pleased with son Stuart's report card, rewarded him by taking him to the Kensington-Bennett football game... Joe Miller, district and branch manager, Film Classics, was in after a business trip to Albany and a swing of his territory....Jack Goldstein, National Screen Service, and staff are busy as beavers working on the current "George Dembow Drive."

Felicitations go to Eddie Smith, Sr. RKO salesman, who celebrated a birthday....Eleanor Paradeis, Pam-O-Film is back on the job after being confined to her home....Clara Rasinski, RKO staff, returned via plane from California....Betty Tyler, National Screen Service, was spending her vacation entertaining her mother and dad, who arrived from Washington, D.C.

We hope for a quick recovery of Rose Roberts, Pam-O-Film....Louise Keukrath, Columbia, is pleased that daughter Doris has her own flat....Bernie Kranze, FC general sales manager, was in for a sales meeting... Margaret Crean, secretary to Jim Winn, visited her sisters at Prattsburg.



Seen in a recent shot, left to right, are Maxwell Brown, William Levee, and Ted Krassner, in the office of the Liberty, Freehold, N.J., one of the theatres under the direction of Henry "Doc" Brown. Levee manages the house.

Condolences go to Carole Brosious, RKO staff, and family, whose brother, killed in action in Germany two years ago, was returned home for burial.... Congratulations go to John Bykowski, United Artists office manager-booker, and wife, Helen, who celebrated their 25th wedding anniversary.

June Papeira, secretary to Jack Chinell, RKO branch manager, and Wilma Powell, RKO biller, are spending these cold fall evenings taking up the art of knitting.

Beatrice Tishkoff, daughter of Bill Tishkoff, Rochester exhibitor, was to be married to Murry Fish, St. Catharines, Ontario.... The committee in charge of the Variety Hallowe'en party sent notices to all barkers, wives, and friends to hobnob with the goblins on Hallowe'en eve.

Condolences go to Wilma Powell, RKO biller, whose niece, Diane Elizabeth Powell was killed by an auto backing out of the drive.... Milt Harris, exploitation representative, United Artists, is in town to work with Charlie Taylor, Shea publicity staff, on "Red River", Sheas' Buffalo.... Carl Rindcen, Shea's Buffalo manager, reports a big advance sale for the midnight horror show.

The finishing touches were now being erected on the new Shea Great Lakes marquee.... John Zimmerman,



Arthur Krolick, manager, Paramount, Rochester, planned this tie in recently with a leading department store for his run of The March Of Time entry, "White Collar Girls", for 20th-Fox.

Shea's Niagara, held a Hallowe'en masquerade and costume party for the kiddies. -M.G.

ROCHESTER

Manager Arthur Krolick, Paramount, had an elaborate false front on the theatre representing a prison in connection with "Canon City", first time since the theatre was remodeled. He also had an exhibit of guns and knives, and a man in prison uniform handing out throwaways in the downtown area.

Don Whittington, Lincoln, was looking for a new auto. Someone stole his machine from its parking place beside the theatre, and left it on the New York Central tracks, where it was demolished by a train.

Manager Lester Pollock, Loew's, booked a Hallowe'en midnight spook show with pie-eating contests on the stage and an organ songfest at regular prices.... Manager Stewart Adair, Embassy, installed a new Walker screen, but was awaiting new sound heads before the new projection machines could be put into operation.

Morris Rosen, manager, Schines' Monroe, ran "Israel Reborn", and personally arranged extra publicity with endorsements from synagogues.... Manager Al Koff, Murray, tried Italian films.

Some 7,000 teachers from the 11-county district attending a teachers' convention had morning mass meetings in the RKO Palace and Loew's.... Paramount manager Krolick reported the Monday night talent shows on the stage were building audience pull, and already had nearly 300 applicants for talent tests.

William Tishkoff, Central Drive-In, and Mrs. Tishkoff announced the engagement of their daughter, Beatrice, to Murray C. Fish, St. Catharines, Canada. She is a graduate of the University of Michigan.... Alice Sweeting, assistant manager, Embassy, was recuperating at home after her operation. -D. R.

SYRACUSE

Manager Harold Martin, Loew's State, arranged a press conference for a quartette of blonde, brunette, and redhead co-eds from Syracuse University as part of his campaign for "An Innocent Affair". The girls made a picture which was used in The Post-Standard in a two-column cut, heading the interview. The conference was held regarding a recent United Artists flirting survey of women. The two-column interview made interesting reading, and gave adequate mention of the film. An attractive window was arranged, also, in the Adam Hat store, which displayed stills, and theatre cards, giving stars and dates.

Joe LaBelle, Paramount, is trying hard to get home earlier mornings. Wonder why?... Note to Howard Kelley, Jacksonville, Fla.: Thanks a lot Howard, your favorite industry paper, THE EXHIBITOR, will arrive regularly for another year.... Jack Flex, former

TRADE SCREENINGS

ALBANY

MGM (1052 Broadway) Nov. 3, 8 p.m., "San Francisco"; 8, 8 p.m., "A Night At The Opera"; 16, 8 p.m., "The Kissing Bandit"; 30, 8 p.m., "3 Godfathers".

BUFFALO

MGM (290 Franklin) Nov. 3, "San Francisco"; 8, 2, "A Night At The Opera"; 16, 2, "The Kissing Bandit"; 30, 2, "3 Grandfathers".

NEW YORK

MGM (630 Ninth Ave.) Nov. 1, 10.30 a.m., "San Francisco"; 8, 10.30 a.m., "A Night At The Opera"; 16, 9.30 a.m., "The Kissing Bandit"; 29, 10.30 a.m., "3 Grandfathers".

manager, RKO-Keith's, tells us that he was amazed recently to meet so many of the old crowd while strolling along Broadway.

Guess it is too late for Gus Lampe to do anything about the Syracuse University football team this year. He should start coaching in the spring of 1949, instead of waiting for the day of the game.... Note to Harvey Cocks, general manager Quimby Theatres, Fort Wayne, Ind.: We have the reels alloiled up, and expect to look for the cod the middle of November. Will give you the score later.... Very glad to have had the pleasure of the visit from Harry Burgess, Sr., recently.

Return of the cooler weather has helped business in the city, but on the whole, grosses are not up to par. -J.J.S.



Howard Dietz, MGM ad publicity head, is shown as he recently received the scholastic magazines group award for "The Secret Land" from publication editor-in-chief Kenneth Gould.

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EYEING THE *Exchanges*

NEW YORK: The Will Rogers Memorial Fund Drive continues in full swing. Latest plans are that the event will take place around Christmas time at



WALT PASHKEN

the Hotel Astor. The complete list of prizes includes two 1949 automobiles, an all-expense trip to Hollywood for two, one \$1000 savings bond, two \$500 and five \$100 bonds, season passes to the 1949 Giants, Yankees, and Dodgers baseball games, television sets, and a complete sound projector.

MGM: Mrs. Bertha Aaron was guest of honor at a dinner given in celebration of her 82nd birthday on Oct. 17 by her illustrious children. The toasting offspring were Eddie, assistant general sales manager; Charles, district manager, and Virginia, booker....Head shipper Gerard Lee was a year older on Oct. 20....Phil Lewis, Valley, Spring Valley; David Mavity, Pelham, Pelham, and Pix, White Plains, visited.

U-INTERNATIONAL: The office alterations were completed, and numerous large, colorful posters depicting the latest pictures and their stars were on display....The staff was busily engaged in the "Unity Drive", which got under way on Oct. 31....Typist Marie Yamasacki resigned....Film room examiner Viola Meissner left....A bookers' screening of "Kiss The Blood Off My Hands" was held.

EAGLE LION: The EL Family Club held the Hallowe'en Dance at the Hotel Diplomat on Oct. 29, and approximately 400 people attended. Many exchangeites were present....Typist Shirley Greenberg was welcomed by the booking department.

REPUBLIC: The Republic Brancheites Club held its monthly meeting, and continued their discussion of the constitution, etc. The club room was decorated with wall paper, and brightened with pictures. Modern furniture in the form of a bridge table and a

radio were acquired....Print booker Chrys Blionas and typist Gloria Sheldon were out ill....Film room examiner Irving Rabinowitz celebrated a birthday on Oct. 15.

MONOGRAM: Frances High, pretty booker's secretary, was on temporary leave from the office resting at the New York Hospital for some corrective surgery....Contract clerk Ira Aaronson celebrated his birthday on Oct. 28....Bookkeeper Sheila Fleit and Lee Noack and Anne Keohan, contract department, were ill....Ye Olde Yale Grad John Burrows, contract department, continued his weekend jaunts across the country to root for the Eli footballers, and returned from Wisconsin in high spirits.

RKO: Sadie Castanza, bookkeeping department, was out on her vacation....Stenographer Rose Bellino was ill....Rose Ozares, biller, was ill.

UNITED ARTISTS: Nancy Ni, typist, joined the staff in the booking department....Head shipper Harry Newman was out with a slight injury....Sam Davis, Phoenixia, Phoenixia, and Jules Resnick, Park, Trenton, N.J., visited.

NATIONAL SCREEN SERVICE: The NSS keggers continued their athletic endeavors, and while the Alliettes widened their lead in the female with a 7 and 2 standing, the men's league became a wide open affair as the Terrors and Prize Babies surged to the top with a 6-3 average. Phil Liso, Drams, and Margaret Gans, Alliettes, were top scorers with plus-handicap scores of 237 and 185, respectively....New employees were Vivienne Storch, Annette Eisenberg, and Albert Durso, in the accounting department; Tony Rosetti, in postal; Rosemarie Willenbacher, in special service, and Betty Gellman, as clerk.

20TH CENTURY-FOX: A meeting of the Fox Family Club was held, and nominations were accepted for the various official positions....Typist Terpsichore Sempepos resigned....Herb Nolan, St. Cloud Circuit, and Eddie Lachman, Boonton, N.J., were visiting around....The Championship softball team received individual trophies and league pennant during the festivities of the Family Club party at the Iceland Theatre Restaurant.

RAMBLIN' 'ROUND: Joe Brenner was admiring the new coating of green paint adorning the walls of his office....Columbia booker Charlie Rosenblatt returned from his vacation with many tales of his new offspring, Jeffrey Alan....Al Bondy was on a business trip....Famous is releasing "Borderhouse Blues"....Screen Guild had some changes in personnel. Judith Goldman, secretary, resigned, and Gertrude Johnstone replaced, and Norma Kaplan, formerly with the Island Circuit, replaced booker Eileen Adler, who left. Salesman Lou Trachtman is no longer with Screen Guild....The opening of "Joan Of Arc" looks like one of the big events of the season...."The Snake Pit" bow at the Rivoli also should be big.



William Holden, left, starred in RKO's "Rachel and the Stranger", is seen as he recently received the "Picture-of-the-Month" award from Phil Wilcox, Parents magazine.



James R. Grainger, Republic sales and distribution head, is shown recently receiving the congratulations of Walter L. Titus, Jr., and Edward Walton, who are the co-captains in the "Jimmy" Grainger sales drive current.



Ray Milland and his wife arrived in New York recently to be on hand for the opening of his latest, Paramount production, "Sealed Verdict".



Ingrid Bergman, star of RKO's "Joan of Arc", is shown here as she recently arrived in New York from Europe. She then continued on to Hollywood.

THE EXHIBITOR
will celebrate its
30th ANNIVERSARY
in the issue of
November 24

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Watch For It!

NEWS OF THE

Territory

Philadelphia

Crosstown

It was learned last week that a public hearing will be held in November on a proposed 10 per cent amusements tax for the township of Lower Merion. Such a tax was approved at a township meeting. All events at which admission is charged would be affected.

Two 'teen-age boys were arrested last week by police who found them hiding in the manager's office at the S-W Kent. The police were attracted to the theatre as they were driving by, and heard the burglar alarm ringing. The boys said they hid in the theatre after the show, then broke into the office. They were sent to the House of Detention.

Samuel Mandell, manager, Stonehurst, was robbed of between \$600 and \$700 last week at the theatre. The audience was unaware of the incident.

Following the lead of Stanley-Warner Theatres, the William Goldman Theatres and the Fox upped their admissions last week by five cents.

A woman collapsed and died in the S-W Savoia one day last week. She was taken to the St. Agnes Hospital by police where she was pronounced dead.

Jerome Myers, who operates the Bell, will soon celebrate his 13th year of handling the theatre. Mr. and Mrs. Myers returned several months ago from a trip to the Orient on business and pleasure, and he has lots of interesting stories to tell of industry goings-on in China.

Vine Street

The trade learned last week that Paramount's Earle W. Sweigert has resumed his post as district manager over Philadelphia, Washington, and this area, a position left vacant when he took over the mid-eastern division three years ago. E. K. "Ted" O'Shea, who is executive assistant to Charles M. Reagan, Paramount vice-president, will add the division to his duties. The mid-eastern office moves back to New York City, with Sweigert making his headquarters here.

The Colosseum of Motion Picture Salesmen met last week at the Broadwood, and the delegates to the recent Chicago meeting made their reports to the membership.

Exhibitors will be interested in learning that as of Oct. 15, pottery workers were given a 10 per cent increase, which probably will leave its effect on the price of dishes as premiums.

John Golder, special representative, Jam Handy Films, was in Atlanta last week on business.

James P. Clark, Highway Express Lines, announced last week that "under no conditions are riders permitted in our company-owned trucks or cars, or in private cars operated on company business. There are to be no exceptions to this rule of the company, the Interstate Commerce Commission, and Highway's insurance company warned. This regulation must be obeyed at all times."

Sweigert Reveals
Rogers Drive Progress

PHILADELPHIA—Earle W. Sweigert, local chairman, Will Rogers Memorial Hospital Drive, announced last week that a total of \$37,000 had been already collected, and that it is expected that the net will total \$35,000 and perhaps \$40,000. Thanks are extended to Charles Zagrans, branch manager, RKO, who acted as treasurer, the Motion Picture Associates, and all exchanges and exhibitors who helped.

A list of those who accounted for \$250 or more follows: Stanley-Warner Theatres, \$15,167; Ellis Circuit, \$2,183.69; Lewen Pizor Circuit, \$1,700; Tower, Roosevelt, and Nixon, \$1,683.41; A. R. Boyd, \$875; Harry Waxmann, \$750; Sablosky Circuit, \$733; Affiliated Circuit, \$706.20; Fabian Circuit, \$685.84; Norman Lewis, \$603.92; William C. Hunt, \$550; Varbalow Circuit, \$515; P. Mortimer Lewis, \$500; Fertel-Gerson Circuit, \$500; Harry Chertcoff, \$365; Jack Greenberg, \$360; Paul Brooks, Chambersburg, \$250; Rialto, Wilmington, Del., \$250; Jay Emanuel Theatres, \$1,040; RKO exchange, \$640; Paramount exchange, \$430; MGM exchange, \$420; Columbia exchange, \$395; Warner exchange, \$360; 20th Century-Fox exchange, \$360, and Clark Film, \$250. This totals \$18,273.06.

Under the guidance of Sweigert, who has expended plenty of time and energy on the drive, the local territory's showing ranks with the best in the country. Personally assuming the direction, he has kept up interest since the beginning, which has resulted in the significant total collected.

Ralph Pries, National Theatre Supply manager, is okeh following a nasal operation for his sinus. . . . Sam Friedman has replaced Mike Weiss as local 20th Century-Fox exploiteer. . . . Esther Bass is the new bookers' stenographer at Eagle Lion, while Jean Coyle is a new Eagle Lion secretary.

Alice O'Donnell, Eagle Lion contract clerk, who recently underwent appendectomy at St. Agnes Hospital had a relapse, and is now in Jewish Hospital. She is said to be recuperating nicely. . . . Jack Jaslow, Film Row's foreign film impresario, was suffering with back miseries last week.

Clint Weyer was proud about still having some odd 80 cents in change left in his pockets after attending the \$100 dinner of the Democrats at the Bellevue-Stratford Hotel last week. Weyer claimed that Charlie Goldfine ate \$110 worth of food, thus putting the party \$10 in the red. . . .

Bill Doyle Named
MP Associates Head

PHILADELPHIA—William Doyle, U-I, was last week named Motion Picture Associates of Philadelphia president at an election meeting and dinner at the Broadwood Hotel with over 125 in attendance.

Named also were Jack Berger, Paramount, vice-president; George Hutcheon, Warners, reelected treasurer, and Moe Koppelman, National Screen Service, reelected secretary.

Chosen on the board of directors were Lester Wurtele, Columbia; Jack Greenberg, Screen Guild; Ely Epstein, RKO; past-president Samuel Palan, Monogram; Ben Bache, MGM; Joe Engel, Quality Premium; William Humphries, and Bob Lynch.

Palan was presented with a wrist watch and band as retiring president.

Sixteen more bookers were voted in as members, and the membership now totals 216.

Earle W. Sweigert, Paramount, reported on the Will Rogers Memorial Hospital drive, and Bob Lynch, MGM, reported on the Community Chest Drive.

Columbia exploiteer Milt Young will be working in the Rochester, N. Y., territory the next month or so. . . . Columbia secretary Esther Rudo returned from her New Orleans vacation full of pralines and other Southern delicacies.

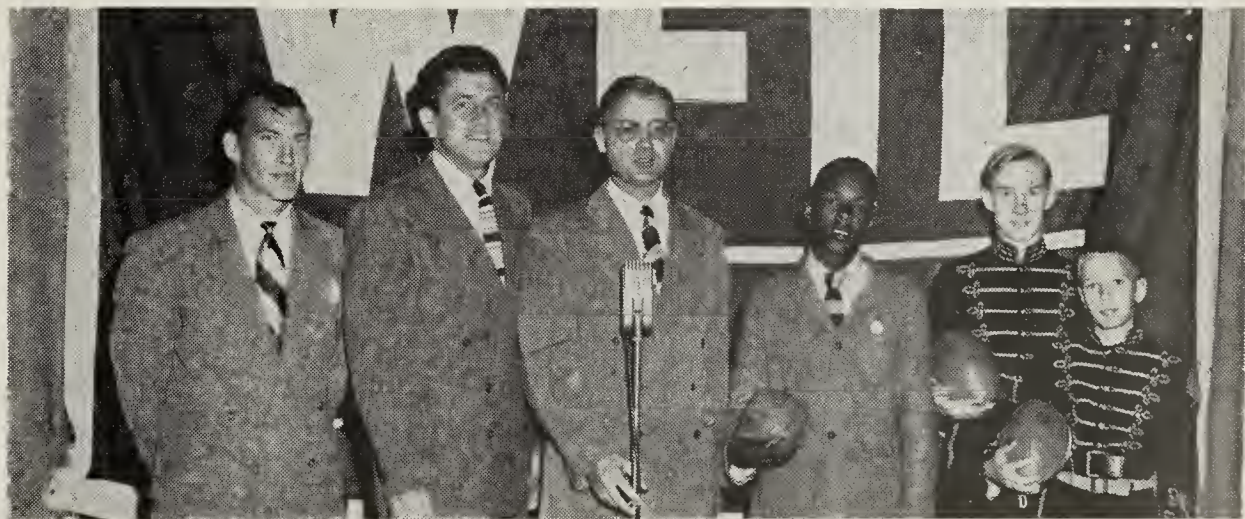
Nat Abelow announced that Quality Premium Distributors has a few sample sets and close outs available to exhibitor friends who wish to replenish their home dish supplies. . . . Joe Azzarano, U-I cashier, was laid up with a bad foot last week. . . . Mrs. Ethel Poole, U-I contract clerk, was on the sick list last week. . . . The Universal-International-ites were all thrilled by Burt Lancaster's visit to the exchange. . . . Richard Marvin, U-I office manager, became a grandpop again when his son became the daddy of a daughter.

Circuits

Stanley-Warner

Warners' "June Bride" was previewed at the Orpheum and Midway last week, following a similar showing at the Mastbaum.

Gloria Kostecky, advertising department secretary, was married to Bob Gable at the Lutheran Church of Ascension, and left for a honeymoon at Sea Isle, Ga. Before she left the office, the girls feted her at a luncheon in Snellenburg's, and later in the afternoon she was presented with a lovely bridge table and chair set.



Elmer Pickard, working on the exploitation on Columbia's "Triple Threat" during its recent run at the S-W Stanton, Philadelphia, promoted this football giveaway stunt on the stage of Ambler High School. Using Tom Moorehead's Saturday morning "Sports Clinic", broadcast over WFIL, Harry Roberts, KYW sports announcer, introduced Steve Van Buren, a star of the picture, and his wife. Several guest tickets were also given away.

THEATRE OWNERS and MANAGERS

It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

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A novel stunt was recently used by Stanley-Warner Theatres ad and publicity department to promote Columbia's "Walk A Crooked Mile". The picture, screened before an audience of policemen and detectives, was stopped about 10 minutes before the end. Those officers who guessed the villain correctly were given prizes. Everett C. Callow, S-W Theatres' ad head, is shown as he awarded prizes to, left to right, Larry Stryker, A. DuBois, and C. Clark, 24th district.

Dave Stadler and Everett Callow are receiving congratulations these days. They both got new automobiles.

Richard Laning, Cleveland, is Jack Goldman's new assistant at the Center.

Al Reh is being called "Grandpop" these days through courtesy of the Al Reh, Jrs. The other grandfather of this baby boy is the Frankford operator.

The Ben Blumbergs were the hit of Hallowe'en party they attended costumed as "Mr. and Mrs. Muscles." He's the Uptown manager. . . . Condolences go to Danny Waters, ticket chopper department, who lost his father.

Fred Steele, manager, Grand, Camden, N. J., resigned. John Makin, assistant, is temporarily in charge. . . . Jim Dolan left the company. He was building superintendent.

The State and Circle played as mid-night shows, "Chasm Of Spasms."

Delaware

Wilmington

The exploitation campaign by Lewis S. Black, manager S-W Warner, for "Johnny Belinda" brought good results. First-nighters were interviewed in the lobby by Byron I. Millenson, WDEL, and the wire-recorded interviews were broadcast the same night. The advance campaign included newspaper ads with a signed recommendation for "Johnny Belinda" by Black, who has never used this device previously. Sound systems of the S-W Theatres in town carried his voice recording recommending the film.

Muriel Schwartz, Capitol, Dover, was in, as was Bill Doyle, U-I, Philadelphia. . . . Betty Hill, Rialto, and Ernestine Rash, secretary to A. J. Belair, president, Rialto Theatre Company, were Virus X victims. . . . Charles Conaway and Richard Clark joined the Rialto.

William Scott, assistant manager, S-W Queen, departed, and George Rudloff returned to fill in part time. . . . Morris Albom, acting assistant manager, S-W Savoy, planned to leave on Nov. 5 for a trip to Miami Beach.

Mr. and Mrs. Fred Faulkner, Merfalk Amusement Company, which operates the Edge Moor, went to Florida. . . . Under-privileged children from Sunnybrook were invited to be guests at the Hallowe'en party of the Crest, Woodcrest, by Sylvan

KEY CITY

First Run

TRENTON, N. J. (22)—Mayfair, "Luck Of The Irish" (20th-Fox); Lincoln and Palace, "The Loves Of Carmen" (Col.), "My Dog Rusty" (Col.); Capitol, "The Noose Hangs High" (EL), "The Enchanted Valley" (EL).

WILMINGTON, DEL. (24)—Warner, "Johnny Belinda" (WB); Loew's Aldine, "For The Love Of Mary" (U-I); Rialto, "Apartment For Peggy" (20th-Fox); Arcadia, "Rachel And The Stranger" (RKO); Queen, "Embraceable You," (WB); "Ruthless" (EL); Grand, "Blondie's Reward" (Col.), "Gun Law" (RKO).

PHILADELPHIA (25)—Aldine, "The Best Years Of Our Lives" (RKO); Boyd, "The Loves Of Carmen" (Col.); Capitol, reissues "The Checkered Coat" (20th-Fox), "Black Eagle" (Col.), four days; Earle, "Walk A Crooked Mile" (Col.); Fox, "Cry Of The City" (20th-Fox); Goldman, "Julia Misbehaves" (MGM); Karlton, "For The Love Of Mary" (U-I); Mastbaum, "Johnny Belinda" (WB); Princess, "Not Guilty" (Lelarge-Ariane); Stanley, "Red River" (UA); Stanton, "Night Has A Thousand Eyes" (Para.).

ALLENTOWN (27)—Boyd, "Apartment For Peggy" (20th-Fox); Rialto, "Hollow Triumph" (EL); Colonial, "The Loves Of Carmen" (Col.); State, "Eyes Of Texas" (Rep.), "Embraceable You" (WB); Midway, "For The Love Of Mary" (U-I).

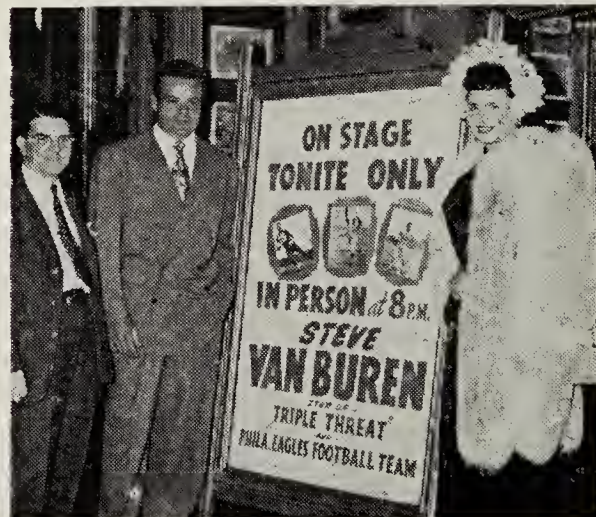
READING (30)—Astor, Reissues; Embassy, "Forever Amber" (20th-Fox); Loew's, "Red River" (UA); Ritz, "I Surrender, Dear" (Col.), "Prairie Outlaws" (EL); Strand, "Key Largo" (WB); Warner, "Johnny Belinda" (WB).

Shaivitz, manager, and Elsie Tompkins, assistant manager.

Frank Mack, manager, Ace, and wife spent a day in Philadelphia. . . . Dr. John O. Hopkins, National, was campaigning throughout the state for the GOP. . . . John O. Hopkins, Jr., National, spent a day in Washington. . . . National's staffers signed up 100 per cent in support of the United Community Fund of Northern Delaware.

Wilson Short, S-W Ritz, and Leonard Schmid, S-W Ritz, were supplementing their evening theatre work with daytime duties as Western Union messengers. . . . Jacqueline Fox, cashier, S-W Ritz, was back from New York.

—HENRY L. SHOLLY.



Harry Robert, KYW sports announcer, Steve Van Buren, pro football star, and Mrs. Van Buren pose in the lobby of the S-W Stanton, Philadelphia, where Van Buren appeared recently in person in connection with Columbia's football epic, "Triple Threat".



Sydney Poppay, Majestic, Gettysburg, recently promoted this tie-in with Ford for his run of AA's "The Babe Ruth Story". The plug brought good results.

New Jersey

Trenton

James Conklin, manager, Lincoln, made an effective tie-in with the Bell Telephone Company for "Sorry, Wrong Number." An attractive lobby display was put on, showing in detail parts of a telephone and operation, the parts numbering 433 pieces of material. A phone was placed atop of the display, and a hook-up at the entrance rang a phone bell. With the ringing of the bell, an aide would ask a patron to answer the call. To each person answering the phone call, the answer was: "Sorry, Wrong Number."

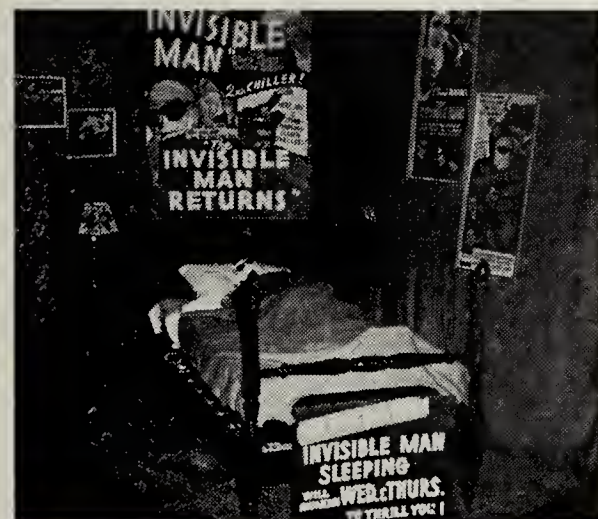
Pennsylvania

Norristown

The Montgomery County Election Board, Calvin Rigg secretary, stated that a petition signed by residents of Plymouth Township asking that the question of Sunday movies be placed on the Nov. 2 ballot, was not accepted by the board. The petitioners will have to wait for 1949's election to get a vote on the issue. Only one theatre is operating in the district. Rigg pointed out that elections on Sunday movies could be held only in municipal election years, that is, in odd-numbered years, according to the 1935 state law. The petition was accordingly returned to the township supervisors' board.

Reading

One of the elephants in Polack Brothers' circus, which played a four-day date in the Rajah under the auspices of the Tall Cedars of Lebanon fraternity, knows now how it feels to take part in the Mystic Shrine initiation. In the last show of the four-day, eight-show program, the ele-



Dan Dandrea, manager, Stanley, Bridgeton, N. J., recently planned this effective lobby display for the Realart double package, "The Invisible Man" and "The Invisible Man Returns", which is distributed by Boxoffice Pictures in the Philadelphia, Penna., area.

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THEATRE INSTALLATIONS
and MAINTENANCE

TRADE SCREENINGS

RKO (250 N. 13th) Nov. 9, 10.30 a. m., "Every Girl Should Be Married"; 2.30, "Indian Agent"; 10, 10.30 a. m., "Blood On The Moon."

phant's hind legs broke through the cover of a small tank under the theatre stage, which is used by the Shriners for certain features of their mystic rites. Unlike a Shriner who gets into the tank, the elephant yanked himself out of the water, according to Cormack G. Keeney, theatre executive, who isn't a Shriner but who has a fairly good idea of what the tank is for. The break was repaired in time for the Shrine ceremonial.

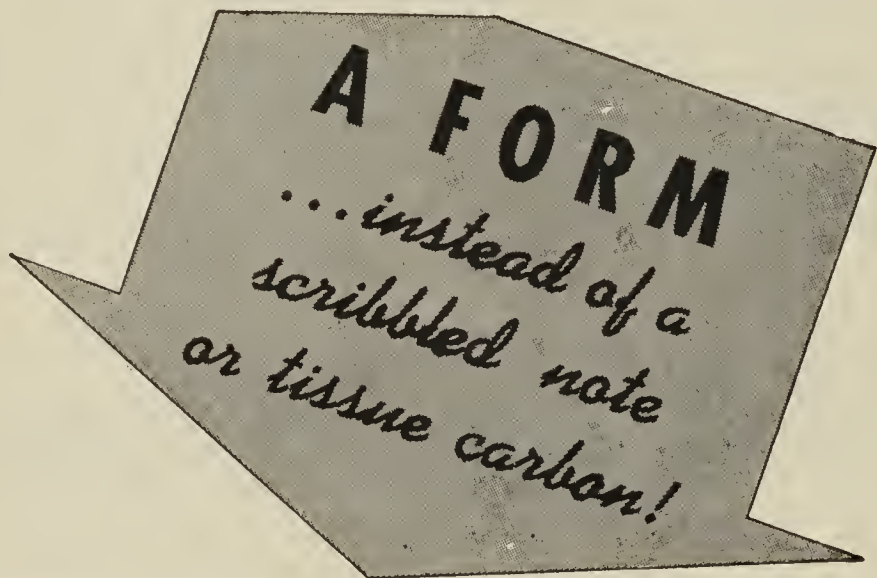
The Embassy is reminding its patrons again, via a request on the screen, of the "No Smoking" rule. A lot of theatre-

goers who can't wait until they get to the street, have been breaking the law in local theatres.

Larry Levy, Loew's, arranged a Saturday morning show for Hallowe'en celebrators. . . . In historic First Presbyterian Church, five grandchildren of Mr. and Mrs. J. Hervey Sternberg were baptized in a single ceremony. The youngest, two weeks old, is Cormack G. Keeney, III, son of the theatre executive, and grandson of Cormack G. Keeney, II, also a theatre man.

The Rio, under new ownership, is installing a new white silver screen. The house is now managed by Korr brothers and Nat Silver, Plaza. The Rio is installing a complete new booth and projection equipment.

Theatres will be exempted from the provisions of a new ordinance introduced in City Council, providing for a mercan-



Weekly PROGRAM & RUNNING TIME Schedules

(SPECIFY ITEM NO. B.S. 6)

- These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.
- Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.
- One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

SUBSCRIPTION RATES: 1 YR. (52 ISSUES) - \$2.00
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PROGRAM AND RUNNING TIME			
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DAY	FEATURES AND SHORTS	REAR	REAR
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MONDAY			
TUESDAY			
WEDNESDAY			
THURSDAY			
FRIDAY			
SATURDAY			
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THE EXHIBITOR will celebrate its 30th ANNIVERSARY

in the issue of
November 24

Watch For It!

tile tax on all forms of retail or wholesale business. The ordinance, to be effective on Jan. 1 and to yield an estimated \$540,000 yearly in new revenue, is not to affect places of amusements, councilmen said, although no exemption clause appears in the first draft of the measure. Theatremen were privately assured by city authorities that although the 10 per cent theatre and general admissions ticket law adopted last February for 1948 will stand for 1949, the new mercantile tax will not apply in any way to the amusements houses. The \$540,000 estimate, on a two mills on the dollar levy, is based on Reading's \$136,000,000 annual retail business, and \$115,000,000 wholesale business, on merchandise of all kinds.

Sunday night movies in a number of Berks and Montgomery Counties churches are the newest move by rural churches' pastors to stem the tide toward Sunday picture showings in churches. Clergymen opposed to Sunday movies, on the claim that it lessens church revenues, are interested in plans to raise funds in their congregations to pay for projectors and screens, and to rent pictures for Sunday night free showings.

Scranton

Howard G. Minsky, assistant eastern division sales manager, 20th Century-Fox, was in for a four-day stay last week.

Variety Club

Philadelphia, Tent 13

"Moonrise" was screened through the courtesy of Republic.

Pete McCauley, chief steward, is to be honored with a testimonial night on Nov. 6, at which time the club will present him with an award for faithful service. Joe Singer and his orchestra will furnish music for the occasion.



THE EXHIBITOR

JAY EMANUEL PUBLICATIONS, INC.

BOOK SHOP

1225 Vine Street, Philadelphia, Pa.

Astor

BETRAYAL, THE—D—Leroy Collins, Myra Stanton, Verlie Cowan—Inferior all-Negra production—183m.—see July 21 issue.
DEADLINE—W—Sunset Carson, Pat Starling, Al Terry—Fair western—62m.—see May 12 issue.
LOOK-OUT SISTER—MUW—Louis Jordan, Suzette Harbin, Monte Hawley—Okeh for colored houses—61½m.—see Oct. 27 issue.

Columbia

(1947-48 releases from 901 up;—
 1948-49 releases from 101 up)

ARKANSAS SWING, THE—ACMU—The Hoosier Hot Shots, Gloria Henry, Stuart Hart—Average action musical—63m.—see Aug. 4 issue—(953).
BEST MAN, WINS—D—Edgar Buchanan, Anna Lee, Robert Shayne—Pleasing dualler—75m.—see May 12 issue—Leg.: B.—(901).
BLACK ARROW, THE—AD—Louis Hayward, Janet Blair, George Macready—Adventure film has the angles—76m.—see July 21 issue—(942).
BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Good horse story for the duallers—76m.—see Sept. 15 issue—(903).
BLAZING ACROSS THE PECOS—WMU—Charles Starrett, Smiley Burnette, Patricia White—Okeh 'Durango' entry—55m.—see Aug. 18 issue—(968).
BLONDIE'S REWARD—C—Penny Singleton, Arthur Lake, Larry Simms—Average series entry—67m.—see May 26 issue—(912).
CORONER CREEK—W—Randolph Scott, Marquerite Chapman, George Macready—Good western—90m.—see June 23 issue—(Cinecolor)—(939).
FULLER BRUSH MAN, THE—C—Red Skelton, Janet Blair, Don McGuire—Entertaining comedy—93m.—see May 12 issue—(928).
GENTLEMAN FROM NOWHERE, THE—MD—Warner Baxter, Fay Baker, Luis Van Rooten—For the lower half—66m.—see Sept. 15 issue—(916).
I SURRENDER, DEAR—MUD—Gloria Jean, David Street, Don McGuire—Pleasing filler for the lower half—68m.—see Sept. 15 issue—(113).
LADIES OF THE CHORUS—ROMU—Adele Jergens, Marilyn Monroe, Rand Brooks—Entertaining dualler—61m.—see Nov. 10 issue.
LADY FROM SHANGHAI, THE—MD—Rita Hayworth, Orson Welles, Everett Sloane—Names will make the difference—87m.—see April 28 issue—Leg.: B.—(938).
LEATHER GLOVES—MD—Cameron Mitchell, Virginia Grey, Jane Nigh—Good entry for the duallers—75m.—see Oct. 13 issue—(119).
LOST ONE, THE (La Traviata)—MU—Nelli Corradi, Gino Matterna, Manfredi Polverosi—High-rating picturization of opera, "La Traviata"—80m.—see April 28 issue—(Italian-made).
LOVES OF CARMEN, THE—ROMD—Rita Hayworth, Glenn Ford, Ron Randell—Colorful entry has names and angles to get the dough—98m.—see Sept. 1 issue—(Technicolor)—(129).
LULU BELLE—DMU—Dorothy Lamour, George Montgomery, Albert Dekker—Names will make the difference—87m.—see July 7 issue—Leg.: B.—(941).
MY DOG RUSTY—D—Ted Donaldson, John Litel, Ann Darn—Pleasing lower half entry—67m.—see April 28 issue—(914).
PORT SAID—Gloria Henry, William Bishop, Steven Geray—Adequate lower half entry—69m.—see April 28 issue—(909).
RETURN OF OCTOBER, THE—C—Glenn Ford, Terry Moore, Albert Sharpe—Entertaining comedy—89m.—see Oct. 27 issue—(Technicolor).
RUSTY LEADS THE WAY—CD—Ted Donaldson, Sharyn Moffett, John Litel—For the lower half—59m.—see Oct. 27 issue—(111).
SINGIN' SPURS—WMU—The Hoosier Hotshots, Kirby Grant, Patricia White—Okeh dualler—61m.—see Oct. 13 issue—(954).
SONG OF IDAHO—WCMU—Hoosier Hot Shots, Kirby Grant, June Vincent—Okeh musical western—66m.—see May 26 issue—(952).
STRAWBERRY ROAN, THE—MUW—Gene Autry, Gloria Henry, Jack Holt—Good Autry—79m.—see April 28 issue—(Cinecolor)—(982).
THUNDERHOOF—MD—Preston Foster, Mary Stuart, William Bishop—Absorbing outdoor entry—77m.—see June 23 issue—(904).
TRAIL TO LAREDO—WMU—Charles Starrett, Smiley Burnette, Jim Bannon—Series average—53m.—see Sept. 15 issue—(967).
TRAPPED BY BOSTON BLACKIE—MD—Chester Morris, June Vincent, Richard Lane—Average series entry—67m.—see May 12 issue—(921).
TRIPLE THREAT—ACD—Richard Crane, Gloria Henry, Mary Stuart—Okay programmer with football angle to help—70m.—see Sept. 29 issue—(104).
UNTAMED BREED, THE—W—Sonny Tufts, Barbara Britton, George "Gabby" Hayes—Colorful western has action and the angles—79m.—see Oct. 27 issue—(Cinecolor).
WALK A CROOKED MILE—MD—Louis Hayward, Dennis O'Keefe, Louis Albritton—Good FBI meller—91m.—see Sept. 15 issue—(128).
WEST OF SONORA—MUW—Charles Starrett, Smiley Burnette, Anita Castle—Okeh 'Durango Kid'—55m.—see May 12 issue—(966).
WHIRLWIND RAIDERS—MUW—Charles Starrett, Smiley Burnette, Nancy Saunders—Good series entry—54m.—see June 9 issue—(963).

TO BE REVIEWED OR IN PRODUCTION

AIR HOSTESS—Gloria Henry, William Wright, Ross Ford.
BIG SOMBRERO, THE—Gene Autry, Elena Verduga, Stephen Dunne—(Cinecolor).
BLONDIE'S BIG DEAL—Arthur Lake, Penny Singleton, Larry Simms.
BLONDIE HITS THE JACKPOT—Penny Singleton, Arthur Lake, Larry Simms.
BLONDIE'S SECRET—Penny Singleton, Arthur Lake, Larry Simms.
BONANZA—Glenn Ford, Ida Lupino, Edgar Buchanan.
BOSTON BLACKIE'S CHINESE VENTURE—Chester Morris, Maylia, Richard Lane.

THE EXHIBITOR

SERVISECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION TWO
 Vol. 40, No. 26

NOVEMBER 3, 1948

CHALLENGE OF THE RANGE—Charles Starrett, Smiley Burnette, Paula Raymond.
CRIME DOCTOR'S DIARY, THE—Warner Baxter, Lois Maxwell, Adele Jergens.
DARK PAST, THE—William Holden, Lee J. Cobb, Nina Foch.
DESERT VIGILANTE—Charles Starrett, Smiley Burnette, Peggy Stewart.
DEVIL'S HENCHMEN, THE—Warner Baxter, Mike Mazurki, Mary Beth Hughes.
EL DORADO PASS—Charles Starrett, Smiley Burnette, Elena Verdugo.
GALLANT BLADE, THE—Larry Parks, Marguerite Chapman, Victor Jory—(Cinecolor)—(81m).
HER WONDERFUL LIE—Jan Kiepura, Marta Eggerth, Janis Carter—(Italian-made).
KNOCK ON ANY DOOR—Humphrey Bogart, John Derek, Susan Perry—(Santana).
LARAMIE—Charles Starrett, Smiley Burnette.
LAW OF THE BARBARY COAST—William Bishop, Gloria Henry, Adele Jergens.
LOADED PISTOLS—Gene Autry, Barbara Britton, Jack Holt—(Monochrome).
LONE WOLF AND HIS LADY, THE—Ron Randell, June Vincent, Alan Mowbray.
LOST TRIBE, THE—Johnny Weissmuller, Elena Verdugo, Myrna Dell.
LOVERS, THE—Cornel Wilde, Patricia Knight, John Baragrey.
MAKE BELIEVE BALLROOM—Jerome Courtland, Jimmy Dorsey, Frankie Laine.
MAN FROM COLORADO, THE—Glenn Ford, William Holden, Ellen Drew—(Technicolor).
MANHATTAN ANGEL—Gloria Jean, Alice Tyrrell, Ross Ford.
MR. SOFT TOUCH—Glenn Ford, Evelyn Keyes, John Ireland.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
QUICK ON THE TRIGGER—Charles Starrett, Smiley Burnette.

RACING LUCK—Gloria Henry, Stanley Clements, David Bruce.
RIDERS OF THE WHISTLING PINES—Gene Autry, Patricia White, Jimmy Lloyd—(Monochrome).
ROUGH SKETCH—Jennifer Jones, John Garfield, Pedro Armendariz.
RUSTY SAVES A LIFE—Ted Donaldson, John Litel, Ann Doran.
SLIGHTLY FRENCH—Dorothy Lamour, Don Ameche, Janis Carter.
SMOKY MOUNTAIN MELODY—Roy Acuff, Smoky Mountain Boys.
SONG OF INDIA—Sabu, Gail Russell, Turhan Bey—(Cinecolor).
UNDERCOVER MAN—Glenn Ford, Nina Foch, James Whitmore.
WALKING HILLS, THE—Randolph Scott, Ella Raines, William Bishop.
WILD BILL DOOLIN—Randolph Scott, George Macready, John Ireland.

Eagle Lion

(1948-49 releases from 901 up)

ADVENTURES OF GALLANT BESS—OD—Cameron Mitchell, Audrey Long, Fuzzy Knight—Pleasing outdoor show—73m.—see Sept. 1 issue—(Cinecolor)—(905).
ASSIGNED TO DANGER—MD—Gene Raymond, Noreen Nash, Mary Meade—Satisfactory meller for the duallers—66m.—see May 12 issue—(821).
BEHIND LOCKED DOORS—MD—Lucille Bremer, Richard Carlson, Douglas Fowley—Fair programmer for the duallers—61m.—see Sept. 15 issue—(906).
BLACK HILLS—MUW—Eddie Dean, Roscoe Ates, Shirley Patterson—Good series entry—58m.—see Feb. 4 issue—(851).
BLANCHE FURY—D—Valerie Hobson, Stewart Granger, Michael Gough—Adult import will need selling—93½m.—see Sept. 15 issue—(English-made)—(Technicolor)—Leg.: B.
CANON CITY—DOCMD—Scott Brady, Jeff Corey, Mabel Paige—High-rating documentary-type entry has the angles—82m.—see July 7 issue—(826).
CLOSE-UP—MD—Alan Baxter, Virginia Gilmore, Richard Kollmar—Programmer will fit nicely into the duallers 76m.—see April 28 issue—(824).
COBRA STRIKES, THE—MD—Sheila Ryan, Richard Fraser, Leslie Brooks—Far the lower half—62m.—see May 26 issue—(820).
ENCHANTED VALLEY, THE—D—Alan Curtis, Anne Gwynne, Donn Gift—Exploitable film has strongest appeal for neighborhoods, small towns—77m.—see April 14 issue—(Cinecolor)—(817).
HOLLOW TRIUMPH—D—Paul Henreid, Joan Bennett, Leslie Brooks—Names will make the difference—83m.—see Sept. 1 issue—(904).
IN THIS CORNER—D—Scott Brady, Anabel Shaw, Jimmy Millican—Good fight film for the duallers—61m.—see Sept. 15 issue—(903).
LADY AT MIDNIGHT—MD—Richard Denning, Frances Rafferty, Lora Lee Michel—For the duallers—61m.—see Aug. 4 issue—(831).
MAN FROM TEXAS—MUW—James Craig, Lynn Bari, Johnny Johnston—Mild western—71m.—see April 14 issue—(815).
MICKEY—ROMCMU—Lois Butler, Bill Goodwin, Irene Hervey—Pleasing program—87m.—see June 23 issue—(Cinecolor)—(825).
MILLION DOLLAR WEEKEND—MD—Gene Raymond, Stephanie Paull, Francis Lederer—For the duallers—73m.—see Oct. 27 issue—(908).
NOOSE HANGS HIGH, THE—C—Bud Abbott, Lou Costello, Cathy Downs—Abbott and Costello entry should find popular appeal—77m.—see April 14 issue—(819).
NORTHWEST STAMPEDE—OD—Joan Leslie, James Craig, Jack Oakie—Good outdoor show—76m.—see Sept. 1 issue—(Cinecolor)—(901).
OLYMPIC GAMES OF 1948, THE—DOC—Produced and directed by Castleton Knight, narrated by Bill Stern and Ted Husing and British sportscasters—High rating sports documentary—94m.—see Sept. 29 issue—(Technicolor)—(English made)—(902).
PRAIRIE OUTLAWS—MUW—Eddie Dean, Roscoe Ates, Sarah Padden—Satisfactory series entry—57m.—see April 28 issue—(857).

KEY

Leg. is the symbol for the Legion of Decency ratings which are included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either unobjectionable or unclassified.

Abbreviations following titles indicate type of picture.

ACD—Action drama	MUC—Musical comedy
AD—Adventure drama	MUCD—Musical comedy drama
ACMU—Action musical	MU—Musical
ADMD—Adult melodrama	MUSAT—Musical satire
BID—Biographical drama	MUW—Musical western
BIDMU—Biographical drama with music	MY—Mystery
C—Comedy	MYC—Mystery comedy
CAR—Cartoon Feature	MYCM—Mystery comedy musical
CD—Comedy drama	MYD—Mystery drama
CDMU—Comedy drama musical	MYMD—Mystery melodrama
CFAN—Comedy fantasy	MYMU—Mystery musical
CFANMU—Comedy fantasy musical	MYW—Mystery western
CMD—Comedy melodrama	NOV—Novelty
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	ROMC—Romantic comedy
DFAN—Drama fantasy	ROMCMU—Romantic comedy musical
DMU—Dramatic musical	ROMD—Romantic drama
DOC—Documentary	ROMDMU—Romantic drama with music
DOCD—Documentary drama	SAT—Satire
DOCMD—Documentary melodrama	SCD—Sex comedy drama
ED—Educational feature	TRAV—Travelogue
F—Farce	W—Western
FAN—Fantasy	WC—Western comedy
FANMU—Fantasy musical	WCMU—Western comedy musical
FMD—Factual melodrama	WD—Western drama
FMU—Farce musical	WMD—Western melodrama
HISD—Historical drama	WMDMU—Western melodrama musical
MDMU—Melodrama musical	WMU—Western Musical
MD—Melodrama	

RAW DEAL—MD—Dennis O'Keefe, Claire Trevor, Marsha Hunt—Exciting meller—78m.—see May 26 issue—(B22).
RED SHOES, THE—D—Anton Walbrook, Marius Goring, Moira Shearer—High-rating ballet entry for special audiences—133m.—see Oct. 27 issue—(British-made)—(Technicolor)—Leg.: B.
RUTHLESS—D—Zachary Scott, Louis Hayward, Diana Lynn Absorbing entry—102m.—see April 14 issue—Leg.: B.—(816).
SHED NO TEARS—D—Wallace Ford, June Vincent, Frank Albertson—Average dualler—70m.—see Aug. 4 issue—(829).
SPIRITUALIST, THE—D—Turhan Bey, Lynn Bari, Cathy O'Donnell—Intriguing meller has plenty of selling angles—79m.—see Aug. 18 issue—(827).
STRANGE MRS. CRANE, THE—MD—Marjorie Lord, Robert Shayne, Pierre Watkin—For the lower half—60m.—see Nov. 10 issue.
SWORD OF THE AVENGER—D—Ramon Del Gado, Sigrid Gurie, Ralph Morgan—Fair programmer for the dualers—76m.—see May 12 issue—(823).

TO BE REVIEWED OR IN PRODUCTION

ALICE IN WONDERLAND—Carole Marsh, Steven Murray—(Anso-color)—(English-made).
ALL IN A GAME—James Brown, Noreen Nash, Shella Ryan.
BIG CAT, THE—Lon McCallister, Peggy Ann Garner, Preston Foster—(Technicolor).
BROKEN JOURNEY—Phyllis Calvert, Margot Grahame, Francis L. Sullivan—(English-made).
CALENDAR, THE—Greta Gynt, John McCallum, Sonia Holm—(English-made).
CORPSE CAME CALLING, THE—Hugh Beaumont, Cheryl Walker, Paul Bryar.
ESTHER WATERS—Kathleen Ryan, Dirk Bogarde, Fay Compton—(English-made).
HE WALKED BY NIGHT—Richard Basehart, Scott Brady—85m.—(910).
LET'S LIVE A LITTLE—Hedy Lamarr, Robert Cummings, Anna Sten.
LORD BYRON—Dennis Price, Mal Zetterling, Joan Greenwood—(English-made).
MAN WITHOUT A GUN—Bob Steele, Sid Saylor, Ellen Hall.
MIRANDA—Googie Withers, Griffith Jones, Glynis Johns—(English-made).
MR. PERRIN AND MR. TRAIL—David Farrar, Marjorie Goring, Greta Gynt—(English-made).
OLIVER TWIST—Robert Newton, Kay Walsh, Alec Guinness—(English-made)—(828).
PAROLE, INC.—Michael O'Shea, Turhan Bey, Evelyn Ankers.
RED STALLION IN THE ROCKIES—Jean Heather, Arthur Franz, Jim Davis—(Cinecolor).
REIGN OF TERROR—Robert Cummings, Arlene Dahl, Richard Basehart.
SARABAND—Stewart Granger, Francoise Rosay, Joan Greenwood—(English-made)—(Technicolor).
SCOTT OF THE ANTARCTIC—John Mills, Derek Bond, Anne Firth—(English-made)—(Technicolor).
SLEEPING CAR TO VENICE—Albert Lieven, Derrick De Marney, Jean Kent—(English-made).
TULSA—Susan Hayward, Robert Preston, Pedro Armendariz—(Technicolor).
29 CLUES—Richard Basehart, Scott Brady, Roy Roberts.
WHEN THE DEVIL DRIVES—James Cardwell, Jan Ford, Damian O'Flynn.
WORLD AND LITTLE WILLIE, THE—Robert Young, June Lockhart.

Film Classics

APPOINTMENT WITH MURDER—MD—John Calvert, Catherine Craig, Jack Reitzen—Okeh member of the "Falcon" series—67m.—see Nov. 10 issue.
ARGYLE SECRETS—MYMD—William Gargan, Marjorie Lord, Ralph Byrd—Dualler has exploitation possibilities—63m.—see May 12 issue.
BLONDE ICE—MD—Robert Paige, Leslie Brooks, Russ Vincent—Okeh dualler—73m.—see May 26 issue.
DISCOVERY—DOC—Admiral Byrd, and his group of scientists, astronomers, and naval personnel—Highly exploitable documentary—74m.—see July 9 issue—(Discovery).
INNER SANCTUM—MYMD—Charles Russell, Mary Beth Hughes, Lee Patrick—Okeh for the lower half—62m.—see Oct. 27 issue.
MIRACULOUS JOURNEY—AD—Rory Calhoun, George Cleveland, Audrey Long—Exploitable entry for the lower half—76m.—see Sept. 1 issue—(Cinecolor).
MONEY MADNESS—D—Hugh Beaumont, Frances Rafferty, Harlan Warde—Interesting programmer for the dualers—73m.—see April 14 issue.
SOFIA—MD—Gene Raymond, Sigrid Gurie, Mischa Auer—Exploitable program—83m.—see Sept. 1 issue—(Cinecolor).
WILL IT HAPPEN AGAIN?—DOC—Adolph Hitler, Eva Braun, Herman Goerling—Topical documentary has exploitation angles—61m.—see May 26 issue.

TO BE REVIEWED OR IN PRODUCTION

ALASKA PATROL—Richard Travis, Helen Westcott, Richard Fraser.
DAUGHTER OF RAMONA—Martha Vickers, Philip Reed, Donald Woods (Cinecolor).
RIDE, RYDER, RIDE—Jim Bannon, Little Brown Jug, Emmett Lynn.
UNKNOWN ISLAND—Virginia Grey, Barton MacLane, Philip Reed—(Cinecolor).

Metro-Goldwyn-Mayer

(1947-48 releases from B01 up;
 1948-49 releases from 901 up)

DATE WITH JUDY, A—CMU—Wallace Berry, Jane Powell, Elizabeth Taylor—Entertaining entry for the family trade—112½m.—see July 7 issue—(Technicolor)—(831).

EASTER PARADE—MU—Judy Garland, Fred Astaire, Peter Lawford—Topnotch—103m.—see June 9 issue—(Technicolor)—(829).
GONE WITH THE WIND—D—Clark Gable, Leslie Howard, Olivia de Havilland—Reissue will still get the dough—228m.—see June 11 issue—(Technicolor)—(3000).
HILLS OF HOME—D—Edmund Gwenn, Donald Crisp, Janet Leigh, Lassie—Okay "Lassie" entry for the family trade—95½m.—see Oct. 13 issue—(Technicolor).
HOME COMING—D—Clark Gable, Lana Turner, Anne Baxter—Solid—112m.—see April 14 issue—(826).
JULIA MISBEHAVES—C—Greer Garson, Walter Pidgeon, Peter Lawford—Names will make the difference—99m.—see Sept. 1 issue—(903)—Leg.: B.
LUXURY LINER—CMU—George Brent, Lauritz Melchior, Jane Powell—Good entertainment—98m.—see Sept. 1 issue—(Technicolor)—(901).
NO MINOR VICES—C—Dana Andrews, Lilli Palmer, Louis Jourdan—Screw entry for sophisticates—95½m.—see Oct. 13 issue—(904).
ON AN ISLAND WITH YOU—MUCD—Esther Williams, Peter Lawford, Jimmy Durante—Names and angles will make the difference—107m.—see May 12 issue—(Technicolor)—(828).
PIRATE, THE—MU—Judy Garland, Gene Kelly, Walter Slezak—Topnotch musical—101½m.—see April 14 issue—(Technicolor)—(825).
SECRET LAND, THE—DOC—Men and ships of the U. S. Navy. Narration by Robert Montgomery, Robert Taylor, and Van Heflin—Well-done documentary offers exploitation possibilities—71m.—see Sept. 1 issue—(Technicolor)—(905).
SOUTHERN YANKEE, A—F—Red Skelton, Brian Donlevy, Arlene Dahl—Skelton starrer packs plenty of laughs—90m.—see Sept. 1 issue—(902).
STATE OF THE UNION—CD—Spencer Tracy, Katherine Hepburn, Van Johnson—Excellent, timely entry—121m.—see April 14 issue—(824).
TARZAN'S NEW YORK ADVENTURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Average reissue has the angles—71m.—see April 28 issue—(B23).
TARZAN'S SECRET TREASURE—MD—Johnny Weissmuller, Maureen O'Sullivan, John Sheffield—Reissue should attract series' fans—80m.—see April 28 issue—(822).
THREE MUSKETEERS, THE—ROMCOSD—Lana Turner, Gene Kelley, June Allyson—Standout entry—125m.—see Oct. 13 issue—(Technicolor)—Leg.: B—(906).

TO BE REVIEWED OR IN PRODUCTION

ACT OF VIOLENCE—Van Heflin, Robert Ryan, Janet Leigh.
BARKLEYS OF BROADWAY, THE—Ginger Rogers, Fred Astaire, Oscar Levant—(Technicolor).
BIG JACK HORNER—Wallace Beery, Richard Conte, Marjorie Main.
BRIBE, THE—Robert Taylor, Ava Gardner, Charles Laughton.
CAUGHT—James Mason, Robert Ryan, Barbara Bel Geddes (Enterprise).
COMMAND DECISION—Clark Gable, Walter Pidgeon, Van Johnson.
FORCE OF EVIL—John Garfield, Beatrice Pearson, Thomas Gomez—(Enterprise).
GREAT SINNER, THE—Gregory Peck, Ava Gardner, Ethel Barrymore.
GREEN PROMISE, THE—Marguerite Chapman, Walter Brennan, Robert Paige.
KISSING BANDIT, THE—Frank Sinatra, Kathryn Grayson, J. Carroll Naish—(Technicolor).
LITTLE WOMEN—June Allyson, Margaret O'Brien, Elizabeth Taylor—(Technicolor).
PERSONAL TOUCH, THE—Lionel Barrymore, Lucille Bremer, Edward Arnold.
SECRET GARDEN, THE—Margaret O'Brien, Claude Jarman, Jr., Dean Stockwell.
SUN IN THE MORNING—Jeanette MacDonald, Lloyd Nolan, Claude Jarman, Jr.—(Technicolor).
TAKE ME OUT TO THE BALL GAME—Gene Kelly, Frank Sinatra, Esther Williams—(Technicolor).
3 GODFATHERS—John Wayne, Pedro Armendariz, Mae Marsh—(Argosy)—(Technicolor).
WORDS AND MUSIC—Judy Garland, Mickey Rooney, June Allyson—(Technicolor).

Monogram

(1947-48 releases from 4701 up;
 1948-49 releases from 4801 up)

BACK TRAIL—W—Johnny Mack Brown, Raymond Hatton, Mildred Coles—Just another western—53m.—see Aug. 18 issue—(4757).
COWBOY CAVALIER—WCMU—Jimmy Wakely, 'Cannonball' Taylor, Jan Bryant—Okeh series entry—54m.—see Sept. 1 issue—(4762).
CROSSED TRAILS—W—Johnny Mack Brown, Raymond Hatton, Lynne Carver—Routine—53m.—see May 12 issue—(4755).
FIGHTING RANGER, THE—W—Johnny Mack Brown, Raymond Hatton, Christine Larson—Okeh series entry—57½m.—see Sept. 15 issue—(4753).
FRENCH LEAVE—CMD—Jackie Cooper, Jackie Coogan, Renee Godfrey—For the lower half—64m.—see April 28 issue—(4714).
FRONTIER AGENT—W—Johnny Mack Brown, Raymond Hatton, Reno Blair—Below average western—56m.—see June 9 issue—(4756).
GOLDEN EYE, THE—MYMD—Roland Winters, Wanda McKay, Victor Sen Young—Okeh series entry—69m.—see Sept. 29 issue—(4720).
I WOULDN'T BE IN YOUR SHOES—MD—Don Castle, Elyse Knox, Regis Toomey—Mild meller for the lower half—70m.—see May 12 issue—(4716).
JINX MONEY—MYC—Leo Gorcey, Huntz Hall, Betty Caldwell—One of the better series entries—68m.—see June 9 issue—(4717).
JOE PALOOKA IN WINNER TAKE ALL—MD—Joe Kirkwood, Elyse Knox, William Frawley—Good "Palooka" 64½m.—see Sept. 1 issue—(4802)—Leg.: B.

KIDNAPPED—AD—Roddy McDowell, Sue England, Dan O'Herlihy—Has exploitation possibilities—72m.—see Sept. 15 issue—(4725).
LAND OF THE LAWLESS—W—Johnny Mack Brown, Raymond Hatton, Christine McIntire—Average western—59m.—see May 28 issue—(671).
MICHAEL O'HALLORAN—D—Scotty Beckett, Allene Roberts, Tommy Cook—Interesting dualler should appeal most to nabes, small towns—79m.—see July 7 issue—(4719).
MUSIC MAN—DMU—Phil Brito, Freddie Stewart, June Preisser—Tuneful dualler—66m.—see Aug. 4 issue—(4721).
OKLAHOMA BLUES—MUW—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont—Good Wakely—56m.—see April 28 issue—(4761).
PARTNERS OF THE SUNSET—MUW—Jimmy Wakely, Dub Taylor, Christine Larson—Routine series entry—53m.—see June 9 issue—(4765).
RANGE RENEGADES—W—W—Jimmy Wakely, Jennifer Holt, 'Cannonball' Taylor—Fair western—54m.—see July 7 issue—(4766).
SHERIFF OF MEDICINE BOW, THE—W—Johnny Mack Brown, Raymond Hatton, Evelyn Finley—Mild western—54½m.—see Sept. 15 issue—(4754).
SIGN OF THE WOLF—ACD—Michael Whalen, Grace Bradley, Darryl Hickman—Reissue for the dualers—69m.—see Sept. 3 issue—(4711).
16 FATHOMS DEEP—AD—Lon Chaney, Jr., Arthur Lake, Tanis Chandler—Colorful entry has plenty of selling angles—82m.—see Sept. 1 issue—(Lake)—(Anso-color)—(4801).
SHANGHAI CHEST, THE—MYD—Roland Winters, Mantan Moreland, Deannie Best—Okeh series entry—65m.—see July 21 issue—(4718).
SMUGGLERS COVE—C—Leo Gorcey, Huntz Hall, Gabriel Dell—Good series entry—66m.—see Oct. 13 issue—(4726).
STAGE STRUCK—MYD—Kane Richmond, Audrey Long, Conrad Nagel—For the lower half—70m.—see May 26 issue—(4715).
TROUBLE MAKERS—C—Leo Gorcey, Huntz Hall, Gabriel Dell—Good "Bowery Boys" entry—66m.—see Nov. 10 issue.
WOLF CALL—OMD—John Carroll, Movita, Peter George Lynn—Reissue for the lower half—61m.—see May 28, '47 issue—(619).

TO BE REVIEWED OR IN PRODUCTION

BOMBA, THE JUNGLE BOY—John Sheffield, Peggy Ann Garner, Onslow Stevens.
COURTIN' TROUBLE—Jimmy Wakely, Virginia Belmont, Dub Taylor—(4768).
FEATHERED SERPENT, THE—Roland Winters, Mantan Moreland, Key Luke.
GALLANT TEXAN, THE—Jimmy Wakely, Dub Taylor.
GUNNING FOR JUSTICE—Johnny Mack Brown, Raymond Hatton, Evelyn Finley—(4758).
HEADIN' FOR TROUBLE—Jimmy Wakely, Dub Taylor, Virginia Belmont.
HIDDEN DANGER—Johnny Mack Brown, Raymond Hatton, Christine Larson.
INCIDENT—Waren Douglas, Jane Frazee, Joyce Compton—(4803).
IRON DUKES—Leo Gorcey, Huntz Hall, Frankie Darro.
JIGGS AND MAGGIE IN COURT—Joe Yule, Renie Riano, Wanda McKay (4805).
JOE PALOOKA IN THE BIG FIGHT—Leon Erroll, Joe Kirkwood, David Bruce.
MURDER LOVES COMPANY—Leo Gorcey, Bowery Boys.
OUTLAW BRAND—Jimmy Wakely, Dub Taylor, Kay Morley—57m.—(4764).
RAINMAKER, THE—Raymond Walburn, Walter Catlett, William Tracy.
RANGERS RIDE, THE—Jimmy Wakely, 'Cannonball' Taylor, Virginia Belmont—(4767).
SILVER TRAILS—Jimmy Wakely, Dub Taylor, Christine Larson—53m.—(4763).
TEMPTATION HARBOR—Robert Newton, Simone Simon—(English made)—(4804).

Allied Artists

(1947-48 releases from AA-1 up)

BABE RUTH STORY, THE—BIDMU—William Bendix, Claire Trevor, Charles Bickford—Topnotch—106m.—see Aug. 4 issue—(AA-10).
DUDE GOES WEST, THE—WC—Eddie Albert, Gale Storm, James Gleason—Highly entertaining western comedy—87m.—see May 12 issue—(AA-8).

TO BE REVIEWED OR IN PRODUCTION

LAST OF THE BADMEN—Barry Sullivan, Marjorie Reynolds, Broderick Crawford—(AA11).
MY BROTHER JONATHAN—Michael Denison, Dulcie Gray, Ronald Howard—(English-made)—(Pathe).
STRIKE IT RICH—Rod Cameron, Bonita Granville, Don Castle.
WHEN A MAN'S A MAN—Guy Madison, Rory Calhoun, Gale Storm.

Paramount

(1946-47 releases from 4601 up;
 1947-48 releases from 4701 up;
 1948-49 releases from 4801 up)

BEYOND GLORY—D—Alan Ladd, Donna Reed, Tom Neal—Ladd starrer will get the dough—82m.—see June 23 issue—(4726).
BIG TOWN SCANDAL—MD—Philip Reed, Hillary Brooke, Stanley Clements—For the lower half—62m.—see June 9 issue—(4722).
CRUSADES, THE—AD—Loretta Young, Henry Wilcoxon, Ian Keith—Reissue is packed with angles—126m.—see June 9 issue—(3508).
DISASTER—AD—Richard Denning, Trudy Marshall, Damia O'Flynn—Dualler should please action fans—60m.—see Oct. 27 issue—(4806).
DREAM GIRL—CD—Betty Hutton, Macdonald Carey, Patric Knowles—Will depend on Hutton draw—85m.—see May 26 issue—Leg. B—(4721).
EMPEROR WALTZ, THE—CMU—Bing Crosby, Joan Fontaine, Roland Culver—Should land in the higher grosses—106m.—see May 12 issue—(Technicolor)—(4720).

FOREIGN AFFAIR, A-CD—Jean Arthur, Marlene Dietrich, John Lund—Topnotch—116m.—see June 23 issue—Leg.: B—(4724).

HATTER'S CASTLE—MD—Robert Newton, James Mason, Deborah Kerr—Mediocre British entry—100m.—see April 28 issue—(English-made)—(4718).

ISN'T IT ROMANTIC—ROMDMU—Veronica Lake, Mona Freeman, Mary Hatcher—Fair program—87m.—see Sept. 1 issue—(4802).

MISS TATLOCK'S MILLIONS—F—Wanda Hendrix, Barry Fitzgerald, John Lund—Pleasing comedy—100m.—see Sept. 15 issue—(4805)—Leg.: B.

NIGHT HAS A THOUSAND EYES—MD—Edward G. Robinson, Gail Russell, John Lund—Absorbing entry—81m.—see Sept. 1 issue—(4803).

PALEFACE, THE—FAR—Bop Hope, Jone Russell, Robert Armstrong—Hope draw will make the difference—89 1/2m.—see Oct. 27 issue—(Technicolor)—(4807).

SAIGON—MD—Alan Ladd, Veronica Lake, Donald Dick—Typical Ladd show—94m.—see Feb. 4 issue—(4710).

'SAINTED' SISTERS, THE—C—Veronica Lake, Joan Caulfield, Barry Fitzgerald—Entertaining comedy—89m.—see March 31 issue—(4714).

SEALED VERDICT—D—Ray Milland, Florence Marly, John Hoyt—Will depend on name values—83m.—see Sept. 15 issue—(4804).

SHAGGY—OD—Brenda Joyce, George Nokes, Robert Shayne—Good family entry for the duallers—71m.—see April 28 issue—(Cinecolor)—(4717).

SO EVIL MY LOVE—MYD—Ray Milland, Ann Todd, Geraldine Fitzgerald—Names will have to carry slaw-maying drama—108 1/2m.—see June 9 issue—(English-made)—(4723).

SORRY, WRONG NUMBER—MD—Barbara Stanwyck, Burt Lancaster, Ann Richards—Names will make the difference—89m.—see Sept. 1 issue—(4801).

WATERFRONT AT MIDNIGHT—MD—William Gargan, Mary Beth Hughes, Richard Travis—Okeh meller for the lower half—63m.—see May 26 issue—(4719).

TO BE REVIEWED OR IN PRODUCTION

ACCUSED, THE—Loretta Young, Robert Cummings, Wendell Corey.

BITTER VICTORY—Robert Cummings, Elizabeth Scott, Diana Lynn.

CONNECTICUT YANKEE, A—Bing Crosby, Rhonda Fleming, Sir Cedric Hardwicke—(Technicolor).

DARK CIRCLE—Ray Milland, Audrey Totter, Thomas Mitchell.

DAUGHTER OF DARKNESS—Anne Crawford, Siobhan McKenna—(English-made).

DYNAMITE—Virginia Welles, William Gargan, Richard Crane.

EL PASO—John Payne, Gail Russell, Gabby Hayes—(Cinecolor).

FROZEN GOLD—Robert Lowery, Russell Hayden.

GREAT GATSBY, THE—Alan Ladd, Betty Field, Macdonald Carey.

HEIRESS, THE—Olivia de Havilland, Miriam Hopkins, Sir Ralph Richardson, Montgomery Clift.

MASK FOR LUCRETIA, A—Paulette Goddard, John Lund, Macdonald Carey.

MY OWN TRUE LOVE—Phyllis Calvert, Melvyn Douglas, Wanda Hendrix.

NOW AND FOREVER—Claude Rains, Macdonald Carey, Wanda Hendrix.

ONE WOMAN—Alan Ladd, Donna Reed, June Havoc.

SAMSON AND DELILAH—Hedy Lamarr, Victor Mature, George Sanders—(Technicolor).

SET-UP, THE—Robert Ryan, Audrey Totter, Wally Ford.

SORROWFUL JONES—Bob Hope, Lucille Ball, Mary Jane Saunders.

SPECIAL AGENT—William Eythe, Laura Elliot, George Reeves.

STAGECOACH KID—Tim Holt, Richard Martin, Jeff Donnell.

STRANGE TEMPTATION—Ray Milland, Audrey Totter, Thomas Mitchell.

STREETS OF LAREDO—William Holden, Macdonald Carey, Mona Freeman—(Technicolor).

TOP O' THE MORNING—Bing Crosby.

WHISPERING SMITH—Alan Ladd, Brenda Marshall, Robert Preston—(Technicolor).

RKO

(1946-47 releases from 701 up;
1947-48 releases from 801 up;
1948-49 releases from 901 up)

ARIZONA RANGER, THE—W—Tim Holt, Jack Holt, Nan Leslie—Good western—63m.—see April 14 issue—(814).

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Charles Korvin—Documentary-type meller is exciting screen fare—86m.—see April 14 issue—(815).

BEST YEARS OF OUR LIVES, THE—D—Myrna Loy, Frederic March, Dana Andrews, Teresa Wright—This rates among the best—172m.—see Nov. 27, '46 issue—(Goldwyn)—(751)—Leg.: B.

BODYGUARD—MD—Laurence Tierney, Priscilla Lane, Philip Reed—Good far the lower half—62m.—see Sept. 15 issue—(905).

BRING 'EM BACK ALIVE—TRAV—Frank Buck—Exploitation reissue is packed with selling angles—65m.—see May 26 issue—(818).

DESIGN FOR DEATH—DOC—Produced by Theron Warth and Richard O. Fleischer; narrated by Kent Smith and Hans Conreid—Thrill-packed documentary—48m.—see Sept. 1 issue—(907).

FIGHTING FATHER DUNNE—CD—Pat O'Brien, Darryl Hickman, Una O'Connor—Pleasant program—93m.—see May 12 issue—(816).

GOOD SAM—C—Gary Cooper, Ann Sheridan, Ray Collins—High-rating comedy—114m.—see Sept. 1 issue—(Rainbow)—(962).

GUNS OF HATE—W—Tim Holt, Nan Leslie, Richard Martin—Routine—62m.—see May 26 issue—(819).

JOAN OF ARC—HISTD—Ingrid Bergman, Josse Ferrer, Francis L. Sullivan—Screen masterpiece—145m.—see issue of Oct. 27—(Technicolor)—(Sierra).

MAD WEDNESDAY—C—Harold Lloyd, Frances Ramsden, Jimmy Conlin—Ward-of-mouth should help delightful comedy—89m.—see Sept. 3, 1947, issue—(Sturges).

MELODY TIME—CAR—Roy Rogers, Sons of the Pioneers, Ethel Smith, Buddy Clark—Should find plenty of popular appeal—75m.—see Sept. 1 issue—(Disney)—(Technicolor)—(991).

MOURNING BECOMES ELECTRA—D—Rosalind Russell, Michael Redgrave, Raymond Massey—Play picturization will need special handling—121m.—see Sept. 1 issue—(904).

MYSTERY IN MEXICO—MD—William Lundigan, Jacqueline White, Ricardo Cortez—Entertaining dualler—66m.—see July 7 issue—(822).

RACE STREET—MD—George Raft, William Bendix, Marilyn Maxwell—Good Raft entry—79m.—see June 23 issue—(821).

RACHEL AND THE STRANGER—DMU—Loretta Young, William Holden, Robert Mitchum—Interesting drama has names to help—92m.—see Sept. 1 issue—(902).

RETURN OF THE BADMEN—W—Randolph Scott, Robert Ryan, Anne Jeffreys—Average western has the angles—90m.—see May 26 issue—(817).

SONG IS BORN, A—C—Danny Kaye, Virginia Mayo, Benny Goodman—Names will make the difference—112m.—see Sept. 1 issue—(Goldwyn)—(Technicolor)—Leg.: B.

STATION WEST—W—Dick Powell, Jane Greer, Agnes Moorehead—Good western—91 1/2m.—see Sept. 29 issue.

TARZAN AND THE MERMAIDS—OD—Johnny Weissmuller, Brenda Joyce, Linda Christian—Exploitation show has the usual angles—68m.—see April 14 issue—(Lesser)—(813).

THEY LIVE BY NIGHT—ROMD—Cathy O'Donnell, Farley Granger, Howard Da Silva—Well-made drama will need plenty of push—95m.—see July 7 issue—(820).

VARIETY TIME—MUC—Jack Paar, Edgar Kennedy, Leon Erroll—Fair novelty offering for the lower half—59m.—see Sept. 1 issue—(902)—Leg.: B.

VELVET TOUCH, THE—D—Rosalind Russell, Leo Genn, Claire Trevor—Will depend on the name draw—97m.—see July 21 issue—(Independent Artists)—(872).

TO BE REVIEWED OR IN PRODUCTION

BALTIMORE ESCAPE—Robert Young, Shirley Temple, John Agar.

BLOOD ON THE MOON—Robert Mitchum, Barbara Bel Geddes, Robert Preston.

BOY WITH GREEN HAIR, THE—Pat O'Brien, Robert Ryan, Barbara Hale—(Technicolor).

BROTHERS IN THE SADDLE—Tim Holt, Richard Martin, Carol Forman.

CLAY PIGEON, THE—Bill Williams, Barbara Hale.

ENCHANTMENT—David Niven, Teresa Wright, Evelyn Keyes—(Goldwyn).

EVERY GIRL SHOULD BE MARRIED—Cary Grant, Franchot Tone, Diana Lynn.

FOLLOW ME QUIETLY—William Lundigan, Dorothy Patrick, Jeff Corey.

GUN RUNNERS—Tim Holt, Richard Martin, Martha Hyer.

HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.

INDIAN AGENT—Tim Holt, Richard Martin, Nan Leslie.

INTERFERENCE—Victor Mature, Lucille Ball, Elizabeth Scott.

JUDGE STEPS OUT, THE—Ann Southern, Alexander Knox, George Tobias.

LONG DENIAL, THE—Melvyn Douglas, Maureen O'Hara, Gloria Grahame.

MR. JOSEPH YOUNG OF AFRICA—Terry Moore, Ben Johnson, Robert Armstrong—(Arko).

ROSEANNA MCCOY—Farley Granger, Joan Evans, Raymond Massey.

ROUGHSHOD—Robert Sterling, Claude Jarman, Jr., Gloria Grahame.

RUSTLERS VALLEY—Tim Holt, Richard Martin, Martha Hyer.

TARZAN'S FOUNTAIN OF YOUTH—Lex Barker, Brenda Joyce, Albert Dekker.

VENDETTA—George Dolenz, Faith Domergue, Nigel Bruce—(California).

WEEP NO MORE—Joseph Cotten, Valli, Spring Byington.

WINDOW, THE—Barbara Hale, Arthur Kennedy, Bobby Driscoll.

Republic

(1946-47 releases from 601 up;
1947-48 releases from 701 up)

ANGEL IN EXILE—MD—John Carroll, Adele Mara, Thomas Gomez—Interesting program—90m.—see Oct. 13 issue—(719).

BOLD FRONTIERSMAN, THE—W—Allan 'Rocky' Lane, Eddy Waller, Roy Barcroft—Good western—60m.—see May 12 issue—(754).

CALIFORNIA FIREBRAND—MUW—Monte Hale, Adrian Booth, Paul Hurst—Good western—63m.—see April 14 issue—(Trucolor)—(654).

CARSON CITY RAIDERS—W—Allan 'Rocky' Lane, Eddy Waller, Beverly Jons—Routine—60m.—see June 9 issue—(755).

CODE OF SCOTLAND YARD—MD—Oscar Homolka, Derek Farr, Muriel Pavlow—Fair entry for the duallers—60m.—see Sept. 1 issue—(English-made)—(713)—Leg.: B.

DAREDEVILS OF THE CLOUDS—MD—Robert Livingston, Mae Clark, James Cardwell—Okeh for the duallers—60m.—see Aug. 4 issue—(716).

DESPERADOES OF DODGE CITY—WD—Allan 'Rocky' Lane, Eddy Waller, Mildred Coles—Better-than-average-series entry—59m.—see Oct. 13 issue—(757).

EYES OF TEXAS—WMU—Roy Rogers, Lynne Roberts, Andy Devine—Standard Rogers—70m.—see Aug. 4 issue—(Trucolor)—(732).

GALLANT LEGION, THE—MUW—Bill Elliott, Adrian Booth, Joseph Schildkraut—Good western—88m.—see June 9 issue—(715).

HEART OF VIRGINIA—D—Janet Martin, Robert Lowery, Frankie Darro—For the lower half—61m.—see April 14 issue—(707).

INSIDE STORY, THE—CD—Marsha Hunt, Charles Winniger, William Lundigan—Average programmer—87m.—see April 14 issue—(705).

I, JANE DOE—D—Ruth Hussey, John Carroll, Vera Ralston—Names should help programmer—85m.—see May 26 issue—(710).

KING OF THE GAMBLERS—MD—Janet Martin, William Wright, Thurston Hall—For the lower half—60m.—see June 9 issue—(709).

LIGHTNIN' IN THE FOREST—CMD—Lynne Roberts, Donald Barry, Warren Douglas—For the lower half—58m.—see April 14 issue—(706).

MACBETH—D—Orson Welles, Jeanette Nolan, Dan O'Herlihy—Special entry for Shakespeare fans and art houses—107m.—see Oct. 27 issue.

MARSHAL OF AMARILLO—W—Allan 'Rocky' Lane, Mildred Coles, Eddy Waller—Good Western—59m.—see Aug. 18 issue.

MOONRISE—D—Dane Clark, Gail Russell, Ethel Barrymore—Heavy drama will need selling—90m.—see Sept. 15 issue—(714).

NIGHTTIME IN NEVADA—MUW—Roy Rogers, Adele Mara, Andy Devine—First rate Rogers—67m.—see Sept. 29 issue—(Trucolor)—(733).

NORTHWEST OUTPOST—DMU—Nelson Eddy, Ilona Massey, Joseph Schildkraut—Names and music should sell this—91m.—see May 14 issue—(615).

OKLAHOMA BADLANDS—W—Allan 'Rocky' Lane, Eddy Waller, Mildred Coles—Routine western—59m.—see March 17 issue—(753).

OLD LOS ANGELES—MUW—William Elliott, John Carrall, Catherine McLeod—One of the better Republic offerings—87m.—see April 28 issue—(708).

OUT OF THE STORM—D—James Lydon, Lois Collier, Marc Lawrence—Interesting programmer for the lower half—61m.—see Sept. 15 issue—(717).

SECRET SERVICE INVESTIGATOR—MD—Lynne Roberts, Lloyd Bridges, George Zucco—Okeh meller for the duallers—60m.—see June 9 issue—(711).

SON OF GOD'S COUNTRY—W—Monte Hale, Pamela Blake, Paul Hurst—Fair series entry—59 1/2m.—see Oct. issue.

SONS OF ADVENTURE—MYD—Russell Hayden, Lynne Roberts, Gordon Jones—For the lower half—60m.—see Oct. 13 issue—(718).

TIMBER TRAIL, THE—MUW—Monte Hale, Lynne Roberts, James Burke—Average western—67m.—see July 7 issue—(Trucolor)—(656).

TRAIN TO ALCATRAZ—MD—Donald Barry, Janet Martin, William Phipps—Okeh meller for the duallers—60m.—see July 21 issue—(712).

UNDER CALIFORNIA STARS—MUW—Roy Rogers, Jane Frazee, Andy Devine—Fair Rogers entry—70m.—see May 26 issue—(Trucolor)—(731).

TO BE REVIEWED OR IN PRODUCTION

CIMARRON TRAILS—Allan 'Rocky' Lane, Eddy Waller.

DAUGHTER OF THE JUNGLE—Lois Hall, James Cardwell, Sheldon Leonard.

DENVER KID, THE—Allan 'Rocky' Lane, Eddy Waller, Carole Gallagher.

DRUMS ALONG THE AMAZON—George Brent, Vera Ralston, Brian Aherne.

FAR FRONTIER, THE—Roy Rogers, Andy Devine, Gail Davis—(Trucolor).

GRAND CANYON TRAIL—Roy Rogers, Andy Devine, Jane Frazee—(Trucolor).

HOMICIDE FOR THREE—Warren Douglas, Audrey Long, Lloyd Corrigan.

MISSOURIANS, THE—William Elliott, Adrian Booth, Forrest Tucker—(Trucolor).

PLUNDERERS, THE—Rod Cameron, Ilona Massey, Adrian Booth—(Trucolor).

RECOIL—William Wright, Janet Martin, William Henry.

RED PONY, THE—Myrna Loy, Robert Mitchum, Louis Calhern—(Feldman-Milestone)—(Technicolor).

RENEGADES OF SONORA—Allan 'Rocky' Lane, Eddy Waller, Roy Barcroft.

ROSE OF THE YUKON—Myrna Dell, William Wright, Steve Brodie.

SHERIFF OF WICHITA—Allan 'Rocky' Lane, Lyn Wilde, Roy Barcroft.

SUNDOWN IN SANTA FE—Allan 'Rocky' Lane, Eddy Waller.

TOO LATE FOR TEARS—Elizabeth Scott, Dan Duryea, Don DeFore.

WAKE OF THE RED WITCH—John Wayne, Gail Russell, Gig Young.

Screen Guild

(1947-48 releases from 4701 up;
1948-49 releases from 4801 up)

(1947-48 Herald releases from X-1 up)

HARPOON—MD—John Bromfield, Alyce Louis, James Cordwell—Whaling story has plenty of selling angles—85m.—see Oct. 13 issue—(4805).

JUNGLE GODDESS—AD—George Reeves, Ralph Byrd, Wanda McKay—For the lower half—64m.—see Sept. 29 issue—(4802).

MIRACLE IN HARLEM—MYMU—Shella Guyse, Stepin Fetchit, Hilda Offley—Good all-Negro meller—71m.—see Aug. 18 issue—(Sepia)—(X-3).

MOZART STORY, THE—MUSBIOG—Hans Holt, Irene Von Meyendorff, Rene Deligen—Fair entry for the art houses—90m.—see Nov. 10 issue—(Austrian-made)—(Dubbed-in English dialogue; additional scenes made in U. S.)—(4805).

PRAIRIE, THE—HISD—Lenore Aubert, Alan Baxter, Russ Vinsan—For the lower half—68m.—see Sept. 1 issue—(4705).

RETURN OF WILDFIRE, THE—W—Richard Arlen, Patricia Morison, Mary Beth Hughes—Pleasing program—79m.—see Sept. 1 issue—(4801).

S.O.S. SUBMARINE—DOC—Made in Italy with cooperation of Italian Navy and personnel. Production supervisor, C. Zanetti. Written and directed by F. DeRobertis—Interesting documentary—71m.—see Nov. 10 issue—(Italian-made)—(Dubbed-in English dialogue).

TO BE REVIEWED OR IN PRODUCTION

DEAD MAN'S GOLD—"Lash" La Rue, Al "Fuzzy" St. John, Peggy Stewart.

FRONTIER REVENGE—"Lash" La Rue, Al "Fuzzy" St. John, Nancy Saunders.

LAST OF THE WILD HORSES—James Ellison, Jane Frazee, Mary Beth Hughes—(82m.).

MARK OF THE LASH—"Lash" La Rue, Al "Fuzzy" St. John, Peggy Stewart.

OUTLAW COUNTRY—"Lash" La Rue, Al "Fuzzy" St. John, Peggy Stewart.

SHEP COMES HOME—Robert Lowery, Margla Dean, Billy Kimberly.

SON OF BILLY THE KID—"Lash" La Rue, Al "Fuzzy" St. John, Marion Colby.
SON OF A GUNMAN—"Lash" La Rue, Al "Fuzzy" St. John, Edna Holland.
THUNDER IN THE PINES—George Reeves, Ralph Byrd—(62m.).

SRO

MR. BLANDINGS BUILDS HIS DREAM HOUSE—C—Cary Grant, Myrna Loy, Melvyn Douglas—High rating—93m.—see April 14 issue.

TO BE REVIEWED OR IN PRODUCTION

PORTRAIT OF JENNIE—Jennifer Jones, Joseph Cotton, Ethel Barrymore.

20th Century-Fox

(1947 releases from 701 up;
1948 releases from 801 up)

ANNA KARENINA—D—Vivien Leigh, Ralph Richardson, Kieron Moore—Heavy English drama for class spots—111m.—see April 28 issue—(English-made)—(Korda)—(820).

APARTMENT FOR PEGGY—CD—Jeanne Crain, William Halden, Edmund Gwenn—High rating heartwarmer—99m.—see Sept. 29 issue—(Technicolor)—(842).

ARTHUR TAKES OVER—C—Lois Collier, Richard Crane, Skippy Homeier—For the lower half—63m.—see April 14 issue—(Wurtzel)—(817).

BELLE STARR—MD—Randolph Scott, Gene Tierney, Dana Andrews—Names will help reissue—87m.—see July 7 issue—(830).

BLOOD AND SAND—MD—Tyrone Power, Linda Darnell, Rita Hayworth—Reissue has the names to sell—125m.—see Sept. 1 issue—(834).

CHECKERED COAT, THE—MYD—Tom Conway, Noreen Nash, Hurd Hatfield—For the lower half—67m.—see July 21 issue—(Belsam)—(825).

COUNTERFEITERS, THE—MYMD—John Sutton, Doris Merri-
rick, Hugh Beaumont—Good entry for the duallers—73m.—see June 23 issue—(Reliance)—(819).

CREEPER, THE—MY—Eduardo Cianelli, Onslow Stevens, June Vincent—For the lower half—64½m.—see Sept. 15 issue—(Reliance)—(839).

CRY OF THE CITY—MD—Victor Mature, Richard Conte, Betty Garde—Good meller has selling power—96m.—see Sept. 29 issue—(841).

DEEP WATERS—D—Dana Andrews, Jean Peters, Cesar Romero—Pleasant drama has names to attract—85m.—see July 7 issue—(821).

ESCAPE—D—Rex Harrison, Peggy Cummins, William Hart-
nell—Import will need selling—78m.—see June 9 issue—(English-made)—(822).

FIGHTING BACK—CD—Paul Langton, Jean Rogers, Gary Gray—For the lower half—61m.—see July 21 issue—(Wurtzel)—(828).

FOREVER AMBER—COSMD—Linda Darnell, Cornell Wilde, Richard Greene—Has the angles—140m.—see Sept. 29 issue—(Technicolor)—(838).

FRONTIER MARSHAL—W—Randolph Scott, Cesar Romero, Nancy Kelly—Mild reissue—71m.—see July 7 issue—(831).

FURY AT FURNACE CREEK—MD—Victor Mature, Coleen Gray, Glenn Langan—Fair programmer—88m.—see April 14 issue—(815).

GAY INTRUDERS, THE—C—John Emery, Tamara Geva, Leif Erickson—Entertaining above average dualler—68m.—see June 23 issue—(Seltzer)—(840).

GIVE MY REGARDS TO BROADWAY—CMU—Dan Dailey, Charles Winninger, Nancy Guild—Pleasing entry should ride into the better money—89m.—see May 26 issue—(Technicolor)—(827).

GREEN GRASS OF WYOMING—OD—Peggy Cummins, Charles Coburn, Lloyd Nolan—Good entry for the rural and small town sectors—89m.—see May 12 issue—(Technicolor)—(818).

I WAKE UP SCREAMING—MD—Betty Grable, Victor Mature, Carole Landis—Reissue has the names to sell—82m.—see Sept. 1 issue—(835).

IRON CURTAIN, THE—MD—Dana Andrews, Gene Tierney, June Havoc—Topical entry offers wealth of selling opportunities—87m.—see May 26 issue—(816).

JUNGLE PATROL—D—Kristine Miller, Arthur Franz, Ross Ford—Good dramatic entertainment stacked with selling angles—72m.—see Oct. 13 issue—(848).

LUCK OF THE IRISH, THE—CFAN—Tyrone Power, Anne Baxter, Cecil Kellaway—Pleasing entry with fantasy touch—99m.—see Sept. 15 issue—(837).

MINE OWN EXECUTIONER—PD—Burgess Meredith, Dulcie Gray, Michael Shepley—Absorbing import has re-
stricted appeal—105m.—see June 23 issue—(English-made)—(Korda)—Leg.: 8—(824).

NIGHT WIND—MD—Charles Russell, Virginia Christine, John Ridgely—Okeh dog picture for the duallers—68m.—see Sept. 1 issue—(Wurtzel)—(843).

ROAD HOUSE—MD—Ida Lupino, Celeste Holm, Richard Widmark—Good melodrama—95m.—see Sept. 29 issue—(844)—Leg.: B.

ROSE OF WASHINGTON SQUARE—MU—Tyrone Power, Al Jolson, Alice Faye—Reissue will benefit from name draw—86m.—see July 7 issue—(832).

SLAVE SHIP—MD—Wallace Beery, Mickey Rooney, Elizabeth Allan—Names will help reissue—92m.—see July 7 issue—(833).

STREET WITH NO NAME, THE—MD—Mark Stevens, Richard Widmark, Barbara Lawrence—Very good meller—91m.—see July 7 issue—(823).

THAT LADY IN ERMINE—CMU—Betty Grable, Douglas Fairbanks, Jr., Cesar Romero—Will depend on the Grable draw—89m.—see July 21 issue—(Technicolor)—(Leg. B)—(836).

UNFAITHFULLY YOURS—C—Rex Harrison, Linda Darnell, Rudy Vallee—Name draw will make the difference—106m.—(850).

13 LEAD SOLDIERS—MD—Tom Conway, Maria Palmer, Helen Westcott—For the lower half—67m.—see April 14 issue—(Reliance)—(814).

WALLS OF JERICHO, THE—D—Cornel Wilde, Linda Darnell, Anne Baxter—Good filmization of a best-seller also has names to sell—106m.—see July 21 issue—(826).

WINNER'S CIRCLE, THE—OD—Johnny Longden, Morgan Farley, Jean Willes—Fair dualler—70m.—see July 7 issue—(Polimer)—(829).

TO BE REVIEWED OR IN PRODUCTION

BEAUTIFUL BLONDE FROM BASHFUL BEND, THE—Betty Grable, Cesar Romero, Rudy Vallee.

BELLE STARR'S DAUGHTER—George Montgomery, Rod Cameron, Ruth Roman—(Alson)—(846).

BONNIE PRINCE CHARLIE—David Niven, Margaret Leighton, Will Fyfe—(English-made)—(Korda)—(Technicolor).

BUNGALOW 13—Tom Conway, Margaret Hamilton, Richard Cromwell—(Belsam)—(847).

CANADIAN PACIFIC—Randolph Scott, Jane Wyatt, J. Carroll Naish—(Cinecolor).

CHICKEN EVERY SUNDAY—Dan Dailey, Alan Young, Celeste Holm.

DOWN TO THE SEA IN SHIPS—Richard Widmark, Cecil Kellaway, Dean Stockwell.

FAN, THE—Jeanne Crain, George Sanders, Madeleine Carroll.

LETTER TO THREE WIVES—Jeanne Crain, Linda Darnell, Jeffrey Lynn.

LOST ILLUSION, THE—Michele Morgan, Ralph Richardson, Sonia Dresdel—(English-made)—(Korda).

MISS MINK OF 1949—Jimmy Lydon, Richard Lane, Lols Collier—(Wurtzel).

MOTHER IS A FRESHMAN—Loretta Young, Van Johnson, Rudy Vallee—(Technicolor).

PRINCE OF FOXES—Tyrone Power, Orson Welles, Wanda Hendrix.

SAND—Mark Stevens, Coleen Gray, Rory Calhoun—(Technicolor).

SNAKE PIT, THE—Olivia de Havilland, Leo Genn, Mark Stevens.

THAT WONDERFUL URGE—Tyrone Power, Gene Tierney, Reginald Gardiner.

THIS WAS A WOMAN—Sonia Dresdel, Emyrs Jones, Barbara White—(English-made).

TROUBLE PREFERRED—Peggy Knudson, Charles Russell, Lynne Roberts—(Wurtzel).

TUCSON—Jimmy Lydon, Penny Edwards, Charles Russell—(Wurtzel).

WHEN MY BABY SMILES AT ME—Betty Grable, Dan Dailey, Jack Oakie—(Technicolor)—(845).

WINSLOW BOY, THE—Robert Donat, Margaret Leighton—(English-made)—(Korda).

YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark.

United Artists

ADVENTURES OF DON COYOTE, THE—W—Richard Martin, Frances Rafferty, Marc Cramer—For the lower half—65m.—see May 14 issue—(Cinecolor)—(Comet).

ANGRY GOD, THE—MD—Alicia Parla, Casimiro Ortega, Mario Forastieri—Strictly for the art houses—57m.—see Oct. 27 issue—(Mexican made)—(Full color)—(Peskey).

ARCH OF TRIUMPH—D—Ingrid Bergman, Charles Boyer, Charles Laughton—Highly-touted entry should hit the spot with femmes—114m.—see March 3 issue—(Enterprise)—Leg.: B.

DEAD DON'T DREAM, THE—MYW—William Boyd, Andy Clyde, Mary Sawdon—Good 'Hopalong Cassidy'—62m.—see Sept. 1 issue—(Hopalong Cassidy).

FOUR FACES WEST—WD—Joel McCrea, Frances Dee, Charles Bickford—Unusual western should attract plenty of attention—90m.—see May 26 issue—(Enterprise).

GIRL FROM MANHATTAN, THE—CD—Dorothy Lamour, George Montgomery, Charles Laughton—Names will have to sell this—81m.—see Sept. 29 issue—(Bogaus).

HERE COMES TROUBLE (Laff-Time—Part 1)—C—Bill Tracy, Joe Sawyer, Emory Parnell—Mild comedy for the lower half—50m.—see April 28 issue—(Roach)—(Cinecolor).

INNOCENT AFFAIR, AN—ROMC—Fred MacMurray, Madeleine Carrall, Charles 'Buddy' Rogers—Humorous entry has names to help—90m.—see Sept. 15 issue—(Nasser)—Leg.: 8.

KINGS OF THE OLYMPICS—PART I—DOC—The 11th Olympic meet covered by 600 cameramen; narrated by Bill Slater; edited by Joseph Lerner and Max Rosenbaum—Good entry for sport spots—60m.—see Feb. 4 issue—(German-made)—(Westport-Int.).

LAFF-TIME—See Here Comes Trouble, Who Killed Doc Robin.

MIRACLE CAN HAPPEN, A—See: On Our Merry Way.

MY DEAR SECRETARY—C—Lorraine Day, Kirk Douglas, Keenan Wynn—Comedy has names to help—94m.—see Sept. 29 issue—(Popkin)—Leg.: 8.

OLYMPIC CAVALCADE—DOC—Glenn Morris, Bobby Clark, Jesse Owens, leading athletes of fifty nations—Good dualler entry for the sports spots—56m.—see Sept. 15 issue—(German-made)—(Westport-Int.).

ON OUR MERRY WAY—(A Miracle Can Happen)—C—Burgess Meredith, Paulette Goddard, Fred MacMurray—High rating comedy—98m.—see Feb. 18 issue—(Bogaus-Meredith)—Leg.: B.

PITFALL—MD—Dick Powell, Elizabeth Scott, Jane Wyatt—Intriguing meller—85m.—see Aug. 18 issue—(Regal).

RED RIVER—OD—John Wayne, Montgomery Clift, Joanne Dru—Topnotch—125m.—see July 21 issue—(Monterey).

SILENT CONFLICT—W—William Boyd, Andy Clyde, Rand Brooks—Fair series entry—61m.—see April 14 issue—(Hopalong Cassidy).

SINISTER JOURNEY—MYW—William Boyd, Andy Clyde, Rand Brooks—Par series entry—72m.—see Sept. 15 issue—(Hopalong Cassidy).

SO THIS IS NEW YORK—C—Henry Morgan, Rudy Vallee, Virginia Grey—Entertaining comedy will need selling—79½m.—see May 26 issue—(Enterprise).

TEXAS, BROOKLYN AND HEAVEN—C—Guy Madison, Diana Lynn, James Dunn—Average program comedy—76m.—see Aug. 4 issue—(Golden).

TIME OF YOUR LIFE, THE—CD—James Cagney, William Bendix, Jeanne Cagney—Fine picturization of hit play—98m.—see June 9 issue—(Cagney).

URUBU—AD—George Breakston, Yarbe Coplen, all-Native Cast—Exploitation show has the angles—65m.—see Sept. 1 issue—(Breakston-Copley).

VICIOUS CIRCLE, THE—D—Conrad Nagel, Fritz Kortner, Reinhold Schunzel—Mild drama for the duallers has some angles to offer—77m.—see June 9 issue—(Wilder).

WHO KILLED 'DOC' ROBBIN—(Laff-Time—Part 2)—C—Virginia Grey, Don Castle, George Zucco—For the lower half—50m.—see May 26 issue—(Roach)—(Cinecolor).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF THE CISCO KID—Duncan Renaldo, Leo Carillo, Barbara Billingsley—(Krasne).

ATLANTIS, THE LOST CONTINENT—Maria Montez, Jean Pierre Aumont, Dennis O'Keefe—(Nebenzal)—Leg.: B.

BORROWED TROUBLE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).

COVER UP—William Bendix, Dennis O'Keefe, Barbara Britton—(Nasser).

FALSE PARADISE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).

GAY AMIGO, THE—Duncan Renaldo, Lea Carillo, Armida—(Krasne).

HIGH FURY—Madeleine Carroll, Ian Hunter, Michael Rennie—(Swiss-made)—(Rogers-Cohn).

IMPACT—Brian Donlevy, Ella Raines, Charles Caburn—(Popkin).

INDIAN SCOUT—George Montgomery, Ellen Drew—(Small).

JUST WILLIAM'S LUCK—Leslie Bradley, Garry Marsh, Jane Welsh—(Carter).

LITTLE PRINCE, THE—A feature length cartoon—(Harman-Ising).

LOVE HAPPY—The Marx Brothers, Ilona Massey, Vera Ellen—(Pickford-Cowan).

LUCKY STIFF, THE—Dorothy Lamour, Brian Donlevy, Claire Trevor—(Amusement Enterprises).

OUTPOST IN MOROCCO—George Raft, Akim Tamiroff, Marie Windsor—(Star).

PLOT TO KILL ROOSEVELT, THE—Semi-documentary—(Selected).

SENIOR BADMAN—Leo Carillo, Duncan Renaldo, Barbara Billingsley—(Krasne).

STRANGE GAMBLE—William Boyd, Andy Clyde, Rand Brooks—(Hopalong Cassidy).

TOO LATE FOR TEARS—Elizabeth Scott, Dan Duryea, Don DeFore—(Stromberg).

VALIANT HOMBRE, THE—Leo Carillo, Duncan Renaldo—(Krasne).

Universal-International

(1946-47 releases from 601 up;

1947-48 releases from 624 up)

ABBOTT AND COSTELLO MEET FRANKENSTEIN—C—Bud Abbott, Lou Costello, Lenore Aubert—One of the better Abbott and Costello entries—83m.—see July 7 issue—(664).

ANOTHER PART OF THE FOREST—D—Fredric March, Dan Duryea, Ann Blyth—High calibre—106½m.—see April 28 issue—(660).

ARE YOU WITH IT?—CMU—Donald O'Connor, Olga San Juan, Martha Stewart—Entertaining programmer—90m.—see March 31 issue—Leg.: B. (656).

BAD SISTER—D—Margaret Lockwood, Joan Greenwood, Ian Hunter—Import has femme angles—90m.—see June 23 issue—(English-made)—Leg.: 8—(663).

BLACK BART—OMD—Yvonne De Carlo, Dan Duryea, Jeffrey Lynn—Should get the business—80m.—see Feb. 4 issue—(Technicolor)—(653).

BROTHERS, THE—D—Patricia Roc, Will Fyffe, Maxwell Reed—Good English drama for the class houses—90m.—see May 26 issue—(English-made)—(Prestige).

CASE AGAINST CALVIN COOKE, THE—(Live Today For Tomorrow)—D—Frederic March, Edmond O'Brien, Florence Eldridge—Good dramatic entry—91m.—see Sept. 1 issue—(673)—Leg.: B.

CORRIDOR OF MIRRORS—D—Eric Portman, Edana Romney, Joan Maude—Above average import for the art houses—96m.—see July 7 issue—(English-made).

DEAR MURDERER—MD—Eric Portman, Greta Gynt, Dennis Price—Below average British import—90m.—see May 26 issue—(English-made)—(658).

END OF THE RIVER, THE—MD—Sabu, Raymond Lovell, Eva Hudson—Import will need selling—80m.—see July 7 issue—(English-made)—(Prestige)—(676).

FEUDIN', FUSSIN', AND A-FIGHTIN'—CMU—Donald O'Connor, Marjorie Main, Percy Kilbride—Will depend upon names—78m.—see June 23 issue—(665).

FOR THE LOVE OF MARY—CMU—Deanna Durbin, Edmond O'Brien, Don Taylor—Program—90½m.—see Sept. 1 issue—(672).

HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Powerful picturization of Shakespeare's work should prove strong grosser in many areas on special handling basis—153m.—see July 21 issue—(English-made).

KISS THE BLOOD OFF MY HANDS—MD—Joan Fontaine, Burt Lancaster, Robert Newton—Names will make the difference—79m.—see Oct. 27 issue—(681).

LARCENY—MD—John Payne, Joan Caulfield, Dan Duryea—Good meller—89m.—see Sept. 1 issue—(669).

LETTER FROM AN UNKNOWN WOMAN—ROMD—Joan Fontaine, Louis Jourdan, Mady Christians—Femme appeal will make the difference—86½m.—see April 28 issue—Leg.: B. (659).

LIVE TODAY FOR TOMORROW—see: The Case Against Calvin Cooke.

MAN-EATER OF KUMAON—AD—Sabu, Wendell Corey, Joanne Page—High-rating exploitation show is packed with selling angles—79m.—see June 23 issue—(666).

MIKADO, THE—MU—Kenny Baker, John Barclay, Jean Colin—Reissue should have appeal for class spots—90m.—see May 26 issue—(English-made)—(Prestige)—(Technicolor)—(678).

MR. PEABODY AND THE MERMAID—CFAN—William Powell, Ann Blyth, Irene Hervey—Better-than-average comedy has names to help—89m.—see July 21 issue—(667).

ONE TOUCH OF VENUS—CMU—Ava Gardner, Robert Walker, Dick Haymes—Names should help picturization of stage hit—81m.—see Sept. 1 issue—(670)—Leg.: B.

RIVER LADY—AD—Yvonne De Carlo, Rod Cameron, Dan Duryea—Program—78m.—see May 26 issue—(Technicolor)—(661).

ROGUE'S REGIMENT—MD—Dick Powell, Marta Toren, Vincent Price—Suspenseful meller—86m.—see Oct. 13 issue.

SAXON CHARM, THE—D—Robert Montgomery, Susan Hayward, John Payne—Picturization of best-seller has plenty of selling angles—88m.—see Sept. 15 issue—(671).

TAP ROOTS—D—Van Heflin, Susan Hayward, Boris Karloff—Topnotch drama—109m.—see July 7 issue—(Technicolor)—(668).

UP IN CENTRAL PARK—CMU—Deanna Durbin, Dick Haymes, Vincent Price—Will depend on name draw—87m.—see June 9 issue—(662).

TO BE REVIEWED OR IN PRODUCTION

AMBOY DUKES, THE—Peter Fernandez, Al Ramsen, Joshua Shelley.

CHRISTOPHER COLUMBUS—Fredric March, Florence Eldridge, Francis L. Sullivan—(English-made)—(Technicolor).

COUNTESS OF MONTE CRISTO, THE—Sonja Henie, Michael Kirby, Olga San Juan.

CRISS CROSS—Burt Lancaster, Yvonne DeCarla, Dan Duryea.

DEVIL IN THE FLESH (Le Diable Au Corps)—Micheline Presle, Gerard Philippe—(French-made).

FAMILY HONEYMOON—Claudette Colbert, Fred MacMurray, Rita Jahnson.

MEXICAN HAYRIDE—Bud Abbott, Lou Costello, Virginia Grey.

O'FLYNN, THE—Douglas Fairbanks, Jr., Helena Carter, Richard Greene.

RED CANYON—Ann Rlyth, George Brent, Howard Duff—(Technicolor).

THREE KIDS AND A QUEEN—Fred Brady, Mary Marris, Beverly Simmans.

YOU GOTTA STAY HAPPY—Joan Fontaine, James Stewart, Eddie Albert.

Warners

(1947-48 releases from 701 up;
1948-49 releases from 801 up)

BIG PUNCH, THE—MD—Wayne Marris, Lais Maxwell, Gordon MacRae—Neat programmer—80m.—see June 9 issue—(727).

EMBRACEABLE YOU—D—Dane Clark, Geraldine Bracks, S. Z. Sakall—Interesting programmer—80m.—see Aug. 4 issue—(732).

FIGHTING 69TH, THE—D—James Cagney, Pat O'Brien, George Brent—Reissue has the names and angles—79m.—see April 28 issue—(723).

FLOWING GOLD—OMD—John Garfield, Frances Farmer, Pat O'Brien—Names will help fair reissue—82m.—see July 7 issue—(730).

GOD'S COUNTRY AND THE WOMAN—OD—George Brent, Beverly Roberts, Barton MacLane—Mild reissue—71m.—see July 7 issue—(729).

JEZEHEL—MD—Bette Davis, Henry Fonda, Margaret Lindsay—Reissue has the names to help—93m.—see Nov. 26 issue—(710).

JOHNNY BELINDA—D—Jane Wyman, Lew Ayres, Charles Bickford—High-rating—102m.—see Sept. 29 issue—(804).

JUNE BRIDE—C—Bette Davis, Robert Montgomery, Fay Bainter—High-rating comedy—97m.—see Oct. 27 issue—(805)—Leg: B.

KEY LARGO—MD—Humphrey Bogart, Edward G. Robinson, Lauren Bacall—High-rating thriller—101m.—see July 21 issue—(731).

LIFE WITH FATHER—CD—Irene Dunne, William Powell, Elizabeth Taylor—Picturization of topnotch play will be among top grossers—118m.—see Sept. 3 issue—(Technicolor)—(702).

ROMANCE ON THE HIGH SEAS—ROMCMU—Jack Carson, Janis Paige, Don DeFore—Pleasing entertainment—99m.—see June 23 issue—(Technicolor)—(728).

ROPE—MD—James Stewart, John Dall, Joan Chandler—Impressive psychological thriller—80m.—see Sept. 1 issue—(Transatlantic)—(Technicolor)—(802).

SILVER RIVER—WD—Errol Flynn, Ann Sheridan, Thomas Mitchell—Names should make the difference—110m.—see May 26 issue—(725).

SMART GIRLS DON'T TALK—MD—Virginia Mayo, Bruce Bennett, Robert Hutton—Fair program—81m.—see Sept. 29 issue.

TO THE VICTOR—D—Dennis Morgan, Viveca Lindfors, Victor Francen—Interesting dramatic entry has names to help—101m.—see April 14 issue—(720).

TWO GUYS FROM TEXAS—CMU—Dennis Morgan, Jack Carson, Dorothy Malone—Good comedy has the names and angles—86m.—see Sept. 1 issue—Technicolor—(801).

VALLEY OF THE GIANTS—OMD—Wayne Marris, Claire Trevor, Frank McHugh—Reissue should draw action fans—78m.—see April 28 issue—(722).

WALLFLOWER—ROMC—Joyce Reynolds, Robert Hutton, Janis Paige—Mild program—77m.—see May 26 issue—Leg: B—(726).

WINTER MEETING—D—Bette Davis, Janis Paige, James Davis—Slow-moving drama for the femme trade—104m.—see April 14 issue—(721).

WOMAN IN WHITE, THE—MYD—Alexis Smith, Eleanor Parker, Sydney Greenstreet—Interesting entry has names to help—109m.—see May 12 issue—(724).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF DON JUAN, THE—Errol Flynn, Viveca Lindfors, Robert Douglas—(Technicolor).

CLEOPATRA ARMS—Jane Wyman, David Niven, Wayne Morris.

COLORADO TERRITORY—Joel McCrea, Virginia Mayo, Dorothy Malone.

DECISION OF CHRISTOPHER BLAKE, THE—Alexis Smith, Robert Douglas, Cecil Kellaway.

FIGHTER SQUADRON—Edmond O'Brien, Robert Stack, Henry Hull—(Technicolor).

FLAMINGO ROAD—Joan Crawford, Gladys George, Gertrude Micheal.

FLAXY MARTIN—Zachary Scott, Virginia Mayo, Dorothy Malone.

FOUNTAINHEAD, THE—Gary Cooper, Patricia Neale, Kent Smith.

GIRL FROM JONES BEACH—Ronald Reagan, Virginia Mayo, Eddie Bracken.

HAPPY TIMES—Danny Kaye, Walter Slezak, Lee J. Cobb—(Technicolor).

HOMICIDE—Robert Douglas, Helen Westcott, Robert Alda.

HOUSE ACROSS THE STREET, THE—Wayne Morris, Janis Paige, Bruce Bennett.

JOHN LOVES MARY—Ronald Reagan, Jack Carson, Patricia Neal.

LOOK FOR THE SILVER LINING—June Haver, Ray Balger, Gordon MacRae—(Technicolor).

MONTANA—Alexis Smith, Errol Flynn—(Technicolor).

MY DREAM IS YOURS—Jack Carson, Doris Day, Lee Bowman—(Technicolor).

NIGHT UNTO NIGHT—Viveca Lindfors, Ronald Reagan, Osa Massen—(84m.).

ONE LAST FLING—Alexis Smith, Zachary Scott, Douglas Kennedy.

ONE SUNDAY AFTERNOON—Dennis Morgan, Janis Paige, Dorothy Malone—(Technicolor).

SERENADE—Ann Sheridan, Dennis Morgan.

SOMEWHERE IN THE CITY—Edmond O'Brien, Viveca Lindfors, Virginia Mayo.

SOUTH OF ST. LOUIS—Jael McCrea, Zachary Scott, Alexis Smith—(Technicolor).

TWO GUYS AND A GAL—Dennis Morgan, Jack Carson, Lorraine Day—(Technicolor).

UNDER CAPRICORN—Ingrid Bergman, Joseph Cotton, Michael Wilding—(Transatlantic)—(English-made).

UP UNTIL NOW—Ronald Reagan, Viveca Lindfors, Claude Rains.

WHIPLASH—Dane Clark, Alexis Smith, Zachary Scott.

YOUNGER BROTHERS, THE—Janis Paige, Wayne Morris, Bruce Bennett—(Technicolor).

Miscellaneous

(Address of producers and distributors will be furnished on request).

BOB AND SALLY—ED—Gloria Marlen, Ralph Hodges, Rick Vallin—Exploitation show—71m.—see June 23 issue—(Social Guidance).

CITIZEN SAINT—DOC—Jed Prouty, Loraine MacMartin, Walter Butterworth—Religious offering has restricted appeal—68m.—see June 23 issue—(Elliott).

DREAMS THAT MONEY CAN BUY—FAN—John Bittner, John Latauche, Valerie Tie—Unique art house offering—84m.—see May 26 issue—(Films Int. of America)—Leg: 8. (16mm. Kodachrome).

GREAT BETRAYAL, THE—DOC—Narration by W. S. Gilmore—Good documentary for the specialty houses—72m.—see June 25 issue—(Screencraft).

IRELAND TODAY—DOC—Michael Shannan, Julie Conway—Satisfactory entry for the Irish neighborhoods—80m.—see July 7 issue—(Irish-American)—(Kodachrome).

KILLER DILLER—MUC—Dusty Fletcher, George Wiltshire, Butterfly McQueen—Okeh for the Negro spots—73m.—see July 7 issue—(All-American).

LOUISIANA STORY—Joseph Boudreaux, Lionel LeBlanc, Frank Hardy—High rating drama for the art houses—77m.—see Sept. 29 issue—(Lopert).

NIGHT AT THE FOLLIES, A—MU—Evelyn West, Rene Andre, Pat O'Shea—Novelty picturization of burlesque show for censorless spots—48m.—see Aug. 18 issue—(Excelsior).

STORY OF LIFE, THE—ED—Joseph Crehan, Wanda McKay, John Parker—Educational sex film requires special selling—62m.—see Aug. 4 issue—(Crusade).

STRANGE VICTORY—DOC—Virgil Richardson, Cathy McGregor, Sophie Maslow—High-rating documentary will need selling—73m.—see Aug. 4 issue—(Target).

WE LIVE AGAIN—DOCD—Produced by M. Bahelfer, O. Fessler, A. Hamza—Good Yiddish documentary-type drama—54m.—see Sept. 29 issue—(Yiddish-made)—(English titles)—(Jewish Films).

Foreign

(Address of producers and distributors will be furnished on request).

ANGELINA—D—Anna Magnani, Nanda Bruno, Ave Ninchi—High-rating Italian entry—90m.—see May 12 issue—(Italian-made)—(English titles)—(President).

ANTOINE AND ANTOINETTE—D—Rager Pigaut, Claire Maffei, Noel Roquevert—High rating—88m.—see May 12 issue—(French-made)—(English titles)—(Sirtzky-Int.)—Leg: B.

AUGUST 14 (ONE DAY IN THE USSR)—DOC—Suitable entry for Russian patronage—68m.—see Sept. 1 issue—(Russian-made)—(English titles)—(Artkino)—(Color).

BLIND DESIRE—DMU—Jean-Louis Barrault, Edwige Feuillere, Jean Wall—Mediocre French import—88m.—see June 23 issue—(French-made)—(English titles)—(Discina Int.).

CHAMPAGNE CHARLIE—MUC—Tommy Trinder, Stanley Holloway, Betty Warren—Entertaining British import for the dualers—71m.—see Sept. 1 issue—(English-made)—(Bell).

CONFESSIONS OF A ROGUE—CD—Louis Juvet, Suzy Delair, Annette Poivre—Good French entry—91m.—see April 28 issue—(French-made)—(English titles)—(Distinguished).

DAMNED, THE—D—Henri Vidal, Florence Marly, Kurt Kronefeld—High-rating French import—104m.—see May 26 issue—(French-made)—(English titles)—(Discina Int.)—Leg: B.

DAY OF WRATH—D—Thirild Roose, Lisbeth Movin, Sigrid Neiendam—Slow-moving Danish drama for the art houses—97m.—see May 12 issue—(Danish-made)—(English titles)—(Schaefer).

DIE FLEDERMAUS—MUC—Marte Harell, Johannes Heesters, Willi Dohm—Good German entry for the art houses—96m.—see May 12 issue—(German-made)—(English titles)—(Artkino)—(Agfa color)—Leg: B.

EAGLE WITH TWO HEADS, THE—D—Edwige Feuillere, Jean Marais, Sylvia Montfort—Absorbing French import—90m.—see Oct. 13 issue—(French-made)—(English titles)—(Vog).

FIRST OPERA FILM FESTIVAL—MU—Tita Gobbi, Pina Malcarini, Vittoria DiFreda—Unique offering for the specialty spots—95m.—see June 23 issue—(Italian-made)—(Classic).

FOOLISH HUSBANDS—CD—Fernand Gracet, Micheline Presce, Maria Dea—Amusing French entry—99m.—see Oct. 27 issue—(French-made)—(English titles)—Sirtzky-International).

FRIC-FRAC—CD—Fernandel, Arletty, Michael Simon—Entertaining adult fare—90m.—see June 23 issue—(French-made)—(English titles)—(Oxford)—Leg: C.

FRIEND WILL COME TONIGHT, A—D—Michel Simon, Madeleine Sologne, Louis Salou—Better-than-average French offering—90m.—see Aug. 4 issue—(French-made)—(English titles)—(Lopert).

GELOSIA—D—Luisa Ferida, Roldana Lupi, Elena Zareschi—Average Italian import—87m.—see May 12 issue—(Italian-made)—(English titles)—(World-Wide).

HONORABLE CATHERINE, THE—C—Edwige Feuillere, Andre Luguet, Denise Grey—Weak French import—85m.—see Sept. 1 issue—(French-made)—(English titles)—(LeLarge).

ILLEGALS, THE—DOC—Tereska Torres, Yankel Mikalawitch—Documentary-type drama has limited appeal—77½m.—see July 7 issue—(Palestinian-made)—(Mayer-Burstyn).

LOVES OF CASANOVA—ROMCMU—Georges Guetary, Aime Clariand, Jean Tissier—Entertaining—101m.—see Oct. 13 issue—(French-made)—(English titles)—(Vog Films).

LOVES OF DON JUAN, THE—ROMD—Adriano Rimaldi, Dina Sassoli, Paolo Stoppa—Fair Italian entry—92m.—see Sept. 15 issue—(Italian-made)—(English titles)—(Superfilm).

LYSISTRATA—CD—Judith Helzmeister, Paul Kemp, O. W. Fischer—Mediocre German offering—85m.—see July 7 issue—(German-made)—(English titles)—(Distinguished).

MALACARNE—ROMD—Mariella Latti, Otello Tasso, Madoe Nazzari—Fair Italian import—101m.—see Oct. 27 issue—(Italian-made)—(English titles)—(Saturnia).

MARIUS—CD—Raimu, Pierre Fresnay, Charpin—Excellent French import—125m.—see May 26 issue—(French-made)—(English titles)—(Sirtzky Int.).

MARRIAGE IN THE SHADOWS—D—Paul Klinger, Ilse Steppat, Alfred Balthoff—Impressive German entry—90m.—see Oct. 13 issue—(German-made)—(English titles)—(Gramercy).

MERRY CHASE, THE—ROMC—Clara Calamini, Nino Besatti, Rossano Brazzi—Amusing Italian entry—75m.—see Oct. 13 issue—(Italian-made)—(English titles)—(Superfilm).

MR. ORCHID—MD—Noel-Noel, Nadine Alari, Jose Arthur—Good import—93m.—see May 12 issue—(French-made)—(English titles)—(Lopert).

MURDERERS AMONG US—D—Hildegard Knef, Ernst Borcher, Arno Paulsen—Suspenseful tale of postwar Berlin—84m.—see Sept. 1 issue—(German-made)—(English titles)—(Artkino).

NOT GUILTY—MD—Michel Simon, Jany Holt, Jean Debucourt—High-rating French import—94m.—see May 26 issue—(French-made)—(English titles)—(LeLarge-Ariane)—Leg: B.

PORTRAIT OF INNOCENCE—CD—Louise Carletti, Gilbert Gil, Pierre Larquey—Good French offering—86m.—see June 23 issue—(French-made)—(English titles)—(Sirtzky-Int.).

PRIVATE LIFE OF AN ACTOR—CD—Cacha Guity, Iana Marconi, Marguerite Pierry—Stimulating French entry has the names to help—96m.—see Oct. 13 issue—(French-made)—(English titles)—(International).

QUIET WEEK END—C—Derek Farr, Frank Collier, Marjorie Fielding—Moderate English import—83m.—see Sept. 15 issue—(English-made)—(Distinguished).

RAZZIA—MD—Paul Bildt, Elli Burgmer, Walter Gross—Good German-made offering for the art houses—94m.—see July 7 issue—(German-made)—(English titles)—(Artkino).

REVENGE—D—Anna Magnani, Gino Cervi, Luisa Poselli—Good Italian import—66m.—see Dec. 10 issue—(Italian-made)—(English titles)—(Distinguished).

ROOM UPSTAIRS, THE—ROMD—Marlene Dietrich, Jean Gabin, Jean d'yd—Above average import—86m.—see June 9 issue—(French-made)—(English titles)—(Lopert) Leg: C.

RUY BLAS—ROMD—Danielle Darrieux, Jean Marais, Marcel Herrand—Disappointing—87m.—see Oct. 13 issue—(French-made)—(English titles)—(Discina International)—Leg: C.

SHOWTIME—DMU—Richard Greene, Ann Todd, Peter Graves—Minor English entry—90m.—see June 23 issue—(English-made)—(English Films).

SON OF THE REGIMENT—D—Yura Yankin, Alexander Morosov, Gregory Pluzhnik—High-rating Russian import—75m.—see May 12 issue—(Russian-made)—(English titles)—(Artkino).

SPRING—CMU—Lubov Orlova, Nikolai Cherkassov, Nikolai Kononov—Good Russian comedy—104m.—see April 28 issue—(Russian-made)—(English titles)—(Artkino).

SYMPHONIE PASTORAL—D—Michele Morgan, Pierre Blanchard, Line Noro—High rating French film—105m.—see Sept. 29 issue—(French-made)—(English titles)—(Films International)—Leg: B.

THEY ARE NOT ANGELS—DOCD—Pierre Blanchard, Raymond Bussieres, Jean Wall—Excellent French entry—123m.—see July 7 issue—(French-made)—(English titles)—(Sirtzky-Int.)—Leg: B.

TRAGIC HUNT—AD—Vivo Gioi, Andrea Checchi, Carla Del Poggio—Better-than-average Italian entry—90m.—see Nov. 10 issue—(Italian-made)—(English titles)—(Films International).

TRIUMPH OF YOUTH—DOC—The Athletic and Youth Clubs of Soviet Russia—Good filler for the art houses—44m.—see June 23 issue—(Russian-made)—(Artkino)—(Color).

VILLAGE TEACHER—D—Vera Maretskaya, Dmitri Sagal, Vassili Maruta—Fair Russian entry—97m.—see July 21 issue—(Russian-made)—(English titles)—(Artkino).

WELL DIGGER'S DAUGHTER, THE—D—Raimu, Fernandel, Josette Day—Excellent French entry—120m.—see Oct. 16 issue—(French-made)—(English titles)—(Sirtzky-International)—Leg: B.

WHEN LOVE CALLS—ROMCMU—Gino Bechi, Silvana Pampini, Aroldo Tieri—Entertaining Italian import—105m.—see Oct. 27 issue—(Italian-made)—(English titles)—(Superfilm).

WHERE WORDS FAIL—ROMDMU—Enrique Muino, Italo Bertini, Linda Lorena—Fair Spanish entry—63½m.—see Sept. 15 issue—(Spanish-made)—(English titles)—(Lopert).

WHO KILLED SANTA CLAUS—CMD—Harry Baur, Raymond Rouleau, Renee Faure—Mediocre French import—95m.—see May 26 issue—(French-made)—(English titles)—(Film Rights Int.).

WITHOUT PREJUDICE—DOCD—Sergei Kuriloff, Glin Grigoryeva, Dmitri Budarov—Good Russian import—89m.—see Oct. 27 issue—(Russian-made)—(English titles)—(Artkino).

The Shorts Parade

(Additional listing of 1946-47 shorts product will be found on pages 2225, 2226, 2227, 2244, 2245, 2303, 2304, 2305, 2404, 2405, and 2406 of The Pink Section, another regular service of THE EXHIBITOR. Additional listing of 1947-48 shorts will be found on pages 2446, 2447, and 2448. The number opposite each series designates the total announced by the company at the beginning of the season. Uncompleted 1946-47 and 1947-48 series will appear until ended.—Ed.) (Ratings: E—Excellent; G—Good; F—Fair; B—Bad.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (20)					
9421	(Oct. 9)	Wedding Belle (Schilling-Lane)	F	17m.	2287
9422	(Nov. 13)	Should Husbands Marry? (Herbert)	F	17m.	2302
9423	(Jan. 29)	Silly Billy (Burke)	F	18m.	2351
9424	(Feb. 19)	Two Nuts In A Rut (Schilling and Lane)	F	18m.	2360
9425	(Apr. 15)	Tall, Dork and Gruesome (Herbert)	F	16m.	2375
9426	(May 13)	Crabbin' in the Cabin (Vernon and Quillan)	F	18m.	2413
9427	(June 10)	Pardon My Lomb Chop (Schilling and Lane)	B	17m.	2422
9431	(Sept. 4)	Rolling Down To Reno (Von Zell)	G	16½m.	2262
9432	(Sept. 18)	Hectic Honeymoon (Holloway)	F	17m.	2271
9433	(Nov. 20)	Wife To Spare (Clyde)	F	16m.	2302
9434	(Dec. 18)	Wedlock Deadlock (DeRita)	G	16m.	2328
9435	(Dec. 25)	Radio Romeo (Von Zell)	F	17½m.	2351
9436	(Jan. 15)	Man or Mouse (Holloway)	F	18m.	2351
9437	(Mar. 11)	Eight-Ball Andy (Clyde)	F	17½m.	2369
9438	(Apr. 29)	Jitter Bughouse (De Rita)	G	17m.	2393
9439	(May 27)	The Sheepish Wolf (Von Zell)	F	17½m.	2413
9440	(June 24)	Flat Feet (Holloway)	F	17½m.	2436
(1948-49) (12)					
1421	(Sept. 9)	Billie Gets Her Man (Burke)	G	17m.	2473
1422	(Oct. 14)	Go Chase Yourself (Clyde)	F	17m.	2496
1431	(Nov. 11)	A Pinch In Time (Herbert)			
COMEDY FAVORITE RE-RELEASES (6)					
1441	(Sept. 30)	Pest From the West	G	18½m.	2481
1442	(Oct. 21)	Ay Tonk Ay Go		16m.	
SERIALS (3)					
9120	(Sept. 4)	The Sea Hound	G	15ep.	2241
9140	(Dec. 18)	Brick Bradford	G	15ep.	2311
9160	(Apr. 1)	Tex Granger	G	15ep.	2369
SPECIAL FEATURE SERIAL					
9180	(July 15)	Superman	E	15ep.	2428
(1948-49) (3)					
1120	(Oct. 28)	Congo Bill		15ep.	
SPECIAL (1)					
9451	(Jan. 15)	A Voice Is Born	E	20½m.	2271
THREE STOOGES (8)					
9401	(Sept. 11)	Brideless Groom	G	16½m.	2262
9402	(Oct. 30)	Sing A Song of Six Pants	F	17m.	2287
9403	(Dec. 11)	All Gunned Up	F	18m.	2302
9404	(Jan. 8)	Shivering Sherlocks	G	17m.	2375
9405	(Feb. 26)	Pardon My Clutch	F	15m.	2351
9406	(Mar. 4)	Squareheads of the Round Table	F	18m.	2360
9407	(May 6)	Fiddlers Three	B	17m.	2393
9408	(July 8)	The Hot Scots	G	17m.	2436
(1948-49) (8)					
1401	(Sept. 2)	Heavenly Daze	F	16½m.	2473
1402	(Oct. 7)	I'm A Monkey's Uncle	G	16m.	2496
1403	(Nov. 4)	Mummy's Dummies	F	16m.	
1411	(Nov. 18)	No. 1—Can You Top This?		13m.	
One Reel					
COLOR FAVORITES (8)					
(Re-releases)					
(Technicolor)					
9601	(Oct. 30)	Dreams On Ice	G	6½m.	2271
9602	(Nov. 20)	Novelty Shop	F	6½m.	2303
9603	(Dec. 18)	Dr. Bluebird	F	8m.	2302
9604	(Jan. 22)	In My Gondola	F	7½m.	2329
9605	(Feb. 19)	Animal Cracker Circus	G	7m.	2336
9606	(Apr. 8)	Bon Bon Parade	G	8½m.	2375
9607	(May 6)	House That Jack Built	F	7m.	2393
9608	(July 15)	The Untrained Seal	F	7½m.	2436
(1948-49) (8)					
1601	(Sept. 9)	The Stork Takes A Holiday	F	8m.	2474
1602	(Oct. 14)	Swing, Monkey, Swing	G	8m.	2497
1603	(Nov. 25)	The Little Match Girl			
COLOR PHANTASIES (8)					
9701	(Nov. 6)	Kitty Caddy	F	6m.	2287
9702	(Feb. 5)	Topsy Turkey	F	6½m.	2352
9703	(June 3)	Short Snorts On Sports	F	6½m.	2422
COLOR RHAPSODIES (8)					
(Technicolor)					
9501	(Sept. 11)	Swiss Tease	F	6m.	2263
9502	(Dec. 4)	Boston Beany	G	6m.	2302
9503	(Mar. 18)	Flora	G	7m.	2352

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
(1948-49) (8)					
1501	(Sept. 2)	Pickled Puss	G	6½m.	2474
1502	(Nov. 4)	Lo, The Poor Buffa	G	6½m.	
COMMUNITY SINGS (12)					
(Series 12)					
9651	(Sept. 4)	No. 1—Linda	G	10m.	2243
9652	(Oct. 2)	No. 2—April Showers	G	9m.	2271
9653	(Nov. 6)	No. 3—Peg O' My Heart	G	9m.	2303
9654	(Dec. 4)	No. 4—When You Were Sweet Sixteen	G	9½m.	2328
9655	(Jan. 8)	No. 5—Feudin' & Fightin'	G	10½m.	2352
9656	(Feb. 12)	No. 6—Civilization	G	10m.	2360
9657	(Apr. 29)	No. 7—I'm Looking Over A Four-Leaf Clover	G	9½m.	2376
9658	(June 3)	No. 8—Monana	G	10½m.	2413
9659	(Aug. 12)	No. 9—California Here I Come	G	9m.	2463
(1948-49) (8)					
(Series 13)					
1651	(Sept. 16)	No. 1—Boby Face	G	9m.	2481
1652	(Oct. 21)	No. 2—My Happiness	G		
FILM NOVELTIES (8)					
9901	(Nov. 27)	Aren't We All	F	10½m.	2328
ONE REEL SPECIAL					
1551	(Oct. 21)	Candid Microphone	E	10m.	2497
SCREEN SNAPSHOTS (12)					
(Series 27)					
9851	(Sept. 4)	Hollywood Cowboys	G	9½m.	2243
9852	(Oct. 9)	Laguna, U. S. A.	G	9½m.	2303
9853	(Nov. 27)	Out of This World Series	G	9m.	2328
9854	(Dec. 18)	Off The Air	F	10m.	2328
9855	(Jan. 22)	Hawaii In Hollywood	G	10m.	2361
9856	(Mar. 18)	Photoplay Magazine's Gold Medal Awards	G	9½m.	2376
9857	(Apr. 1)	Smiles and Styles	G	9½m.	2376
9858	(May 6)	Hollywood Honors Hersholt	G	8m.	2393
9859	(June 10)	Hollywood Party	G	9m.	2422
9860	(July 8)	Hollywood Friars, Honor George Jessel	G	9½m.	2437
(1948-49)					
(Series 28) (12)					
1851	(Sept. 2)	Hollywood Holiday	G	9m.	2490
1852	(Oct. 7)	A Day At CBS		9½m.	
1853	(Nov. 18)	Stars To Remember		9½m.	
THRILLS OF MUSIC (12)					
(Series 2)					
9951	(Sept. 18)	Boyd Raeburn and Orchestra	G	11m.	2263
9952	(Oct. 30)	Claude Thornhill and Orchestra	G	11m.	2271
9953	(Nov. 13)	Lecuona Cuban Boys	G	10½m.	2297
9954	(Dec. 11)	Skitch Henderson and Orchestra	G	10m.	2352
9955	(Jan. 15)	Charlie Barnet and Orchestra	G	10½m.	2393
9956	(Mar. 25)	Ted Weems & Orchestra	G	10½m.	2361
9957	(June 10)	Gene Krupa and Orchestra	F	10m.	2422
9958	(July 22)	Tony Pastor and Orchestra	G	10m.	2463
(1948-49) (12)					
(Series 3)					
1951	(Sept. 23)	Elliot Lawrence and Orchestra	G	10m.	2474
1952	(Nov. 4)	Ray Eberle and Orchestra	G		
VERA VAGUE LAFF TOURS ()					
1751	(Oct. 28)	A Lass In Alaska	F	10½m.	2497
WORLD OF SPORTS (12)					
9801	(Sept. 25)	Cinderella Cagers	G	9½m.	2263
9802	(Oct. 23)	Ski Demons	G	9m.	2287
9803	(Nov. 13)	Bowling Kings	G	10m.	2306
9804	(Dec. 25)	Navy Crew Champions	G	10m.	2328
9805	(Jan. 29)	Rodeo Thrills and Spills	G	9½m.	2361
9806	(Mar. 11)	Net Marvels	G	9m.	2377
9807	(May 13)	Champions in the Making	F	8½m.	2407
9808	(June 17)	No Holds Barred	G	9m.	2423
9809	(July 15)	Aqua Zanies	F	9m.	2437
(1948-49) (12)					
1801	(Sept. 23)	Diving Champions	G	9½m.	2490
1802	(Oct. 14)	Acrobatic Babies	G	9½m.	2497
1803	(Nov. 18)	Wonder Woman			
Metro-Goldwyn-Mayer					
Two Reel SPECIALS (4)					
A-901	(Mar. 27)	Drunk Driving	F	21m.	2360
A-902	(Apr. 24)	Going To Blazes	E	21m.	2384
One Reel					
CARTOONS (16)					
(Technicolor)					
(T-J—Tom and Jerry)					
W-931	(Sept. 20)	Slap Happy Lion	G	7m.	2281
W-932	(Sept. 27)	The Invisible Mouse (T-J)	F	7m.	2256
W-933	(Dec. 6)	King Size Canary	F	7m.	2297
W-934	(Jan. 31)	The Bear and the Bean	G	7m.	2336
W-935	(Mar. 20)	What Price Freedom	F	6m.	2352
W-936	(Apr. 24)	Make Mine Freedom	G	9m.	2376
W-937	(May 1)	Kitty Foiled (T-J)	E	7m.	2384
W-938	(May 15)	Little Tinker	G	8m.	2413
W-939	(June 26)	The Bear and the Hare	F	7m.	2422
W-940	(July 17)	The Truce Hurts (T-J)	G	7m.	2444
W-941	(Aug. 7)	Half-Pint Pygmy	F	7m.	2462
(1948-49) (16)					
W-31	(Sept. 18)	Old Rockin' Chair Tom (T-J)	G	7m.	2481
W-32	(Oct. 9)	Lucky Ducky	F	7m.	2489
W-33	()	Professor Tom (T-J)	F	7m.	2497

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed in Pink Section
FITZPATRICK TRAVELTALKS (6)					
(Technicolor)					
T-911	(Nov. 29)	Visiting Virginia	G	9m.	2281
T-912	(Dec. 13)	Cradle Of A Nation	G	10m.	2297
T-913	(May 8)	Cape Breton Island	G	9m.	2438
T-914	(July 31)	Chicago, the Beautiful	G	10m.	2444
T-11	(Oct. 16)	Wandering Through Wales	G	10m.	2497
GOLD MEDAL REPRINT CARTOONS (7)					
(Technicolor)					
W-921	(Nov. 22)	Goldilocks and the Three Bears	F	11m.	2281
W-922	(Dec. 20)	The Fishing Bear	F	8m.	2311
W-923	(Feb. 14)	The Milky Way	E	8m.	2342
W-924	(Mar. 27)	The Midnight Snack	F	9m.	2360
W-925	(Apr. 24)	Puss 'N' Toots	G	7m.	2393
W-926	(June 12)	The Bowling Alley Cat	F	8m.	2428
1948-49 ()					
W-21	()	The Little Gold Fish			
W-22	()	Fine Feathered Friends			
W-23	()	The Blue Danube			
W-24	()	Sufferin' Cats (T-J)			
MARTIN BLOCK'S MUSICAL MERRY-GO ROUND					
M-981	(Feb. 14)	No. 1—Freddy Martin and Keenan Wynn	E	10m.	2342
M-982	(Apr. 24)	No. 2—Tex Beneke and Orchestra	G	10m.	2352
M-983	(June 26)	No. 3—Ray Noble and Buddy Clark	G	11m.	2422
M-984	(July 17)	No. 4—Les Brown and Virginia O'Brien	G	10m.	2444
M-985	(Aug. 28)	No. 5—Frankie Carle and Orchestra	G	10m.	
M-986	(Aug. 30)	No. 6—Art Lund—Tex Beneke—Les Brown	G	10m.	
PASSING PARADES (6)					
K-971	(Dec. 20)	Miracle in A Cornfield (Technicolor)	E	8m.	2312
K-972	(Jan. 10)	It Can't Be Done	E	10m.	2337
K-973	(Jan. 24)	Goodbye Miss Turlock	G	10m.	2342
K-974	(Feb. 7)	My Old Town	G	9m.	2342
K-975	(June 19)	Souvenir of Death	G	10m.	2428
K-976	(Aug. 28)	The Fabulous Fraud	G	11m.	
(1948-49) ()					
K-71	(Nov. 20)	City of Little Men			
PETE SMITH SPECIALTIES (10)					
S-951	(Sept. 6)	Football Thrills No. 10	E	10m.	2250
S-952	(Oct. 18)	Surfboard Rhythm (Technicolor)	G	9m.	2263
S-953	(Nov. 8)	What D'Ya Know?	G	9m.	2281
S-954	(Dec. 13)	Have You Ever Wondered?	G	10m.	2303
S-955	(Jan. 10)	Bowling Tricks	E	9 1/2m.	2312
S-956	(Feb. 7)	I Love My Mother-In-Law, But	G	8m.	2337
S-957	(Mar. 20)	Now You See It (Technicolor)	G	9m.	2361
S-958	(May 29)	You Can't Win	F	9m.	2393
S-959	(July 17)	Just Suppose	F	9m.	2444
S-960	(Aug. 21)	Football Thrills No. 11	G	9m.	2444
(1948-49) (10)					
S-51	(Sept. 11)	Why Is It?	E	9m.	2481
S-52	(Sept. 18)	Plgskin Skill (Technicolor)	G	9m.	2481
	(Nov.)	Ice Aces			
Monogram					
Two Reel (Ansco Color)					
4741	(May 30)	Climbing the Matterhorn	E	21m.	2249
Paramount					
Two Reel					
MUSICAL PARADE FEATURETTES (6)					
(Technicolor)					
FF7-1	(Feb. 27)	Samba Mania	G	18m.	2336
FF7-2	(Apr. 9)	Footlight Rhythm	G	19m.	2369
FF7-3	(June 25)	Gypsy Holiday	F	19m.	2414
FF7-4	(Aug. 6)	Tropical Masquerade	G	16m.	2462
FF7-5	(Oct. 1)	Big Sister Blues	F	14m.	2497
FF7-6	(Nov. 19)	Catalina Interlude			
One Reel					
GRANTLAND RICE SPORTLIGHTS (10)					
R7-1	(Oct. 3)	Riding The Waves	G	10m.	2281
R7-2	(Oct. 31)	Running The Hounds	G	11m.	2287
R7-3	(Nov. 28)	Five Fathoms of Fun	G	10m.	2306
R7-4	(Dec. 5)	Stop, Look And Guess 'Em	G	10m.	2312
R7-5	(Jan. 16)	All American Swing Stars	G	10m.	2337
R7-6	(Feb. 20)	Double Borrelled Sport	G	10m.	2342
R7-7	(Mar. 26)	Big Game Angling	G	10m.	2361
R7-8	(Apr. 30)	Riding Habits	G	10m.	2377
R7-9	(June 11)	Big League Glory	E	10m.	2414
R7-10	(July 30)	Her Favorite Pools	G	10m.	2444
(1948-49) (10)					
R8-1	(Nov. 5)	Hot Rod Speedsters		10m.	
R8-2	(Dec. 10)	Acrobatic Illini		10m.	
NOVELTOONS (8)					
(Polacolor)					
P7-1	(Dec. 5)	Santa's Surprise	G	9m.	2303
P7-2	(Jan. 9)	Cat O' Nine Ails	G	7m.	2313
P7-3	(Feb. 13)	Flip Flap	G	8m.	2360
P7-4	(Mar. 19)	We're In The Honey	G	8m.	2360
P7-5	(Apr. 9)	The Bored Cuckoo	G	8m.	2375
P7-6	(Apr. 23)	There's Good Boo's Tonite	G	9m.	2376
P7-7	(May 7)	Land Of The Lost	E	7m.	2385
P7-8	(June 4)	Butterscotch and Soda	G	7m.	2411

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(1948-49) (10)					
P8-1	(Oct. 15)	The Mite Makes Right.....G		8m. 2481	
P8-2	(Nov. 19)	Hector's Hectic Life			
P8-3	(Dec. 17)	Old Shell Game	G	7m. 2481	
P8-4	(Dec. 17)	Little Red School House			
P8-5	(Sept. 10)	Hep Cat Symphony	G	7m. 2481	
P8-6	(Oct. 1)	Lost Dream			
PACEMAKERS (6)					
K7-1	(Oct. 3)	It Could Happen To You G		11m. 2281	
K7-2	(Nov. 14)	Babies, They're Wonderful G		11m. 2287	
K7-3	(Jan. 2)	Bundle From Brazil	G	11m. 2313	
K7-4	(Mar. 12)	Musical Miracle	G	11m. 2361	
K7-5	(May 28)	A Model Is Born	G	7m. 2403	
K7-6	(July 30)	Neighbor To The North.....G		13m. 2437	
(1948-49) (12)					
K8-1	(Oct. 8)	Appointment with Baby.....			
K8-2	(Dec. 3)	Mr. Groundling Takes The Air		9m.	
POPEYE CARTOONS (8)					
(Palacolor)					
E7-1	(Dec. 19)	All's Fair At The Fair	G	8m. 2302	
E7-2	(Jan. 30)	Olive Oyl For President.....G		7m. 2313	
E7-3	(Feb. 27)	Wigwam Whoopee	G	8m. 2360	
E7-4	(Mar. 26)	Pre-Hysterical Man	G	7m. 2376	
E7-5	(June 18)	Popeye Meets Hercules	G	7m. 2414	
E7-6	(July 30)	A Wolf In Sheik's Clothing F		8m. 2444	
E7-7	(Aug. 27)	Spinach vs. Hamburgers	F	8m. 2463	
E7-8	(Sept. 3)	Snow Place Like Home	G	7m. 2497	
(1948-49) (8)					
E8-1	(Nov. 12)	Robin Hood Winked			
E8-2	(Dec. 31)	Symphony In Spinach			
POPULAR SCIENCE (6)					
(Magnacolor)					
J7-1	(Oct. 17)	No. 1—Radar Fishermen	G	10m. 2281	
J7-2	(Dec. 26)	No. 2—Desert Destroyers	G	11m. 2303	
J7-3	(Feb. 20)	No. 3—Streamlined Luxury G		10m. 2337	
J7-4	(Apr. 2)	No. 4—Fog Fighters	G	10m. 2376	
J7-5	(May 21)	No. 5—The Big Eye	G	10m. 2393	
J7-6	(Aug. 6)	No. 6—The Flying Wing.....G		10m. 2463	
(1948-49) (6)					
J8-1	(Dec. 24)	No. 1—Solar Secrets		10m.	
SCREEN SONG (8)					
(Polacolor)					
X7-1	(Dec. 26)	The Circus Comes To Clown	G	7m. 2312	
X7-2	(Jan. 23)	Base Brawl	G	8m. 2337	
X7-3	(Feb. 20)	Little Brown Jug	G	8m. 2337	
X7-4	(Mar. 12)	The Golden State	G	8m. 2360	
X7-5	(Mar. 19)	Winter Draws On	G	7m. 2360	
X7-6	(June 4)	Sing Or Swim	G	7m. 2414	
X7-7	(July 16)	Campdown Races	G	8m. 2444	
X7-8	(Aug. 20)	The Lone Star State	F	9m. 2463	
(1948-49) (12)					
X8-1	(Oct. 22)	Readin', 'Ritin' and 'Rhythmic	G	7m. 2497	
SPEAKING OF ANIMALS (6)					
Y7-1	(Oct. 3)	Dog Crazy	G	11m. 2281	
Y7-2	(Nov. 14)	Ain't Nature Grand	F	10m. 2287	
Y7-3	(Dec. 12)	Monkey Shines	G	9m. 2306	
Y7-4	(Feb. 6)	Hame Sweet Home	F	10m. 2337	
Y7-5	(Apr. 16)	'Tain't So	F	10m. 2376	
Y7-6	(June 18)	As Headliners	G	10m. 2414	
(1948-49) (6)					
Y8-1	(Oct. 29)	The Gnu Look	G	10m. 2497	
UNUSUAL OCCUPATIONS (6)					
(Magnacolor)					
L7-1	(Nov. 7)	No. 1—Hula Magic	G	10m. 2281	
L7-2	(Jan. 2)	No. 2—Bagpipe Lassies	G	11m. 2313	
L7-3	(Feb. 13)	No. 3—Modern Pioneers	G	11m. 2361	
L7-4	(Apr. 16)	No. 4—Nimrod Artist	G	10m. 2376	
L7-5	(May 14)	No. 5—Feather Finery	G	10m. 2393	
L7-6	(Aug. 13)	No. 6—Aerial Hot Rods.....G		16m. 2474	
(1948-49) (6)					
L8-1	(Nov. 26)	No. 1—The Glass Orchestra			
L8-2	(.....)	The Early Bird			
RKO					
Two Reel					
EDGAR KENNEDY COMEDIES (6)					
83401	(Nov. 21)	Mind Over Mouse	F	17m. 2311	
83402	(Jan. 2)	Brother Knows Best	F	17m. 2336	
83403	(Feb. 6)	No. 3—Modern Pioneers	F	18m. 2351	
83404	(May 14)	How To Clean House	F	18m. 2403	
83405	(June 25)	Dig That Gold	F	17m. 2436	
83406	(Aug. 6)	Home Canning	F	16m. 2462	
(1948-49) (6)					
93401	(Oct. 1)	Contest Crazy		16m.	
LEON ERROL COMEDIES (6)					
83701	(Jan. 16)	Bet Your Life	G	14m. 2336	
83702	(Mar. 5)	Don't Fool Your Wife	F	18m. 2360	
83703	(Apr. 9)	Secretary Trouble	F	17m. 2403	
83704	(Sept. 17)	Bachelor Blues	F	17m. 2489	
(1948-49) (6)					
93701	(.....)	The Uninvited Blonde			
(1948-49) (6)					
MY PAL (4)					
83201	(Oct. 31)	My Pal	G	22m. 2262	
83202	(Sept. 24)	Pal's Adventure	F	20m.	

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RAY WHITLEY MUSICAL WESTERN REISSUES (4)					
83501	(Sept. 5)	Molly Cures A Cowboy.....F		19m. 2256	
83502	(Oct. 10)	Musical Bandit	F	16m. 2280	
83503	(Nov. 14)	Corralling A School Marm F		20m. 2319	
83504	(Dec. 19)	Prairie Spooners	G	13m. 2328	
SPECIALS					
83601	(Apr. 1)	Twenty Years of Academy Awards	E	18m. 2369	
83801	(Apr. 23)	Basketball Headliners Of 1948	G	18m. 2384	
83901	(Dec. 12)	Football Highlights of 1947	G	19 1/2m. 2302	
841-	(.....)	Louis-Walcott Fight	G	21m. 2302	
842	(June 26)	Louis-Walcott Fight No. 2 G		19m. 2422	
THIS IS AMERICA (13)					
83101	(Nov. 14)	Border Without Bayonets E		16m. 2286	
83102	(Dec. 12)	Switzerland Today	E	18m. 2311	
83103	(Jan. 9)	Children's Village	E	19m. 2319	
83104	(Feb. 6)	Operation White Tower	G	18m. 2336	
83105	(Mar. 5)	Photo Frenzy	E	16m. 2352	
83106	(Apr. 2)	Funny Business	E	18m. 2369	
83107	(Apr. 30)	Democracy's Diary	E	17m. 2384	
83108	(May 28)	Crime Lab	E	17m. 2403	
83109	(June 25)	Letter To A Rebel	G	16m. 2428	
83110	(July 23)	Spart's Golden Age	G	17m. 2436	
83111	(Aug. 20)	Glamour Street	G	16m. 2462	
83112	(Sept. 17)	Friend Of The Family	G	18m. 2489	
83113	(Oct. 15)	Who's Delinquent?	E	16m.	
SCREEN LINER (13)					
94201	(Oct. 29)	Jan August and His Piano Magic			
One Reel					
FLICKER FLASHBACKS (7)					
84201	(Oct. 24)	No. 1	G	10m. 2281	
84202	(Dec. 5)	No. 2	G	9m. 2319	
84203	(Jan. 16)	No. 3	F	9m. 2337	
84204	(Feb. 27)	No. 4	F	9m. 2361	
84205	(Apr. 9)	No. 5	F	8m. 2385	
84206	(May 21)	No. 6	F	9m. 2437	
84207	(July 2)	No. 7	G	9m. 2438	
JAMBOREES (7)					
(Re-Releases)					
84401	(Sept. 5)	Enric Madriguera and Orchestra	F	8m. 2256	
84402	(Oct. 3)	It's Tommy Tucker Time	F	8m. 2281	
84403	(Oct. 31)	Johnny Long and His Orchestra	G	8m. 2287	
84404	(Nov. 28)	Duke Ellington and His Orchestra	G	9m. 2319	
84405	(Dec. 26)	Jerry Wald and His Orchestra	G	9m. 2328	
84406	(Jan. 23)	Ray McKinley and His Orchestra	F	8m. 2328	
84407	(Feb. 20)	Dick Stabile and His Orchestra	G	8m. 2337	
SPORTSCOPES (13)					
84301	(Sept. 19)	Ski Holiday	G	8m. 2271	
84302	(Oct. 17)	Golf Doctor	G	8m. 2271	
84303	(Nov. 14)	Quail Pointers	G	8m. 2287	
84304	(Dec. 12)	Pin Games	G	8m. 2312	
84305	(Jan. 9)	Racing Day	G	8m. 2319	
84306	(Feb. 6)	Sports Coverage	G	8m. 2337	
84307	(Mar. 5)	Teen Age Tars	G	9m. 2361	
84308	(Apr. 2)	Doggone Clever	G	8m. 2385	
84309	(Apr. 30)	Big Mouth Boss	F	8m. 2437	
84310	(May 28)	Muscles and the Lady	G	9m. 2414	
84311	(June 25)	Ladies In Wading	G	8m. 2437	
84312	(July 23)	Athletic Varieties	G	8m. 2463	
84313	(Aug. 20)	Strikes To Spare	G	8m. 2490	
(1948-49) (13)					
94301	(Sept. 24)	Texas Red Head	G	8m.	
WALT DISNEY CARTOONS (18)					
(Ninth Series)					
(Technicolor)					
(D—Donald Duck; G—Gaafy; M—Mickey Mouse; P—Pluto; F—Figaro)					
(1946-47)					
74101	(May 30)	Figaro And Frankie (F)	F	7m. 2131	
74102	(June 20)	Clown of the Jungle (D) G		6m. 2154	
74103	(July 11)	Donald's Dilemma (D)	G	7m. 2163	
74104	(Aug. 1)	Crazy With The Heat (D) F		6m. 2187	
74105	(Aug. 22)	Bottle Beetle	G	7m. 2211	
74106	(Sept. 12)	Wide Open Spaces (D)	G	7m. 2187	
74107	(Oct. 3)	Mickey's Delayed Date (M) G		7m. 2250	
74108	(Oct. 31)	Foul Hunting (G)	F	6m. 2250	
74109	(Nov. 14)	Moll Dog (P)	G	7m. 2271	
74110	(Nov. 28)	Chip An' Dale	G	7m. 2286	
74111	(Dec. 26)	Pluto's Blue Note (P)	G	7m. 2311	
74112	(Jan. 23)	They're Off (G)	G	7m. 2337	
74113	(Feb. 6)	The Big Wash (G)	G	7m. 2271	
74114	(Mar. 5)	Drip Dippy Donald (D)	E	7m. 2360	
74115	(Mar. 19)	Mickey Down Under (M) F		7m. 2385	
74116	(Apr. 16)	Daddy Duck (D)	G	7m. 2403	
74117	(Apr. 30)	Bane Bandit (P)	F	7m. 2403	
74118	(May 21)	Donald's Dream Voice (D) E		6m. 2422	
(1948-49) (18)					
94101	(July 9)	Pluto's Purchase	G	7m. 2463	
94102	(July 30)	Trial of Donald Duck	G	7m. 2490	
94103	(Aug. 13)	Cat Nip Pluto (P)	G	6m. 2489	
94104	(Aug. 27)	Inferior Decorator (D)	F	6m. 2489	
94105	(Sept. 10)	Pluto's Fledgling (P)	G	7m.	
(.....) Donald's Happy Birthday (D)					
WALT DISNEY REISSUES ()					
(Technicolor)					
84701	(Oct. 17)	Hawaiian Holiday	E	8m. 2280	
84702	(Dec. 12)	The Clock Cleaners	E	8m. 2319	
84703	(Feb. 20)	Little Hiawatha	E	9m. 2336	
84704	(Apr. 2)	Alpine Climbers	E	9m. 2329	
84705	(May 14)	Woodland Cafe	E	8m. 2337	
84706	(Sept. 3)	Three Little Pigs	E	9m. 2436	
(1948-49) (6)					
94701	(.....)	Goofy and Wilbur (G)	E	8m.	

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Republic					
SERIAL					
891-13	(.....)	Federal Agents vs. Underworld, Inc.	G	12ep. 2489	
20th Century-Fox					
Two Reel					
THE MARCH OF TIME					
(Vol. 14)					
(Sept. 5)	No. 1—Is Everybody Listening?	F	18½m.	2243	
(Oct. 3)	No. 2—T-Men In Action	E	18m.	2262	
(Oct. 31)	No. 3—End of an Empire	G	18½m.	2280	
(Nov. 28)	No. 4—Public Relations . . . This Means You	G	17m.	2286	
(Dec. 26)	No. 5—The Presidential Year	G	17m.	2319	
(Jan.)	No. 6—The 'Cold War': Act 1—France	G	18½m.	2328	
(Feb.)	No. 7—Marriage and Divorce	F	17m.	2352	
(Mar.)	No. 8—Crisis In Italy	E	17m.	2360	
(Apr.)	No. 9—Life With Junior	G	18m.	2375	
(May)	No. 10—Battle for Greece	G	17m.	2393	
(June)	No. 11—The Fight Game	G	18½m.	2413	
(July)	No. 12—The Case of Mrs. Conrad	E	20m.	2428	
(Aug.)	No. 13—White Collar Girls	G	17m.	2443	
(Sept.)	No. 14—Life With Grandpa	G	18m.	2474	
(Oct. 20)	No. 15—Battle For Germany	E	18½m.	2489	
SPECIAL					
(.....)	Report For Action	G	17m.	2403	
One Reel					
FEMININE WORLD					
(Ilka Chase)					
8601	(Feb.)	Something Old—			
		Something New	E	9m.	2337
8602	(Apr.)	Fashioned for Action	G	8m.	2376
LEW LEHR DRIBBLE PUSS PARADE					
8901	(Nov. 21)	Album of Animals	F	9m.	2250
8902	(May)	Dying To Live	G	9m.	2403
MOVIETONE ADVENTURES (12)					
(Black and White)					
8201	(Sept. 12)	Horizons Of Tomorrow	G	9½m.	2281
8202	(Nov. 7)	The Three R's Go Modern	G	9m.	2243
8203	(Mar.)	Sky Thrills	E	9m.	2342
8204	(July)	Majesty Of Yellowstone	G	9m.	2393
(Color)					
(T—Technicolor; C—Cinecolor)					
8251	(Aug. 22)	Holiday In South Africa (T)	G	8m.	2256
8252	(Oct. 17)	Home Of The Danes (T)	G	8m.	2256
8253	(Dec. 12)	Jungle Closeups (T)	G	8m.	2342
8254	(Jan.)	Copenhagen Pageantry (T)	G	8m.	2342
8255	(June)	Scenic Sweden (T)	G	8m.	2407
8256	(July)	Riddle of Rhodesia (T)	G	9m.	2444
8257	(Aug.)	Bermuda (S)	G	8m.	2444
8258	(Aug.)	Desert Lights (T)	G	8m.	2444
8259	(Oct.)	Portrait of the West (T)		8m.	
8260	(Dec.)	Way Of The Padres (T)		8m.	
MOVIETONE SPECIALTIES					
8801	(Sept.)	Symphony Of A City	E	11m.	2497
SPECIAL					
(.....)	Thanks America	E	11m.	2352	
(.....)	Israel Reborn	G	10m.	2437	
SPORTS REVIEWS (6)					
(Technicolor)					
8351	(Sept. 26)	Vacation Magic	G	8m.	2256
8352	(Jan.)	Aqua Capers	F	8m.	2297
8353	(Apr.)	Playtime in Scandinavia	G	8m.	2377
(Black and White)					
8301	(Aug. 1)	Gridiron Greatness	G	10½m.	2243
8302	(Feb.)	Olympic Class	G	10m.	2342
8303	(May)	Everglades Adventure	G	9m.	2342
8304	(.....)	Football Finesse	G	10m.	2444
8305	(Nov.)	Olympic Water Wizards	G	9m.	2497
8306	(Dec.)	Yankee Ski-Doodle		9m.	
TERRYTOONS (24)					
(Technicolor)					
8501	(Feb.)	One Note Tony	G	7m.	2256
8502	(Aug. 15)	The Talking Magpies In Flying South	F	7m.	2256
8503	(Aug. 29)	Mighty Mouse In A Date For Dinner	F	7m.	2256
8504	(Sept. 19)	The Talking Magpies In Fishing By The Sea	F	6½m.	2281
8505	(Oct. 10)	Mighty Mouse in the First Snow	F	6½m.	2297
8506	(Oct. 24)	The Talking Magpies in The Super Salesman	F	6½m.	2297
8507	(Nov. 14)	Mighty Mouse In A Fight to the Finish	F	7m.	2303
8508	(Dec. 5)	The Wolf's Pardon	G	7m.	2311
8509	(Dec. 19)	Mighty Mouse In Swiss Cheese Family Robinson	G	7m.	2337
8510	(Dec. 12)	The Talking Magpies In The Hitchhikers	F	7m.	2352
8511	(Dec. 26)	Mighty Mouse In Lazy			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
8512	(Jan.)	Little Beaver	F	7m. 2352	
8513	(Jan.)	Felix The Fox	G	7m. 2375	
8514	(Mar.)	The Talking Magpies In Taming The Cat	G	7m. 2376	
8515	(Mar.)	Mighty Mouse and the Magician	F	7m. 2385	
8516	(Apr.)	Gandy Goose and the Chipper Chipmunk	F	7m. 2413	
8517	(Apr.)	Hounding The Hares	F	7m. 2403	
8518	(May)	Mighty Mouse in the Feudin' Hillbillies	F	7m. 2403	
8519	(June)	Mystery in the Moonlight	F	7m. 2403	
8520	(June)	Seeing Ghosts	F	7m. 2403	
8521	(July)	The Talking Magpies in a Sleepless Night	F	7m. 2444	
8522	(July)	Mighty Mouse in the Witch's Cat	F	7m. 2444	
8523	(Aug.)	The Talking Magpies In Magpie Madness	F	7m. 2444	
8524	(Sept.)	Mighty Mouse In Love's Labor Won	F	7m. 2444	
8525	(Oct.)	The Hard-Boiled Egg	G	7m. 2497	
8526	(Oct.)	Mighty Mouse In The Mysterious Stranger	F	7m. 2497	
8527	(Nov.)	The Talking Magpies In Free Enterprise	F	7m. 2497	
8528	(Nov.)	Mighty Mouse In Triple Trouble		7m.	
8529	(Dec.)	The Talking Magpies In In Again Out Again		7m.	
8530	(Dec.)	Mighty Mouse In The Magic Slipper		7m.	
8531	(May)	The Talking Magpies In Gooney Golfers		7m.	
8532	(May)	(Reissues)			
		Butcher of Seville	G	7m. 2384	
		Mighty Mouse in the Green Line	F	7m. 2422	

United Artists

One Reel

SPECIAL PALESTINE FILMS

(.....) Israel In Action

WALTER LANTZ CARTUNES (11)

(Technicolor)

(Dec. '47)	The Bandmaster	G	7m. 2297
(Feb. '48)	The Mad Hatter	G	7m. 2337
(Mar. '48)	Banquet Busters	G	7m. 2336
(Apr. '48)	Kiddie Koncert	F	7m. 2376
(May '48)	Pixie Picnic	G	7m. 2376
(June '48)	Wacky-bye Baby	G	7m. 2376

Universal-International

Three Reel

MUSICAL WESTERNS

3351	(Feb. 5)	Hidden Valley Days	F	27m. 2336
3352	(Feb. 26)	Powder River Gunfire	G	24m. 2369
3353	(Apr. 1)	Echo Ranch	G	25m. 2403

SPECIAL (1)

(Technicolor)

5555	(Nov. 27)	The Royal Wedding	G	27m. 2302
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Two Reel

NAME BAND MUSICALS (13)

3301	(Oct. 22)	Alvino Rey and his Orchestra	G	15m. 2319
3302	(Dec. 3)	Drummer Man	G	15m. 2328
3303	(Dec. 31)	Carlos Molina and Orchestra	G	15m. 2328
3304	(Mar. 3)	Tex Beneke and Orchestra	G	15m. 2342
3305	(Mar. 31)	Woody Herman and His Orchestra	G	15m. 2369
3306	(June 16)	Red Ingle and his Natural Seven	G	15m. 2403
3307	(June 23)	Tex Williams and Orchestra in "Western Whoopee"	G	15m. 2436
3308	(Aug. 18)	Jimmy Dorsey and Orchestra	G	15m. 2475
3309	(Sept. 15)	Charlie Barnet and his Orchestra in "Redskin Rhumba"	G	15m. 2475
3310	(Oct. 13)	Buddy Rich and Orchestra	G	15m.

SPECIALS (2)

(1946-47)

2201	(Aug. 27)	Fight of the Wild Stallions	G	20m. 2255
2202	(Nov. 12)	Harnessed Lightning	F	17m. 2297
3201	(Feb. 18)	Snow Capers	G	19m. 2342
4203	(Nov.)	Christmas Dream	E	11m.

One Reel

THE ANSWER MAN (8)

3391	(Dec. 22)	No. 1—Wind, Curves and Trapdoors	G	9m. 2319
3392	(Jan. 19)	No. 2—Hall of Fame	G	7m. 2376
3393	(Mar. 15)	No. 3—Men, Women and Motion	G	8m. 2403
3394	(Apr. 26)	No. 4—Flood Waters	G	8m. 2437
3395	(June 21)	No. 5—Mighty Timber	G	9m. 2437
3396	(July 5)	No. 6—Rockets of the Future	G	8m. 2474
3397	(Aug. 16)	No. 7—Water Battlers	G	7m. 2475
3398	(Aug. 23)	No. 8—Home of the Iceberg	G	7m. 2481

SING AND BE HAPPY (8)

3381	(Mar. 29)	Spotlight Serenade	G	8m. 2385
3382	(June 14)	Singin' The Blues	F	9m. 2437
3383	(July 5)	River Melodies	G	8m. 2437
3384	(Oct. 11)	Songs Of The Season		8m.
3385	(Oct. 18)	Hits Of The Nineties		
		Choo Choo Swing		

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		VARIETY VIEWS (8)			
3341	(Sept. 29)	Tropical Harmony	G	10m. 2287	
3342	(Nov. 17)	Chimp Aviator	G	9m. 2287	
3343	(Feb. 9)	Brooklyn Makes Capital	G	10m. 2319	
3344	(June 7)	Whatta Built	F	10m. 2407	
3345	(June 28)	Copa Carnival	F	10m. 2423	
3346	(July 12)	Paris On The Plata	F	9m. 2438	
3347	(Aug. 16)	Gaucha Fiesta	F	8 1/2m. 2428	
3348	(Oct. 18)	Call Of The Canyon	F	10m.	
		WALTER LANTZ CARTUNES (Technicolor)			
2329	(Dec. 15)	Woody, the Giant Killer	F	7m. 2319	
		Pickled Puss	F	7m. 2328	
		(Reissues) (13)			
3321	(.....)	Knock Knock	G	7m. 2403	
3322	(May)	Syncopated Sioux	F	7m. 2403	
3324	(Sept.)	Scrub Me, Mamma			
		Nutty Pine Cabin			

Vitaphone

Two Reel

SPECIAL (1)

(Technicolor)

4101	(Oct. 11)	Power Behind the Nation	G	18m. 2256	
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(1948-49)

5101	(Sept. 11)	Football Magic	G	20m. 2474	
5102	(Nov. 13)	Grandfather's Follies		20m.	

TECHNICOLOR SPECIALS (8)

4001	(Jan. 31)	Celebration Days	B	19m. 2336	
4002	(Oct. 18)	Soap Box Derby	G	20m. 2273	
4003	(Feb. 21)	Teddy, the Rough Rider			
		(Reissue)			
4004	(Apr. 3)	King of the Carnival	E	20m. 2341	
4005	(May 29)	Calgary Stampede	E	20m. 2360	
4006	(July 3)	A Day At the Fair	G	19m. 2414	
4007	(Sept. 4)	The Man From New Orleans	G	19m. 2443	
4008	(Oct. 16)	My Own United States	E	20m. 2474	

(1948-49)

5001	(Nov. 20)	Sons of Liberty	G	21m. 2473	
5002	(.....)	Drums Of India (Tech.)		20m.	

One Reel

ADVENTURE SPECIALS (6)

(Technicolor)

4801	(Sept. 6)	Land of Romance	G	10m. 2263	
4802	(Nov. 15)	Beautiful Bali	G	10m. 2297	
4803	(Dec. 20)	Dad Minds the Baby	G	10m. 2311	
4804	(Feb. 28)	What's Hatchin'	G	10m. 2342	
4805	(Mar. 27)	Rhythm of a Big City	G	10m. 2352	
4806	(June 5)	Living With Lions	E	10m. 2415	

(1948-49)

5801	(Sept. 25)	Mysterious Ceylon	G	10m. 2474	
5802	(.....)	Bannister's Bantering			
		Babies	F	10m.	
		Circus Town	G	10m.	

BLUE RIBBON HIT PARADES (13)

(Reissues)

(Technicolor)

4301	(Dec. 20)	Dangerous Dan McFoo	G	7m. 2319	
4302	(Jan. 17)	Hobo Gadget Band	G	7m. 2319	
4303	(Mar. 20)	Little Pancho Vanilla	G	7m. 2336	
4304	(Apr. 10)	Don't Look Now	F	7m. 2336	
4305	(Apr. 24)	Curious Puppy	F	7m. 2403	
4306	(May 22)	Circus Today	G	7m. 2403	
4307	(June 12)	Little Blabber Mouse	G	7m. 2422	
4308	(July 10)	The Squawkin' Hawk	G	7m. 2436	
4309	(July 13)	A Tale Of Two Kitties	G	7m. 2436	
4310	(Aug. 14)	Pigs In A Polka	G	7m. 2436	
4311	(Aug. 28)	Greetings Bait	G	7m. 2436	
4312	(Sept. 18)	Hiss and Make Up	F	7m. 2489	
4313	(Oct. 2)	Hollywood Steps Out			

(1948-49)

5301	(Oct. 30)	An Itch In Time	F	7m. 2474	
5302	(Dec. 11)	Fin'n Catty		7m.	

BUGS BUNNY SPECIALS (8)

(Technicolor)

(1946-47)

3719	(June 28)	Easter Yeggs	B	7m. 2221	
3720	(Nov. 1)	Slick Hare	G	7m. 2297	
3721	(Jan. 3)	Gorilla My Dreams	G	7m. 2336	
3722	(Feb. 7)	A Feather in His Hare	F	7m. 2336	
3723	(Apr. 10)	Rabbit Punch	G	7m. 2376	
3724	(May 8)	Buccaneer Bunny	F	7m. 2393	
3725	(June 12)	Bugs Bunny Rides Again	F	7m. 2415	
3726	(July 24)	Haredevil Hare	G	7m. 2438	

(1947-48)

4716	(Dec. 18)	Scaredy Cat		7m.	
4719	(Aug. 21)	Hot Cross Bunny	F	7m. 2474	
4720	(Sept. 25)	Hare Splitter	F	7m. 2489	
4721	(Dec. 4)	My Bunny Lies Over The Sea		7m.	
		Rebel Rabbit	F	7m. 2474	

JOE McDOAKES COMEDIES (6)

4401	(Sept. 13)	So You Want To Be A Salesman	G	10m. 2263	
4402	(Nov. 22)	So You Want To Hold Your Wife	F	10m. 2297	
4403	(Jan. 3)	So You Want An Apartment	G	11m. 2328	
4404	(Feb. 14)	So You Want To Be A Gambler	G	10m. 2337	
4405	(May 15)	So You Want To Build A House	G	11m. 2393	
4406	(June 26)	So You Want To Be A Detective	G	10m. 2415	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed in Pink Section
(1948-49) ()					
5401	(Oct. 23)	So You Want To Be In Politics	F	10m. 2474	
5402	(Nov. 6)	So You Want To Be On The Radio	G	10m.	
MELODY MASTERS (8) (Reissues).					
4601	(Sept. 13)	Freddy Martin and his Orchestra	G	10m. 2263	
4602	(Oct. 25)	Swing Styles	F	10m. 2281	
4603	(Dec. 6)	Borrah Minevitch and Harmonica School	F	10m. 2319	
4604	(Jan. 10)	Rubino and His Violin	F	10m. 2337	
4605	(Feb. 7)	Artie Shaw and His Orchestra	F	10m. 2337	
4606	(May 15)	Henry Busse and His Orchestra	F	10m. 2393	
4607	(June 19)	The Saturday Night Swing Club	G	10m. 2422	
4608	(July 17)	Joe Reichman and His Orchestra	G	10m. 2436	
MEMORIES FROM MELODY LANE (6)					
4201	(Sept. 27)	Let's Sing A Song of the West	G	10m. 2263	
4202	(Dec. 27)	Let's Sing An Old Time Song	G	9m. 2297	
4203	(Jan. 24)	Let's Sing A Song About the Moonlight	G	10m. 2337	
4204	(Mar. 13)	Let's Sing Grandfather's Favorites	G	10m. 2352	
4205	(May 8)	Let's Sing A Stephen Foster Song	G	10m. 2385	
4206	(July 17)	Let's Sing A Song From the Movies	G	10m. 2415	
MERRIE MELODIES (18) (T—Technicolor; C—Cinecolor)					
4701	(May 1)	Nothing But The Tooth (T)	F	7m. 2393	
4702	(May 22)	Bone Sweet Bone (C)	F	7m. 2393	
4703	(July 10)	The Shell-Shocked Egg (T)	F	7m. 2438	
4704	(July 3)	Up-Standing Sitter (C)	F	7m. 2438	
4705	(June 26)	The Rattled Rooster (T)	F	7m. 2415	
4706	(Aug. 7)	You Were Never Duckier (T)	G	7m. 2438	
4707	(Aug. 14)	Dough Ray Me-ow (C)	G	7m. 2474	
4708	(Sept. 11)	The Pest That Came To Dinner (T)	F	7m. 2474	
4709	(Oct. 2)	Odor Of The Day (C)	F	7m. 2489	
4710	(Oct. 9)	The Foghorn Leghorn (T)	G	7m. 2489	
4711	(Oct. 23)	A Lad In His Lamp (T)	G	7m. 2489	
4712	(Oct. 30)	Daffy Dilly (C)	G	7m.	
4713	(Nov. 6)	Kit For Kat (T)	G	7m.	
4714	(Nov. 20)	Stupor Salesman (T)	F	7m.	
4715	(Nov. 27)	Riff Raffy Daffy (C)	F	7m.	
(1948-49) ()					
(.....)		Hen House Henery	E	7m. 2474	
SPORTS NEWS REVIEWS					
5601	(Oct. 2)	Roaring Wheels	G	10m. 2474	
5602	(Dec. 4)	Ski Devils		10m.	
SPORTS PARADE (14) (Technicolor)					
4501	(Nov. 1)	Las Vegas, Frontier Town	G	10m. 2281	
4502	(Dec. 13)	Action in Sports	G	10m. 2319	
4503	(July 31)	A Nation On Skis	G	10m. 2438	
4504	(Feb. 14)	Sun Valley Fun	G	10m. 2337	
4505	(Mar. 6)	Trip to Sportland	F	10m. 2352	
4506	(Mar. 20)	Ride, Ranchero, Ride	G	10m. 2352	
4507	(Apr. 17)	Holiday for Sports	G	10m. 2377	
4508	(June 5)	Built For Speed	G	10m. 2407	
4509	(May 1)	Fighting Ath'etes	G	10m. 2385	
4510	(June 19)	The Race Rider	G	10m. 2415	
4511	(Aug. 14)	Playtime In Rio	G	10m. 2438	
4512	(Sept. 18)	Sports Down Under	G	10m. 2474	
4513	(Oct. 9)	Gauchos Of The Pampas	G	10m.	
(1948-49)					
5501	(Nov. 6)	Jungle Man Killers	E	10m. 2474	
5502	(Dec. 18)	Sportsmen Of The Far East	G	10m.	
Foreign					
ARTKINO					
		Moscow's 800th Anniversary	G	34m. 2462	
		Soviet Newsreel 1948, No. 10	G	10m. 2490	
		Winter Day On A Collective Farm	F	10m. 2490	
		Young Talents	F	10m. 2497	
Miscellaneous					
		Families First (20th Fox)	E	10m. 2475	
		This Way To Nursing (Emerson-Yorke)	G	20m. 2475	
		Science In Bloom (National Film Board of Canada)	E	10m. 2490	
		Get Rid Of Rats (National Film Board of Canada)	E	10m. 2490	
		It's Fun To Sing (National Film Board of Canada)	E	10m. 2490	
		The Toy That Grew Up... (AF Films)	E	17m. 2489	
		Zale vs Cerdan Fight Ringside Pictures)	F	24½m. 2489	
		Highlights Of The United Nations (Siritzky-International)	G	10m. 2490	
		Modern Gladiators (World Of Sports)	F	22½m. 2497	

	COLUMBIA	EAGLE-LION	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	SCREEN GUILD	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
OCT 8	I Surrender Dear G. Jean, D. Sireet, D. McGuire	Adventures of Gallant Bess C. Mitchell, A. Long, P. Knight (Cinecolor)		Smuggler's Cave Bowery Boys	Isn't It Romantic V. Lake, M. Hatcher, B. DeWolfe	The Best Years of Our Lives F. March, D. Andrews, M. Loy, T. Wright Melody Time (Disney) (Technicolor)	Moonrise D. Clark, G. Russell, E. Barrymore (Feldman-Grant)	The Mozart Story H. Holt, W. Markus		Strange Gamble, W W. Boyd, A. Clyde, R. Brooks (Hopalong Cassidy)		Smart Girls Don't Talk V. Mayo, B. Bennett, R. Hutton
15	El Dorado Pass, W C. Starrett, S. Burnette, E. Verdugo	Behind Lacked Daars R. Carlson, L. Bremer, R. Maore				Return of the Badmen R. Scott, R. Ryan, A. Jeffries Design For Death Documentary Bodyguard L. Tierney, P. Lane, J. Poar Variety Time J. Poar	The Denver Kid, W A. Lane, E. Waller, C. Gallagher Macbeth O. Welles, J. Nolan, D. O'Herlihy		An Innocent Affair F. MacMurray, M. Carroll, C. Rogers (Nasser)			
22	Rusty Leads The Way T. Donaldson, S. Moffett, J. Litel	The Count Of Mante Cristo (Reissue)	(October releases)	Outlaw Brand, W J. Wakely, C. Taylor, C. Larson	Night Has A Thousand Eyes E. G. Robinson, G. Russell, J. Lund	The Pearl P. Armendariz, M. E. Marques (Mexican-made)	Code of Scotland Yard O. Homolka, D. Farr (English-made)	Stagecoach War, W W. Boyd (Reissue)	Cry Of The City (October releases) V. Mature, R. Conte, B. Garde	The Plat to Kill Roosevelt (English-made) (Selected Films)		Johnny Belinda J. Wyman, L. Ayers, C. Bickford
29	The Loves Of Carmen R. Hayworth, G. Ford, R. Randell (Technicolor)	The Secret Land Admiral Byrd Adventure (Technicolor)			Sealed Verdict R. Milland, F. Marly, J. Hoyt	The Velvet Touch R. Russell, L. Genn S. Greenstreet	Drums Along The Amazon G. Brent, V. Ralston, B. Aherne		Apartment For Peggy J. Crain, W. Holden, E. Gwenn (Technicolor)		(November releases)	
NOV 5	The Untamed Breed S. Tufts, B. Britton, G. Hayes (Cinecolor)	Let's Live A Little H. Lamarr, R. Cummings, A. Sten	No Minor Vices D. Andrews, L. Palmer, L. Jourdan (Enterprise)			Gaod Sam G. Cooper, A. Sheridan, R. Collins (McCarey)			Night Wind C. Russell, V. Christine, J. Ridgely (Wurtzel)	Rogues' Regiment D. Powell, M. Toren, V. Price		
12	Leather Gloves C. Mitchell, V. Grey, S. Laverne		The Three Musketeers L. Turner, G. Kelly, V. Heflin (Technicolor)	Gunning For Justice, W J. M. Brown, R. Hatton, E. Finley		Rachel and the Stranger L. Young, W. Holden, R. Mitchum	Sundown In Santa Fe, W A. Lane, E. Waller	Mark Of The Lash, W L. La Rue, A. St. John	My Dear Secretary L. Day, K. Douglas, K. Wynn (Papkin)	Kiss The Bland J. Fontaine, B. Lancaster, R. Newton		June Bride B. Davis, R. Montgomery, F. Bainter
19	Racing Luck G. Henry, S. Clements, D. Bruce	He Walked By Night R. Basehart, S. Brody	(December releases)	Courtin' Trauble, W J. Wakely, V. Belmont, D. Taylor	Miss Tatlack's Millions W. Hendrix, B. Fitzgerald, J. Lund	Station West D. Powell, J. Greer A Song Is Born D. Kaye, V. Mayo, (Goldwyn)	Grand Canyon, Trail R. Rogers, A. Devine, J. Frazee (Trucolor)	Last Of The Wild Horses J. Ellison, J. Frazee, M. B. Hughes (Seplatone)	High Fury M. Carroll, I. Hunter, M. Rennie (Rogers-Cohn) (Foreign-made)			
26	The Return of October G. Ford, T. Moore, J. Gleason (Technicolor)	Million Dollar Weekend G. Raymond, S. S. Poull, F. Lederer	Hills Of Home E. Gwenn, D. Crisp, J. Leigh, Lassie (Technicolor)	Kidnapped R. McDowall S. England, D. O'Herlihy		Indian Agent, W T. Holt, N. Beery, Jr., R. Martin	Renegades In Sanara, W A. Lane, E. Waller		Belle Starr's Daughter G. Montgomery, R. Cameron (Alperson)			Fighter Squadron E. O'Brien, R. Stack, J. Rodney (Technicolor)
DEC 3	The Gallant Blade L. Parks, M. Chapman, V. Jory (Cinecolor)		Words And Music J. Garland, M. Rooney, J. Allyson (Technicolor)	Hidden Danger, W J. M. Brown, C. Larson, D. Taylor		Maurning Becomes Electra R. Russell, M. Redgrave, R. Massey	The Plunderers R. Cameron, I. Massey, A. Booth (Trucolor)		Bungallow 13 T. Conway, M. Hamilton, R. Cramwell			Angels With Dirty Faces J. Cagney, P. O'Brien, H. Bogart (Reissue)
10				Jiggs and Maggie In Court J. Yule, R. Riano, W. McKay		They Live By Night F. Granger, C. O'Donnell	Homicide Far Three W. Douglas, A. Long, L. Corrigan		Jungle Patrol K. Miller, A. Franz, R. Ford			They Drive By Night G. Raff, A. Sheridan, I. Lupino (Reissue)
17						The Green Hair P. O'Brien, B. Hale, D. Stockwell (Technicolor)						
						So Dear To My Heart (Disney) (Technicolor) B. Driscoll, L. Patten, B. Bond						

HOLIDAYS—SPECIAL EVENTS

Nov. 11—Armistice Day
Nov. 25—Thanksgiving Day

FILM CLASSICS

Drums—(Technicolor) (Reissue)
Four Feathers—(Technicolor)—(Reissue)
Miraculous Journey—R. Callahan, V. Grey—(Cinecolor)
Sofia—G. Raymond, S. Gurie—(Cinecolor)
Border Wolves—(Western Reissue)
Pony Post—(Western Reissue)



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